



The Beacon Council
Foundation

LIGHT THE NIGHT

2018
BEACON AWARDS

ILLUMINATING THE PATH
TOWARD ONE COMMUNITY ONE GOAL

SPONSORSHIP OPPORTUNITIES

OVERVIEW

Honoring the people and companies advancing prosperity for all Miami-Dade, the 16th Annual Beacon Awards Gala is a highly-recognized signature event fueled by the One Community One Goal Initiative that recognizes leadership and innovation in key areas:

- Business Climate & Policy
- Economic Development Marketing
- Education & Workforce Development
- Entrepreneurship & Innovation
- Physical Infrastructure
- Target Industries
- Leadership

Attended by more than 500 guests, including Miami-Dade County Mayor Carlos A. Giménez, a few past honorees include:

Bill Graham

Phil Frost

Craig Robbins

Gloria & Emilio Estefan

Manuel D. Medina

Donna E. Shalala

Mike Fernandez

Dr. Eduardo J. Padron

Jorge Perez

Florida East Coast Realty

Baptist Health South Florida

Greater Miami Convention & Visitors

Bureau

Tiffany & Co.

TD Bank

HBO Latin America Group

NBC Telemundo

Royal Caribbean Cruise Lines

New World Symphony

The Boeing Company

Robert Traurig



OCOG is a community-wide strategic plan led by the Miami-Dade Beacon Council that provides a collaborative platform to promote long-term, sustainable economic development and prosperity in Miami-Dade County by driving innovation, leveraging strengths, providing clear thought leadership, and coalescing public and private priorities. Co-chaired by Penny Shaffer, Market President of Florida Blue, Maria Alonso, CEO of United Way, and Mayor Carlos Gimenez, this initiative brings together a broad spectrum of Miami-Dade organizations, to advance the goal of a thriving, inclusive and diverse community.

WHY PARTNER?

The 16th Annual Beacon Awards will provide your business with brand visibility to 500+ corporate and community leaders by:

- Aligning you as a partner of a prominent occasion in which to honor key companies and individuals advancing economic opportunity for our community
- Positioning your brand as a thought leader in one of the prestigious award categories
- Facilitating meet & greet opportunities with the “Best of Miami” community leaders and companies including past-Chairs and elected officials
- Fueling economic development initiatives you can take part in that create life-changing jobs and investments in our county through a tax-deductible donation

BEACON AWARD CATEGORIES

LEADERSHIP

The highly anticipated Jay Malina Award is presented in honor of the founder and co-chair of the original One Community One Goal (OCOG) initiative, Jay T. Malina. The award is presented to a local executive who has significantly enhanced Miami-Dade County through professional success and civic participation.

BUSINESS CLIMATE & POLICY - **SOLD**

Honoring a public official who supports business growth and opportunity.

2018
JAY MALINA WINNER
ADOLFO HENRIQUES

ECONOMIC DEVELOPMENT MARKETING - **SOLD**

Honoring a person or company who is promoting Miami-Dade as a world-class business destination.

EDUCATION & WORKFORCE DEVELOPMENT - **SOLD**

Honoring a company or institution developing opportunities for Miami-Dade's workforce.

ENTREPRENEURSHIP & INNOVATION - **SOLD**

Honoring a company or entrepreneur demonstrating leadership in innovation.

PHYSICAL INFRASTRUCTURE - **SOLD**

Honoring a company or organization that has improved Miami-Dade's physical assets.

TARGET INDUSTRIES

Honoring a high-growth company within one of the target industries (Aviation, Banking & Financing, Creative Design, Hospitality & Tourism, Innovation & Technology, Life Science & Healthcare, and Trade & Logistics).

SPONSORSHIP OPPORTUNITIES

The 16th Annual Beacon Awards offers companies unique access and increased visibility among the 14,000+ plus readership and 500+ guests in attendance. Available customizable sponsorship packages, to fit any budget, offer a variety of channels to communicate to a community of business leaders.



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS	PRESENTING	JAY MALINA AWARD	DISTINGUISHED AWARDS (SOLD)	HOSTING*	ADVOCATE	SUPPORTER
Donation Amount	\$35,000	\$25,000	\$15,000	\$15,000	\$10,000	\$5,000
Number of opportunities	Exclusive	Exclusive	6	5	14	20
Sponsor Designation	X	X	X	X	X	
MARKETING						
Logo branded on all marketing materials (save-the-date, evite, website, newsletter, advertising, etc.)	X	X	X	X	X	
Full page ad in commemorative print program	X	X	X	X	Half Page	Logo
Social media mentions and tags (pre, during event, and post)	6x	4x	2x	2x		
Scheduled sponsored social media post (image provided by sponsor)	X	X	X	X		
Dedicated sponsor digital ad (supplied by sponsor) to email list (14,000+ readers)	X	X				
Company featured in weekly digital newsletter	X					

*See page 8 for options



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS	PRESENTING	JAY MALINA AWARD	DISTINGUISHED AWARDS (SOLD)	HOSTING*	ADVOCATE	SUPPORTER
ON-SITE BRANDING AND RECOGNITION						
On-stage opportunity to present award and be photographed with honored companies and officials	X	X	X	Live Entertainment Host to Kick-off Entertainment on Stage		
Logo on table placement card	X					
Verbal recognition during awards program	X	X	X	<ul style="list-style-type: none"> • Reception Host • Live Entertainment Host 		
On-stage speaking opportunity	X					
Opportunity to show short 30-60sec promotional video during program (provided by sponsor)	X					
Logo featured in Awards Video	X					
Logo on event signage	X	X	X	X	X	Table
PUBLIC RELATIONS						
Company mention on all press outreach	X	X	X	X		

*See page 8 for options



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS	PRESENTING	JAY MALINA AWARD	DISTINGUISHED AWARDS (SOLD)	HOSTING*	ADVOCATE	SUPPORTER
Quote from top-level executive included in press release	X					
HOSPITALITY						
Tickets	PREMIER SEATING Two (2) tables of twelve (12)	PREMIER SEATING Two (2) tables of (12)	One (1) table of twelve (12)	One (1) table of ten (10)	One (1) table of ten (10)	One (1) table of ten (10)
Opportunity to host exclusive sponsor-led breakfast or reception for award recipients pre-event	X	X	X			
POST EVENT						
First right of refusal for the following year's program	X					
Attendee email list with name and company	X	X				
Company mention in post-event feature in weekly Miami-Dade Beacon Council digital newsletter (14,000+ readers)	X	X	X	X	X	
Brand featured on email to attendees with event photos	X					

*see page 8 for options

HOSTING OPPORTUNITIES

RECEPTION \$15,000 - **SOLD**

Help welcome more than 500 guests by kicking-off the evening with a meet & greet. Contact us to customize an immersive experience guests will never forget.

HOSTED BAR \$15,000

Hot spots for networking and connections. Branded bars can be customized with specialty cocktails, signage, glassware, and brand ambassadors.

LIVE ENTERTAINMENT \$15,000

Introduce the live entertainment for the evening. A great opportunity to have guests on their feet.

COMPLIMENTARY VALET \$10,000

Welcome guests at the front door with VIP valet service. Branding opportunities include:

- Custom branded valet shirts for staff
- In-Car Gift Bag opportunities for departing guest
- Sweet stand with bites of mini-treats or ice cream on way out

CENTERPIECES \$5,000 - **SOLD**

A branded mainstay of any gala. Add a special touch of elegance to each table. Decorative flowers or branded works of art.



To learn more and/or to confirm
your participation,
please contact:

Erin Dowd
Vice President // Investor Relations

Miami-Dade Beacon Council
edowd@beaconcouncil.com
p: (305) 606-3723