



New Jersey big 1 builders for young people Fall Benefit 2023

**Wednesday
November 15
2023**

6:00 pm – 8:30 pm

**Gateway Center
One Gateway Center
Newark, NJ**

honoring

Ed Russo CEO, Russo Development

event chairs

Peter Bronsnick

Executive Managing
Director & Managing
Principal for NJ
Cushman & Wakefield

Mathew Feldman

Founder and Managing
Director
CAMPAIGN Capital

Gus Milano

President & COO
Hartz Mountain Industries

John Saraceno

Co-Founder &
Managing Principal
Onyx Equities

Mercedes Smith

Savoy Associates, ret.

Robert Ross

ASP NJ Board

To Purchase Tickets or Make A Sponsorship Gift

www.allstars.org

#ASPNewJersey



big builders for young people New Jersey

Fall Benefit 2023

honoree

Ed Russo, CEO, Russo Development

All Stars Project is proud to honor Ed Russo, CEO of Russo Development on Wednesday, November 15th at the 2023 New Jersey Benefit for his commitment to providing opportunities for youth and building community across the Garden State. Together, All Stars and Russo Development are opening a path for thousands of young people and their families to gain access to life-changing developmental opportunities in 2023 and beyond.

Ed has led Russo Development through an impressive period of growth since taking over the family business in 2001, creating a community-focused portfolio of two million square feet of mission-critical space, over three million square feet of commercial and data center projects in its pipeline, 3,600 units of multifamily apartments under construction, and another 2,500 units planned during the next three years.

As All Stars Project of New Jersey begins our next chapter of growth in our new home, the Gateway Center, we couldn't think of a better partner to stand shoulder-to-shoulder with while we construct a new paradigm for underserved communities in our state and across the country. Since 2013, Russo Development has invested over \$150,000 in direct support for free afterschool programs for youth from Newark and Jersey City through the All Stars Project, embodying their core values of community and trust.

We hope that you will join us on November 15th and support Ed in his endeavor to create a more equitable New Jersey for all its residents. Thank you to Ed and the entire Russo team for rolling up your sleeves and breaking ground on this new era of opportunity for youth!



All Stars Project of NJ Director, Shadae McDaniel, and ASP of NJ team members meet with Ed Russo and the Russo Development team

Russo Development's planned residential community, Vermella Broad Street, to be located at 355-265 Broad Street, is an important part of the City of Newark's ongoing development efforts.





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about the All Stars

The All Stars Project is a leading national nonprofit organization where young people learn new performances on and off stage. Our dynamic programs transform the lives of youth from poor and underserved communities in partnership with caring adults, giving everyone the opportunity to grow. Located in six cities — **Jersey City, New York City, Newark, Chicago, Dallas, the San Francisco Bay Area**, and now virtually everywhere—these programs are all free of charge for our young people!

our programs

Development School for Youth (DSY)

25!
YEARS

With a 25-year track record and over 5,000 alumni, the DSY **creates leadership training and paid summer internship opportunities for youth** in partnership with the business community. This summer, 200 youth participated in in-person, virtual, and hybrid internships provided by partner companies such as EY, JPMorgan Chase, MetLife, Paramount Global, CBRE, and Brookfield Asset Management. DSY has been featured in the [Chicago Tribune](#) and [Forbes](#) as a **model program in preparing youth for the business world** and creating meaningful engagement, as our corporate partners respond to new calls of action for diversity and equity in the workplace.

Development Coaching

Development Coaching is a **virtual program that matches young people with caring adults and industry leaders** from across the country. These adults help guide and enhance each young person’s professional and personal development. Since 2020, we’ve matched over 1,000 young people and adults in the program!

Performance Programs

Through on-stage and online performance activities – including our [All Stars Talent Show Network](#), [Youth Onstage!](#), and [Virtual Performance Playbook](#) – the All Stars uses our innovative performance-based approach to help young people from across the country (and the world!) grow their confidence on stage and in life!



Operation Conversation: Cops & Kids

Cops & Kids is an **award-winning, police-community relations model program** run in partnership with the New York City Police Department and the Newark Police Department. We have worked directly with over 5,000 youth and officers over the past decade, who have built new relationships with one another through their engagement with the program. In 2023, all 1000+ Newark police officers will undergo police-community relations training using All Stars methodology.

Operation Conversation

Operation Conversation is the All Stars Project’s newest bridge-building initiative created to **address the social and racial divides in America**. Operation Conversation gives people from all walks of life new and effective tools to develop their empathy, appreciation, listening skills and exercise their curiosity “muscles.” The workshop **builds diverse relationships, engages racism, and promotes racial healing in everyday life** through the power of performance.





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Sponsorship Levels

I/We wish to reserve the following:

- \$100,000 Platinum Sponsor**
2 tickets, recognition as official class sponsor at Fall 2023 Development School for Youth Graduation, full-screen electronic ad at event, premier recognition on ASP social media, partnership highlight on ASP website
- \$50,000 Gold Sponsor**
2 tickets, full-screen electronic ad at event, premier recognition on ASP social media, partnership highlight on ASP website
- \$25,000 Rising All Stars Sponsor**
2 tickets, full-screen electronic ad at event, prominent recognition on ASP social media
- \$15,000 Silver Sponsor**
2 tickets, half-screen electronic ad at event, recognition on ASP social media
- \$10,000 Bronze Sponsor**
Half-screen electronic ad at event
- \$1,000 Partnership Ticket**
Ticket for event, includes name on Thank You screen at end of event
- \$500 Ticket**
Ticket for event
- Other Gift Amount:**
\$ _____

Please submit your ad **no later than November 3** to ensure inclusion in the program.

Payment

ONLINE

Make a sponsorship, purchase your tickets, or give a gift at allstars.org/new-jersey-fall-2023-benefit-donations

EFT and stock payment options are also available. Please contact [Steve Barry](mailto:sbarry@allstars.org) for details.

CHECK

Enclosed is my check in the amount of \$ _____ made payable to **All Stars Project, Inc.**

Mail or FedEx checks to: All Stars Project, Inc.
C/O Steve Barry
One Gateway Center, Suite 740
11-43 Raymond Plaza West
Newark, NJ 07102

CREDIT CARD

Please bill my: AmEx MasterCard Visa Discover

This is a: Personal Card Corporate Card

In the amount of: \$ _____

Card number: _____ Exp. date: _____

Name on card: _____

Signature: _____

BILLING AND CONTACT INFORMATION

Company name/
Sponsor name: _____

Contact name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Email: _____

Thank you for your support!

All gifts are 100% tax-deductible. Ticket and ticket packages will include a \$85 non tax-deductible portion for each guest who attends.

Your support will also allow us to offer free tickets to youth, volunteers, and other guests who are just learning about the All Stars Project. Thank you for investing in youth development!

For more information, please contact Fundraising Director Steve Barry at sbarry@allstars.org or at **973-856-6698**.

All Stars Project of New Jersey, One Gateway Center Ste 740
11-43 Raymond Plaza West, Newark, NJ 07102
www.allstars.org