

**SAILING
FOR
SUCCESS**

Sailing for Success
April 14, 2018

Partnership Opportunities

Elyssa Linares, *President/CEO*
Communities In Schools of Miami, Inc.
12485 SW 137 Avenue, Suite 109
Miami, FL 33186
305-252-5444 Ext. 304
elinaires@cismiami.org
www.cismiami.org

Event Details



EVENT DATE/TIME: Saturday, April 14, 2018, 5:00 p.m. – 8:00 p.m.

LOCATION: Intercontinental at Doral Miami

A family event that takes you on a voyage filled with music, food and activities without needing a passport and without leaving land.

GOAL: To raise funds to support the mission of Communities In Schools of Miami, Inc. (CIS of Miami). The mission of CIS of Miami is to surround students with a community of support, empowering them to stay in school and achieve in life. CIS of Miami provides free tutoring, mentoring, counseling, life skills, and after school programs to over 5,000 students in grades K-12 throughout Miami-Dade County Public Schools.

The event will implement a public relations campaign to raise awareness of sponsor companies and their support of CIS of Miami's work.

PATRON DEMOGRAPHICS:

Marketing Reach: 20,000 residents and businesses

Event Attendance: 325

Attendees: 47% Male, 53% Female, Multicultural

Age: 75% between 35-69 years of age, Median age: 47

Education: 78% College Degree, 45% Graduate Degree

Income: Average income of \$89,750 and above

Residence: 88% live in Miami Dade County, 12% Broward



Sponsorship Opportunities



Captain's Table Presenting Sponsor - \$10,000 (One sponsor opportunity only)

- Thirty adult tickets to the event
- Sponsor recognition displayed on screen presentation in main room
- Five-minute speaking opportunity on stage during program
- Double-page center spread advertisement in printed program
- Recognition on Communities In Schools Miami's web site, hyperlinked to sponsor website
- Recognition on Communities In Schools Miami's Facebook and social media pages - total reach: 1,983
- Photographer to capture key brand images and share with sponsor
- Invitation to school site tour for up to 20 people
- Inclusion in pre- and post-event press releases
- Recognition in Communities In Schools Miami's e-newsletter
- Logo integrated into all signage
- Logo integrated into digital and print invitations



Sponsorship Opportunities



Port of Call Sponsor - \$5,000



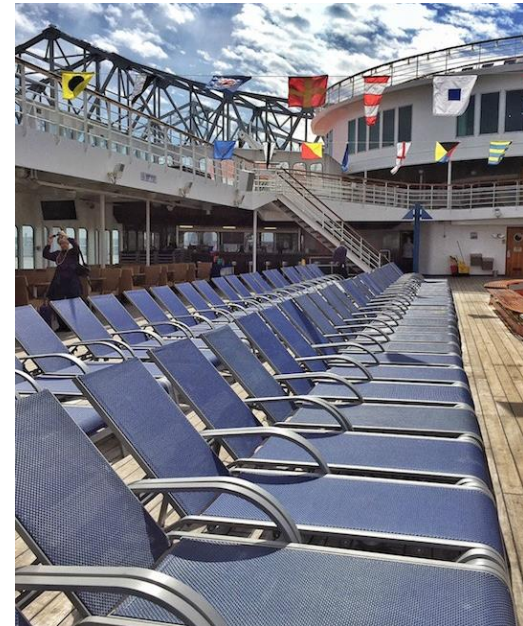
- Twenty adult tickets to the event
- Sponsor recognition displayed on screen presentation in main room
- Sponsor recognition during program
- Full-page advertisement in printed program
- Recognition on Communities In Schools Miami's web site, hyperlinked to sponsor website
- Recognition on Communities In Schools Miami's Facebook and social media pages - total reach: 1,983
- Photographer to capture key brand images and share with sponsor
- Invitation to school site tour for up to ten (10) people
- Inclusion in pre- and post-event press releases
- Recognition in Communities In Schools Miami's e-newsletter
- Logo integrated into all signage

Sponsorship Opportunities



Lido Deck Sponsor - \$2,500

- Ten adult tickets to the event
- Sponsor recognition displayed on screen presentation in main room
- Half-page advertisement in printed program
- Recognition on Communities In Schools Miami's web site, hyperlinked to sponsor website
- Recognition on Communities In Schools Miami's Facebook and social media pages - total reach: 1,983
- Invitation to school site tour for up to five (5) people
- Inclusion in pre- and post-event press releases
- Recognition in Communities In Schools Miami's e-newsletter
- Link to professional photography from event



Sponsorship Opportunities



Donate a Seat:

- A donation to sponsor a student - \$100

Advertising:

- Full page ad - outside back cover - \$1,500
- Full page ad - inside front cover - \$1,000
- Full page ad - inside back cover - \$1,000
- Full page ad - \$800
- Half page ad - \$450
- Quarter page ad - \$250



Ad specifications:

Full page – outside back cover: camera-ready, full color, hi-res jpg or pdf, 5" wide x 7.5" high

Full page – all other: camera-ready, black/white, hi-res jpg or pdf, 5" wide x 7.5" high

Half page: camera-ready, black/white, hi-res jpg or pdf, 5" wide x 3.5" high

Quarter page: camera-ready, black/white, hi-res jpg or pdf, 2.5" wide x 3.5" high

Please submit camera-ready black/white art as hi-resolution pdf by 3/15/18 to: elinares@cismiami.org

Be a Auction Donor



Consider donating an item for our auction.

Or donate items to be used for sale or as prizes for our activities.
Any number of items are appreciated.

Donors will be acknowledged via our
web site and in the event program.

