

# 2022 Sponsorship Opportunities

Bal Harbour Shops  
*Presents*

ICE CREAM  
WE LOVE



23<sup>rd</sup> Annual Guardians  
of the  
Children Luncheon  
BENEFITTING HOLTZ CHILDREN'S HOSPITAL



## Bal Harbour Shops

*Presents*

# ICE CREAM WE LOVE

Join us at Ice Cream We Love and help us kick-off the 23rd Annual Guardians of the Children Luncheon. This fun-filled, two-day event presented by Bal Harbour Shops and Bal Harbour Village benefits Holtz Children's Hospital and the compassionate care of its young patients. Take a break from the heat and enjoy famous ice cream brands from around the nation and their delectable treats.

**Saturday, September 17, 2022**

1 to 5 p.m.

**Sunday, September 18, 2022**

1 to 5 p.m.

Estimated attendance: 1,500

**Bal Harbour Shops**

9700 Collins Ave

Bal Harbour, FL 33154

### General Ticket Levels

Child Admission Ticket: (Ages 2-12) \_\_\_\_\_ \$15\*

Junior Admission Ticket: (Ages 13-17) \_\_\_\_\_ \$25\*

Adult Admission Ticket: (Ages 18+) \_\_\_\_\_ \$50\*



**23<sup>rd</sup> Annual Guardians  
of the  
Children Luncheon**  
BENEFITTING HOLTZ CHILDREN'S HOSPITAL

**Tuesday, November 22, 2022**  
11 a.m.  
The Ritz-Carlton Key Biscayne

The Guardian Angels are a compassionate and committed group of philanthropists who dedicate their time, talent, and resources to raising funds that advance accessible health care services at Holtz Children's Hospital for all children in our community, regardless of their ability to pay. Hosting the annual Guardians of the Children Luncheon is part of their unwavering commitment to helping young patients in need at Holtz Children's Hospital.



**Jackson Health**  
FOUNDATION.  
*Making miracles happen.*

# Luncheon Co-Chairs and Committee



## Luncheon Co-Chairs

Silvia Rios Fortun, Guardian Angels President  
Andria Ares Holtz & Deborah Robins

## Committee Members

Vivian Adrian  
Angela Andrade  
Ana de la Fe  
Mari Grimalt  
Fana Holtz  
Ines Lorenzo-Gomez  
Marilyn Samlut  
Gloria Sesana  
Ana VeigaMilton

# About the Luncheon & Fashion Show



The Annual Guardians of the Children Luncheon and Fashion Show is a signature Jackson Health Foundation event, now in its 23rd year. It is supported by our Guardian Angels, a dedicated group of prominent female leaders in philanthropy and business. Saks Fifth Avenue Dadeland is once again our fashion show sponsor.

As a kick-off to the luncheon, we're excited for the return of the sweetest event in South Florida: Ice Cream We Love. Join us at this fun-filled, two-day event presented by Bal Harbour Shops and Bal Harbour Village, featuring an assortment of ice cream vendors and confectioners.

Both of these events benefit Holtz Children's Hospital and the compassionate care delivered to its young patients.

## Estimated Attendees:

- 500+ attendees at the luncheon and 1,500 at Ice Cream We Love
- College-educated
- Key influencers and connectors in the community
- Appreciation for luxury and quality
- 90% women - 80% of those women are between ages 30 to 55
- 10% men ranging between ages 30 to 65

# Presenting Sponsor – \$30,000



## Guardian Angels Luncheon Benefits:

- Prominent signage and promotion as “Presenting Sponsor” at Guardian Angels (GUA) Luncheon event with company name and logo recognition
- Appropriate signage and name and logo recognition
- GUA Luncheon pre-event coverage including listing on webpage, invitation and mention in email marketing campaigns
- GUA Luncheon day-of-event coverage including signage and logo on step and repeat
- Partner media coverage including event press release and advertisements
- Coverage in JHF publications and platforms, including newsletter and event website
- Social media coverage: One social media post for GUA Luncheon
- One runway table (10 Seats) at GUA Luncheon
- On-stage speaking opportunity (1-2 Minutes) at GUA Luncheon
- One full-page ad in the GUA Luncheon program book: vertical layout, trim: 8.5” w x 11” h; bleed: 8.75” w x 11.25” h; live area: 7.5” w x 10” h
- Opportunity to include one item in event swag bag at GUA Luncheon
- Recognition as a member of the Guardian Angels
- Invitation to additional exclusive Guardian Angels events
- Opportunity to participate in private tours of Holtz Children’s Hospital and/or volunteer when possible

## Ice Cream We Love Benefits:

- Logo and/or name prominently displayed in VIP Experience Area at Ice Cream We Love (ICWL) event
- VIP Lounge sponsor for Saturday or Sunday at ICWL event
- Private seating area in VIP Suite 2nd Floor for ICWL event
- ICWL pre-event coverage, including listing on Jackson Health Foundation (JHF) event webpage, invitation, and mention in email marketing campaigns
- Partner media coverage, including event press release and advertisements
- Coverage in JHF publications and platforms, including newsletter and event website
- Social media coverage: One social media post for ICWL
- 20 VIP admission tickets to ICWL event with souvenir “Ice Cream We Love” tote bags
- Opportunity to include one item in event swag bag at ICWL event
- Logo inclusion on souvenir “Ice Cream We Love” tote bag hang tag



# Gold Sponsor – \$20,000



## GUA Luncheon Benefits:

- Prominent signage and promotion as “Gold Sponsor” at GUA Luncheon event with company name and logo recognition
- Appropriate signage and name and logo recognition
- GUA Luncheon pre-event coverage, including listing on webpage, invitation, and mention in email marketing campaigns
- GUA Luncheon day-of-event coverage including signage and logo on step & repeat
- Partner media coverage including interviews and event press release
- Coverage in JHF publications and platforms, including newsletter and event website
- Social media coverage: One social media post for GUA Luncheon
- One runway table (10 Seats) at GUA Luncheon
- On-stage recognition and verbal acknowledgment at GUA Luncheon
- Opportunity to sponsor one of two main bars (two available), or the cocktail reception at the GUA Luncheon
- One full-page ad in the GUA Luncheon program book: vertical layout, trim: 8.5” w x 11” h; bleed: 8.75” w x 11.25” h; live area: 7.5” w x 10” h
- Opportunity to include item in event swag bag at GUA Luncheon
- Recognized as a member of the Guardian Angels
- Invitation to additional exclusive Guardian Angels events
- Opportunity to participate in private tours of Holtz Children’s Hospital and/or volunteer when possible

## ICWL Benefits:

- Logo and/or name prominently displayed in registration area at ICWL event
- Logo and/or name prominently displayed as photo booth sponsor at ICWL event
- ICWL pre-event coverage, including listing on Jackson Health Foundation webpage, invitation, and mention in email marketing campaigns
- Partner media coverage, including event press release and advertisements
- Coverage in JHF publications and platforms, including newsletter and event website
- Social media coverage: One social media post for ICWL
- Opportunity to include one item in event swag bag at ICWL event
- 10 regular admission tickets to ICWL event with souvenir “Ice Cream We Love” tote bags
- 10 VIP admission tickets to ICWL event with souvenir “Ice Cream We Love” tote bags

# Silver Sponsor – \$15,000



## GUA Luncheon Benefits:

- Prominent signage and promotion as “Silver Sponsor” at GUA Luncheon event with company name and logo recognition
- Appropriate signage and name and logo recognition
- GUA luncheon pre-event coverage including listing on webpage, invitation, and mention in email marketing campaigns
- GUA Luncheon day-of event coverage, including signage and logo on step and repeat
- Partner media coverage, including event press release and advertisements
- Coverage in Jackson Health Foundation publications and platforms, including newsletter and event website
- Social media coverage: One social media post for GUA Luncheon
- One runway table (10 Seats) at GUA Luncheon
- On-stage recognition and verbal acknowledgment at GUA Luncheon
- Opportunity to sponsor either the event program book, post-event cocktail, or valet parking area at the GUA Luncheon
- One full-page ad in the GUA Luncheon program book: vertical layout, trim: 8.5” w x 11” h; bleed: 8.75” w x 11.25” h; live area: 7.5” w x 10” h
- Opportunity to include one item in event swag bag at GUA Luncheon
- Recognition as a member of the Guardian Angels
- Invitation to additional exclusive Guardian Angels events

## ICWL Benefits:

- Logo and/or name prominently displayed on one Fun Station at ICWL event: Available: face painters (2), balloon artists (2), giant game section, ice cream toss game
- ICWL pre-event coverage, including listing on Jackson Health Foundation webpage, invitation, and mention in email marketing campaigns
- Coverage in JHF publications and platforms, including newsletter and event website
- Partner media coverage, including event press release and advertisements
- Social media coverage: One social media post for ICWL
- Opportunity to include one item in event swag bag at GUA Luncheon
- 20 regular admission tickets to ICWL event with souvenir “Ice Cream We Love” tote bags
- 4 VIP admission tickets to ICWL event with souvenir “Ice Cream We Love” tote bags



# Bronze Sponsor – \$6,000



## GUA Luncheon Benefits:

- Prominent signage and promotion as “Bronze Sponsor” at GUA Luncheon event with company name and logo recognition
- Appropriate signage and name and logo recognition
- GUA Luncheon pre-event coverage, including listing on webpage, invitation, and mention in email marketing campaigns
- GUA Luncheon day-of-event coverage, including signage and logo on step and repeat
- Partner media coverage, including event press release and advertisements
- Coverage in JHF publications and platforms, including newsletter and event website
- Social media coverage: One social media post for GUA Luncheon
- One table (10 Seats) at GUA Luncheon
- On-stage recognition and verbal acknowledgment at GUA Luncheon
- ½ page ad in the GUA Luncheon program book: Size: 8.5 “ w x 5.5” h

## ICWL Benefits:

- Underwrite one of the following for ICWL event: roaming juggler (2), event saxophonist (1), event wristbands (1)
- 20 regular admission tickets to ICWL event with souvenir “Ice Cream We Love” tote bags
- ICWL pre-event coverage, including listing on Jackson Health Foundation webpage, invitation and mention in email marketing campaigns
- Partner media coverage, including event press release and advertisements
- Social media coverage: One social media post for ICWL
- Coverage in JHF publications and platforms, including newsletter and event website



# Tables, Tickets and Ads



## GUA Luncheon Tables

- \$2,500: Runway table at GUA Luncheon: (10 Seats) limited availability
- Ten regular admission tickets to ICWL event with souvenir “Ice Cream We Love” tote bags
- \$2,000: Regular Table at GUA Luncheon: (10 Seats) limited availability
- Six regular admission tickets to ICWL event with souvenir “Ice Cream We Love” tote bags

## GUA Luncheon Tickets

- Individual ticket to GUA Luncheon: \$250 limited availability
- 2 regular admission tickets to ICWL event with souvenir “Ice Cream We Love” Tote Bags

## ICWL Tickets

- \$15: Age 12 and under
- \$25: Age 13 to 17
- \$50: Age 18 and older

## GUA Luncheon Program Book Ads

- Full Page Ad: \$1,000; Ad Size: 8.5”w x 11” h (high resolution PDF or JPEG format (300 dpi) with bleed
- Half Page Ad: \$500 Ad Size: 8.5”w x 5.5” h High Resolution PDF or JPEG format (300 dpi) with bleed

# About the Guardian Angels



- Celebrating 30 years as a membership group within Jackson Health Foundation, the Guardian Angels raise philanthropic support to enhance and expand pediatric specialty programs at Holtz Children's Hospital and throughout Jackson Health System
- Composed of more than 250 members, the group serves as a philanthropic partner actively participating in projects, committees, and events throughout Miami-Dade County
- By becoming a Guardian Angel, you can help us fund significant projects at Holtz Children's and throughout Jackson Health System that public support cannot provide. With your help, we can continue offering accessible healthcare services to all residents in Miami-Dade County, regardless of their ability to pay

# Guardian Angels Fundraising Impact



The Guardian Angels have raised millions of dollars to fund the most significant needs at Holtz Children's Hospital, including:

- The purchase of ventilators for the Pediatric Intensive Care Unit (PICU) and Neonatal Intensive Care Unit (NICU)
- Renovation of the Pediatric Hematology/Oncology Unit at Holtz Children's Hospital and a \$1 million renovation of the Pediatric Referral Unit/Pediatric Transplant Surgical Unit
- Remodeling of the "Little Miracles Maternity Suites" featuring a spa-like atmosphere, high-tech equipment, and 20 private maternity suites
- Renovation of the Cancer and Organ Transplant floor and the Adolescent Unit at the Ryder Trauma Center

# Become a Guardian Angel



- Guardian Angels provide a cumulative gift totaling \$5,000 over a 5-year period
- Benefits of becoming a Guardian Angel
- Name listed on Guardian Angels Donor Recognition Wall at Holtz Children's Hospital
- Invitation to special events such as Annual Luncheon, Pre-Event Trunk Show, and exclusive designer events
- Opportunity to participate in a private tour of Holtz Children's Hospital
- Opportunity to volunteer at Holtz Children's Hospital
- Opportunity to attend the Miami Heat Family Festival on a yearly basis

# About Holtz Children's Hospital



- A child's milestones are miracles for every parent, from the first smile to the first step. However, when a child's life is in serious jeopardy, the strength and experience of the medical team caring for them are what make the difference
- Holtz Children's Hospital is a national leader in pediatric specializations, including nephrology, endocrinology, gastroenterology, cardiology, and neonatology
- Holtz Children's is the eighth in the nation and first in Florida to become an Accredited Pediatric Heart Failure Institute by The Healthcare Colloquium



## FOR MORE INFORMATION:

Gradon Hadaway  
Associate Director of Development  
Jackson Health Foundation

[gradon.hadaway@jhfmiami.org](mailto:gradon.hadaway@jhfmiami.org)

(786) 239-8708

**Jackson Health**  
FOUNDATION<sup>®</sup>

*Making miracles happen.*