presents

THE 15TH ANNUAL

Beacon AWARDS

MAY 11, 2017 | 6:00 PM | HILTON MIAMI DOWNTOWN HOTEL

SPONSOR & BRANDING OPPORTUNITIES
The 15th Annual Beacon Awards is a highly-recognized signature event that honors Miami-Dade businesses for their significant contributions in the areas of job creation, business expansion, corporate citizenship, and leadership. Supported and attended by Miami-Dade County Mayor Carlos A. Giménez, The Beacon Awards ceremony is an annual tradition with roots in our One Community One Goal (OCOG) Initiative, a targeted industry strategic plan launched by The Beacon Council Foundation to encourage investment and support job creation, while competitively positioning Miami-Dade in the global economy.

The event honors local individuals and companies who have worked to enhance our community. It is because of their contribution that Miami-Dade County continues to be an ideal location to live, work and play.

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 Systems
- 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
WHY PARTNER?

With more than 450 corporate citizens and the organizations that contribute to the strength of our business community in attendance, sponsoring the 15th Annual Beacon Awards will provide your brand the opportunity to:

- Align as a partner of a prominent occasion in which to honor key individuals making key strides towards our collective economic development goals
- Position your brand as a thought leader in select industry as an award sponsor
- Meet & greet opportunities among the “Best of Miami” community leaders and companies including past-Chairs and elected officials
BEACON AWARD CATEGORIES

JAY MALINA AWARD - TO BE ANNOUNCED
The highest honor of the evening named 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 the local executive who has done the most to enhance Miami-Dade County though professional success and civic participation.

MAKE IT MIAMI - MIAMI CANCER INSTITUTE
Honoring a company dedicated to making Miami a better place for all citizens and for having inspired the rest of the community to do the same.

JUDGE’S AWARD - CAREER SOURCE SOUTH FLORIDA
Presented to a Miami-Dade company or individual that demonstrated a notable commitment to giving back to the community.

EDUCATION & TALENT DEVELOPMENT AWARD - WYCODE ACADEMY
This award recognizes an organization that is effectively responding to local workforce development in one or more of our targeted industries.

CORPORATE SOCIAL RESPONSIBILITY AWARD - BANK OF AMERICA
This award recognizes a company that is directly supporting programs which contribute to sustainable economic development in our community (e.g. education/skilled workforce, healthcare access, leadership development, economic empowerment, etc.)
BEACON AWARD CATEGORIES

THE INDUSTRY AND MARKET AWARDS INCLUDE:

**Aviation- ATR AMERICAS**
This award recognizes leadership and growth within our local Aviation Industry sectors (e.g. Parts & MRO, Assembly, Simulation and Training, etc.)

**Banking & Finance- BANKUNITED SOLD**
This award recognizes leadership and growth within our local Banking & Finance Industry sectors (e.g. Insurance, Wealth Management, Back Office, etc.)

**Creative Design- GOLIN**
This award recognizes leadership and growth within our local Creative Design Industry sectors (e.g. Advertising, Architecture, Fashion & Lifestyle, Film, TV, Digital Content, etc.)

**Hospitality & Tourism- CRYSTAL CRUISES**
This award recognizes leadership and growth within our local Hospitality & Tourism Industry sector (e.g. Conferences, Trade Fairs, Cruise, Cultural Arts, etc.)

**Life Sciences & Healthcare- CATALYST PHARMACEUTICALS**
This award recognizes leadership and growth within our locale Sciences & Healthcare Industry sectors (e.g. Medical Device, Pharmaceuticals, Biologics, Healthcare Providers, etc.)

**Technology & Innovation- M19 RETAIL SOLD**
This award recognizes leadership and growth within our local Technology Industry sector (e.g. Data Centers, Mobile Applications, Back Office, Digital Media, etc.)

**Trade & Logistics- INTERPORT LOGISTICS SOLD**
This award recognizes leadership and growth within our local Trade & Logistics Industry sector (e.g. Distribution Centers, Assembly & Kitting, Maritime Services & Trade, etc.)

**Small Business- INVIZIO SOLD**
This award recognizes a small business (less than 50 employees) that is making an impact in our community.

**Entrepreneurship- THE NEW TROPIC**
This award recognizes an innovative business that is making an impact in the entrepreneurial ecosystem of Miami-Dade County (e.g. incubators, accelerators, start-ups, and other innovative companies, etc.)
Sponsorship support of the Miami-Dade Beacon Awards offers your brand unique access and increased visibility among our 14,000 plus readership and more than 450 guests in attendance made up of leaders in businesses and the community.

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVELS</th>
<th>PRESENTING</th>
<th>THE JAY MALINA AWARD</th>
<th>EDUCATION AWARD</th>
<th>DISTINGUISHED AWARDS</th>
<th>INDUSTRY AWARDS</th>
<th>EXECUTIVE</th>
<th>CORPORATE TABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$25,000</td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$8,000</td>
<td>$5,000</td>
<td>$3,750</td>
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<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>(NON-MEMBERS)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>$3,500</td>
</tr>
<tr>
<td>Number of Opportunities</td>
<td>Exclusive</td>
<td>Exclusive</td>
<td>Exclusive</td>
<td>Choice of (1) Make it Miami Award (2) Corporate Social Responsibility (3) Judges’ Award</td>
<td>Choice of (1) Aviation (2) Creative Design (3) Life Sciences &amp; Healthcare (4) Hospitality &amp; Tourism (5) Technology &amp; Innovation (6) Entrepreneurship (7) Small Business (8) Banking &amp; Finance (9) Trade &amp; Logistics</td>
<td>Unlimited Opportunities</td>
<td>Unlimited Opportunities</td>
</tr>
<tr>
<td>Sponsorship Level Designation</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Opportunity to nominate a company/organization</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

MARKETING

- Logo branded on all marketing materials (save-the-date, invite, website, newsletter, advertising, etc.)
  - Top Tier: x
  - 2nd Tier: x
  - 3rd Tier: x
  - 4th Tier: x
  - Lower-Level Tier: x

- Ad in commemorative print program
  - Inside Front Cover: 6x week
  - Inside Back Cover: 3x
  - Full-Page: 1x
  - Half-Page: 1x
  - Logo: 1x

- Social media mentions and tags (pre, during event, and post)
  - 6x week
  - 3x
  - 1x
  - 1x

- Scheduled sponsored social media post (image provided by sponsor)
  - 2x
  - 1x

- Dedicated sponsor digital ad (supplied by sponsor) to email list (14,000+ readers)
  - 1x

- Company featured in weekly Beacon Council digital newsletter leading up to event (14,000+ readers)
  - x

PUBLIC RELATIONS

- Company mention on all press outreach communications
  - x
  - x
  - x

- Quote from top-level executive included in press release
  - x
# SPONSORSHIP OPPORTUNITIES & BENEFITS

## SPONSORSHIP LEVELS

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVELS</th>
<th>PRESENTING</th>
<th>THE JAY MALINA AWARD</th>
<th>EDUCATION AWARD</th>
<th>Distinguished Awards</th>
<th>Industry Awards</th>
<th>Executive</th>
<th>Corporate Table</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$25,000</td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$8,000</td>
<td>$5,000</td>
<td>$3,750 Non-Members</td>
</tr>
</tbody>
</table>

## ON-SITE PARTICIPATION, BRANDING & RECOGNITION

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>Top Tier</th>
<th>2nd Tier</th>
<th>3rd Tier</th>
<th>4th Tier</th>
<th>5th Tier</th>
<th>Logo on Table</th>
<th>Logo on Table</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo branded on guest name badge</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verbal recognition during awards program</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-stage speaking opportunity to introduce Miami-Dade Beacon Council Chairman</td>
<td></td>
<td>X</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>On-stage opportunity to present award and photograph with honored companies and officials</td>
<td>X</td>
<td>Category winner only</td>
<td>Category winner only</td>
<td>Category winner only</td>
<td>Category winner only</td>
<td>Logo on Table</td>
<td>Logo on Table</td>
</tr>
<tr>
<td>Opportunity to show short 30sec or 60sec promotional video during program</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo featured included in Awards Video</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo branded on event signage (print &amp; digital)</td>
<td>Top Tier</td>
<td>2nd Tier</td>
<td>3rd Tier</td>
<td>4th Tier</td>
<td>5th Tier</td>
<td>Logo on Table</td>
<td>Logo on Table</td>
</tr>
</tbody>
</table>

## HOSPITALITY

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>Top Tier</th>
<th>2nd Tier</th>
<th>3rd Tier</th>
<th>4th Tier</th>
<th>5th Tier</th>
<th>Logo on Table</th>
<th>Logo on Table</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to host exclusive sponsor-led breakfast or reception for award recipients pre-event</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## POST-EVENT OPPORTUNITIES

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>Top Tier</th>
<th>2nd Tier</th>
<th>3rd Tier</th>
<th>4th Tier</th>
<th>5th Tier</th>
<th>Logo on Table</th>
<th>Logo on Table</th>
</tr>
</thead>
<tbody>
<tr>
<td>First right of refusal for the following year’s program</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attendee email list with name and company</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company mention in post-event feature in weekly Miami-Dade Beacon Council digital newsletter (14,000+ readers)</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Branded on email to attendees with event photos</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Custom packages also available. Please contact us today to design.
SPONSOR BRAND PRESENCE

- Award Sponsorship Recognition & Signage
- Custom Branding Opportunities
- Commemorative Print Program
- Exposure Through Media Partnerships
- Networking Reception Branding
- Sponsor Recognition
- Table Signage
- On-Stage Speaking Opportunities
- Interview Opportunities
SPONSOR COMMITMENT FORM

AVAILABLE SPONSORSHIP LEVELS

- Presenting $25,000 (exclusive opportunity)
- Jay Malina Award $20,000 (exclusive opportunity)
- Education Award $15,000 (exclusive opportunity)
- Distinguished Awards $10,000 (select below)
  - Make it Miami Award
  - Judge's Award
  - Corporate Social Responsibility Award
- Industry Awards $8,000 (select below)
  - Aviation
  - Creative Design
  - Life Sciences & Healthcare
  - Hospitality & Tourism
  - Technology & Innovation
  - Small Business
  - Banking & Finance
  - Trade & Logistics
  - Entrepreneurship
- Executive $5,000
- Corporate Table Non-members $3,750 Qty: _______
- Corporate Table Member $3,500 Qty: _______

INDIVIDUAL TICKETS

- Non-member individual ticket $375 Qty: _______
- Member individual ticket $350 Qty: _______

CONTACT INFORMATION

Primary Contact __________________________ Company (as to appear in printed materials) __________________________
Address _________________________________ City/State/Zip _________________________________
Phone _________________________________ Email _________________________________

PAYMENT METHOD

Total: $ _________________________________
- Remit Invoice for payment
- Check enclosed made payable to the Miami-Dade Beacon Council
- Visa
- MC
- Amex
Name on Credit Card _________________________________
Credit Card No. _________________________________ CVV Code __________________ Expiration Date ________
Print/Signature/Date _________________________________

PLEASE SUBMIT COMPLETED FORM TO GRACE CASTRO, SPONSORSHIP & EVENTS MANAGER
Miami-Dade Beacon Council • 80 SW 8th Street, Suite 2400 • Miami, FL 33130
PH: (305) 579-1380 • EM: gcastro@beaconcouncil.com
MADE POSSIBLE WITH THE GENEROUS SUPPORT OF*

WELLS FARGO

Florida Blue

Bank of America

COHEN O'CONNOR

CARLTON FIELDS

DOSAL TOBACCO

OCEAN BANK

EWM

Miami Cancer Institute
BAPTIST HEALTH SOUTH FLORIDA

SUSTAINING INVESTORS

Miami Herald
American Airlines

M3F HEALTHCARE PARTNERS

*Sponsors to date

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

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