

25TH ANNIVERSARY EVENT

Hearts  
OF GOLD

PRESENTED BY REED NISSAN

TAKEOFF

**MARCH 10  
2018**

FEATURING

**SISTER  
HAZEL**

PLACE

**ORLANDO MAGIC'S**  
MAGIC CARPET AVIATION HANGAR

TO BENEFIT

 **COALITION**  
FOR THE HOMELESS  
OF CENTRAL FLORIDA

**SPONSORSHIP OPPORTUNITIES**

# 25<sup>TH</sup> ANNIVERSARY **HEARTS OF GOLD**

## **WHEN**

**Saturday, March 10, 2018**

6:00 PM: Early VIP Admission

6:45 PM: General Admission

8:00 PM: Concert

## **WHERE**

**Orlando Magic's**

**Magic Carpet Aviation Hangar**

4225 Execuair St.

Orlando, Florida 32827

*Free valet parking.*

## **FEATURING**

**Sister Hazel**

**Hearts of Gold** has long been a fundraising event unlike any other in our community, but in 2018, we are taking it up a notch. In celebration of its **25th anniversary**, the event will truly spread its wings.

On **Saturday, March 10**, the Orlando Magic will open their private airline hangar to our guests for an unforgettable evening of musical entertainment, delicious food and drinks, and special surprises mere feet from the tarmac.

As the sun sets on the **Magic Carpet Aviation Hangar**, our friends in **Sister Hazel** will do what they do best, playing their incredible hits in this intimate, exclusive setting.

Over the past 25 years, our sponsors have raised millions of dollars for the Coalition through Hearts of Gold, putting us in **Orlando Business Journal's Top 10 Nonprofit Fundraisers of 2016**. These funds not only allow us to meet the basic needs of more than 500 people each day, but they provide an array of services to help our guests stabilize, increase their income, and secure housing. In the last year alone, nearly 1,000 of our guests moved from one of our programs into permanent housing, and it is only possible through the generosity and compassion of community partners like you.

In this packet, you will find event details and sponsorship information. With your participation, **we can guide our neighbors in need on their journey home.**

I would like to thank you in advance for your thoughtful consideration. Please reach out if you have any questions.

Gratefully,



Sr. VP, Commercial Relationship Manager, IBERIABANK  
Hearts of Gold Committee Chair

## YOUR SPONSORSHIP AT WORK

For over 30 years, Coalition for the Homeless of Central Florida has been a place where hope is restored. We embrace the community's goal of making homelessness rare, brief, and one-time. By focusing on housing and income, we are able to give our guest a fresh start to a better life. Over the last three years, 2,772 men, women, and children have moved from one of our programs into permanent housing.



**2,772**

Coalition guests have moved from one of our programs to permanent housing over the past three years.



**207**

chronically homeless individuals moved on from one of the Coalition's programs into permanent housing over the past three years.



**250,000+**

nutritious meals were served last year.



**\$22.47 PER DAY** (FYE 2016)

is the cost of an individual staying at the Coalition while awaiting housing. The average cost per day for a chronically homeless individual living on the streets, including incarceration and hospital stays, is \$84.93 per day — over \$30,000 per year.

Each day, the Coalition serves nearly 500 men, women, and children.

You can help them on their journey home.

# SPONSORSHIP OPPORTUNITIES

## PASSES & TICKETS

- **All-Access VIP Reception Passes** include early entry, exclusive meet 'n greet with the performers, private bar, silent auction, and complimentary beverages and hors d'oeuvres.
- **General Reception Tickets** include silent auction and complimentary beverages and hors d'oeuvres.

## FIRST CLASS PRESENTING SPONSOR | \$30,000

1. **Pre-Event Marketing:** Designation as Presenting Sponsor on all pre-event marketing opportunities such as: media recognition, print advertisements, logo on Coalition website, social media, and PSAs
2. **Event Marketing:** Exclusive branding opportunities throughout venue, such as signage and giveaways, as well as company logo in pre-event slideshow and on all event signage
3. **Stage Presence:** Opportunity for onstage address during event by company representative. Verbal on-stage recognition as Presenting Sponsor
4. **Tickets:** 30 All-Access VIP Passes
5. **Year-Round Recognition:** Designation as Coalition Corporate Partner throughout the year

## DIAMOND MEDALLION SPONSOR | \$10,000

1. **Pre-Event Marketing:** Designation as Diamond Medallion Sponsor in pre-event marketing materials such as: media recognition, print advertisements, logo on Coalition website, social media, and PSAs
2. **Event Marketing:** Company logo in pre-event slideshow and on event signage
3. **Stage Presence:** Verbal on-stage recognition as Diamond Medallion Sponsor during event
4. **Tickets:** 8 All-Access VIP Passes and 20 General Tickets
5. **Year-Round Recognition:** Designation as Coalition Corporate Partner throughout the year

## PLATINUM MEDALLION SPONSOR | \$5,000

1. **Pre-Event Marketing:** Designation as Platinum Medallion Sponsor in Coalition newsletter, social media, and logo on Coalition website
2. **Event Marketing:** Company logo in pre-event slideshow and on event signage
3. **Tickets:** 4 All-Access VIP Passes and 12 General Tickets

## GOLD MEDALLION SPONSOR | \$3,000

1. **Pre-Event Marketing:** Designation as Gold Medallion Sponsor with company name listed in Coalition newsletter and on Coalition website
2. **Event Marketing:** Company logo in pre-event slideshow
3. **Tickets:** 8 General Tickets

# COMMITMENT

Yes! We want to be a sponsor  
for the 2018 Hearts of Gold.

## SPONSORSHIP PURCHASE

- ~~\$30,000 Presenting Sponsor Secured~~
- \$10,000 Corporate Sponsor
- \$5,000 Community Sponsor
- \$3,000 Supporting Sponsor
- I want to commit to a 3-year sponsorship of Hearts of Gold.

## PAYMENT OPTIONS

- My check is enclosed. Please make payable to: Coalition for the Homeless
- Please invoice me.
- Charge my credit card.

Name on card: \_\_\_\_\_

Account Number: \_\_\_\_\_

Visa  Mastercard  Discover  AmEx

Exp. Date: \_\_\_\_\_ 3-4 Digit Security Code: \_\_\_\_\_

## CONTACT INFORMATION

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Return completed form to:

Tracie Morris, Vice President of Development & Community Engagement  
639 W. Central Boulevard, Orlando, FL 32801  
Email: [Tracie.Morris@cflhomeless.org](mailto:Tracie.Morris@cflhomeless.org) | Fax: 407.426.1269

# COMMITTEE

Thank you to our dedicated committee  
for investing their time, talent, and  
energy into making this event a success.

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**Committee Chair**

Ben Lalikos, *IBERIABANK*

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Steve Alexander, *PFM Asset Management, LLC*

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Mindy Brenay, *Orlando Utilities Commission*

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David Calvert, *Vistana Signature Experiences*

---

Tiffany Carrión, *4 Rivers Smokehouse*

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Melanie Confusione, *Community Volunteer*

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Nick Dauk, *Community Volunteer*

---

Jim Fritz, *Orlando Magic*

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Aaron Hill, *Reed Nissan*

---

Jen Lugo, *4 Rivers Smokehouse*

---

Meagan Martin, *Baker & Hostetler LLP*

---

Sean McLaughlin, *Sungate Capital*

---

Mike Miller, *CAPA Centre for Aviation*

---

Stephanie Morse, *Darden*

---

Lee Nimkoff, *Brio Properties*

---

Elena Norman, *Wyndham Vacation Ownership, Inc.*

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Todd Pittenger, *Akerman LLP*

---

John Rivers, *4 Rivers Smokehouse*

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Asia Saltmarsh, *Homemaker Juice*

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Marla Trautman, *Adventist Health System*

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Erin Youngs, *Walt Disney World*

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