

Saks
Fifth
Avenue



27th Annual Guardians
of the
Children's Luncheon and Fashion Show
BENEFITING HOLTZ CHILDREN'S HOSPITAL

Sponsorship Opportunities

Friday, October 30, 2026

11 a.m.

The Ritz-Carlton Key Biscayne

Jackson Health
FOUNDATION

Making miracles happen.

About the Event

The Annual Guardians of the Children Luncheon and Fashion Show is a signature Jackson Health Foundation event, now in its 27th year. Saks Fifth Avenue Dadeland is once again our generous fashion show sponsor.

The event benefits Holtz Children's Hospital and the compassionate care delivered to its young patients.

Estimated Attendance:

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



Fundraising Impact and Support

Our Guardian Angels have raised millions of dollars to fund the most significant needs for pediatric patients, including:

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





About Holtz Children's Hospital

Miracles Made Daily

- 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

2026 Event Leadership



President

Silvia Rios Fortun

Co-Chairs

Andria Ares Holtz and
Nicole Holtz Spielman

Committee Members

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



Presenting Sponsor \$25,000

Benefits:

- Prominent signage and promotion as “Presenting Sponsor” with company name and logo recognition
- Recognized as centerpiece sponsor
- Appropriate signage and name and logo recognition
- Pre-event coverage, including listing on web page and invitation, and mention in email marketing
- Day-of event coverage, including signage and logo on step and repeat photo backdrop
- Partner media coverage, including event press release and ads
- Coverage in Jackson Health Foundation publications and on digital platforms, including newsletter and event website
- Full page ad in event program book
- One social media post for the event
- One runway table (10 seats) at the event
- 2 complimentary bottles of wine for the table
- On-stage speaking opportunity (1-2 minutes)
- Opportunity to include one item in event swag bag
- 10 tickets to *Ice Cream We Love* event
- Invitation to additional exclusive Guardian Angels events
- Opportunity to participate in private tours of Holtz Children’s Hospital and/or volunteer when possible



Gold Sponsor

\$15,000

Benefits:

- Prominent signage and promotion as “Gold Sponsor” with company name and logo recognition
- Appropriate signage and name and logo recognition
- Pre-event coverage, including listing on web page and invitation, and mention in email marketing
- Day-of event coverage, including logo on prominent signage
- Partner media coverage, including event press release and ads
- Coverage in Jackson Health Foundation publications and on digital platforms, including newsletter and event website
- Full page ad in event program book
- One social media post for the event
- One runway table (10 seats) at the event
- 2 Complimentary bottles of wine for the table
- On-stage recognition and verbal acknowledgment
- Opportunity to include one item in event swag bag
- 10 Tickets to *Ice Cream we Love* event
- Invitation to additional exclusive Guardian Angels events
- Opportunity to participate in private tours of Holtz Children’s Hospital and/or volunteer when possible



Silver Sponsor

\$10,000

Benefits:

- Prominent signage and promotion as “Silver Sponsor” with company name and logo recognition
- Appropriate signage and name and logo recognition
- Pre-event coverage, including listing on web page and invitation, and mention in email marketing campaigns
- Day-of event coverage, including logo on prominent signage
- Partner media coverage, including event press release and ads
- Coverage in Jackson Health Foundation publications and on digital platforms, including newsletter and event website
- Full page ad in event program book
- One social media post for the event
- One runway table (10 seats) at the event
- 2 Complimentary bottles of wine for the table
- On-stage recognition and verbal acknowledgment
- Opportunity to include one item in event swag bag
- 10 Tickets to Ice Cream we Love event
- Invitation to additional exclusive Guardian Angels events



Bronze Sponsor

\$5,000

Benefits:

- Prominent signage and promotion as “Bronze Sponsor” with company name and logo recognition
- Appropriate signage and name and logo recognition
- Pre-event coverage, including listing on web page and invitation, and mention in email marketing campaigns
- Day-of event coverage, including logo on prominent signage
- Partner media coverage, including event press release and ads
- Coverage in Jackson Health Foundation publications and on digital platforms, including newsletter and event website
- One social media post for the event
- One table (10 seats) at the event
- On-stage recognition and verbal acknowledgment
- Opportunity to include one item in event swag bag
- 5 Tickets to Ice Cream we Love event

Sponsorship Benefits Comparison

27th Annual Guardians of the Children Luncheon & Fashion Show

BENEFIT	PRESENTING SPONSOR \$25,000	GOLD SPONSOR \$15,000	SILVER SPONSOR \$10,000	BRONZE SPONSOR \$5,000
Sponsor Recognition & Title	Presenting Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Centerpiece Sponsor Designation	✓	—	—	—
Pre-Event Coverage (web, invite, email)	✓	✓	✓	✓
Day-of Signage & Logo	Step & Repeat + Prominent	Prominent Signage	Prominent Signage	Prominent Signage
Partner Media Coverage (press release & ads)	✓	✓	✓	✓
JHF Publications & Digital Platforms	✓	✓	✓	✓
Full Page Ad in Program Book	✓	✓	✓	—
Social Media Post	✓	✓	✓	✓
Table at Event (10 seats)	Runway Table	Runway Table	Runway Table	Standard Table
Complimentary Wine (2 bottles)	✓	✓	✓	—
On-Stage Presence	Speaking Opportunity	Verbal Acknowledgment	Verbal Acknowledgment	Verbal Acknowledgment
Swag Bag Inclusion	✓	✓	✓	✓
Ice Cream We Love Tickets	10 Tickets	10 Tickets	10 Tickets	5 Tickets
Invites to Guardian Angels Events	✓	✓	✓	—
Hospital Tours & Volunteer Opp.	✓	✓	—	—



Activation Sponsorships

Past Examples:

- Swag Bag Hang Tag
- Photo Booth
- Program Book
- Take Home Treat
- Valet Hang Tag
- Registration Cards
- Menu Cards
- Welcome Drink
- One of two main bars
- Cocktail Reception
- Coffee Station
- Dessert
- Flower Bear
- Committee Gifts

Sponsorships start at \$5,000.

For more information, contact Jessica Casinelli, Assistant Director of Development, Jackson Health Foundation, at Jessica.Casinelli@jhsmiami.org or 305-742-8848.



Table and Ticket Information

Tables:

- Runway Table (10 seats)
\$4,000 (SOLD OUT)
- Standard Table (10 seats)
\$3,000

Tickets:

- Individual Ticket
\$400

Limited Availability



Guardian Angels®

Established in 1997 as a membership group within Jackson Health Foundation, our 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 and residents of Miami-Dade County, regardless of their ability to pay.

Hosting the annual Guardians of the Children Luncheon and Fashion Show is part of their unwavering commitment to helping young patients in need at Holtz Children's.



More About Our Guardian Angels

- Celebrating more than 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.



Become a Guardian Angel

Membership starts with a \$5,000 commitment over five years — paid annually or monthly. Members who wish to elevate their impact may increase their commitment to as much as \$25,000 over the same period

Benefits:

- Recognition in Jackson Memorial Hospital Donor Wall and in our annual luncheon program book.
- Exclusive invitations to the Guardians of the Children Luncheon & Fashion Show, and curated designer experiences.
- Private, behind-the-scenes look at the programs and people your giving directly supports and the impact of your philanthropic support.
- Volunteer opportunities that connect you directly with kids and families you're helping.
- Tickets to Ice Cream We Love and the Miami HEAT Family Festival (*limited availability — first come, first served*).

The children at Holtz Children's Hospital don't need a miracle — they need you.

[Become a Guardian Angel today](#)



For More Information

Contact:

Jessica Casinelli
Assistant Director of Development
Jackson Health Foundation

Jessica.Casinelli@jhsMiami.org

305-742-8848



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