



Sponsorship Opportunities

**Holiday Toy Drive &
Boat Parade
Saturday, December 5, 2026**

Jackson Health
FOUNDATION.
Making miracles happen.



Holiday of Miracles Toy Drive & Boat Parade

Two events, one mission

Each holiday season, Jackson Health Foundation runs two community-wide events to bring joy to pediatric patients at Holtz Children's Hospital and UHealth Jackson Children's locations across Miami-Dade County.

The events

Toy Drive (November – December): New, unwrapped toys are collected at community drop-off locations throughout Miami-Dade and delivered directly to Jackson Memorial Hospital on December 11, where they are wrapped and distributed to young patients.

Holiday of Miracles Boat Parade (Saturday, December 5): Participants illuminate Biscayne Bay in celebration of the season, with all proceeds supporting toys and festive programming for hospitalized children.

Who we serve

UHealth Jackson Children's encompasses Holtz Children's Hospital, dedicated pediatric ERs, urgent care centers, and pediatric practices countywide. Many patients spend weeks or months in our care during the holiday season.

Your sponsorship impact

Every dollar goes directly to toys and festive celebrations for children who cannot be home for the holidays.



Join us as a sponsor and help *make miracles happen* this holiday season

Last year, Jackson Health Foundation placed more than **40 toy collection boxes** across Miami-Dade County, resulting in more than **5,000 toys** delivered to children and families receiving care across Jackson Health System locations.



Be the catalyst of cheer as our premier

Miracle Sponsor - \$20,000



Name/logo recognition:

- Industry exclusivity within sponsorship category.
- Logo mentioned on pre- and post-event press release.
- Logo prominently displayed on *Holiday of Miracles Toy Drive* flyers – minimum 10,000 flyers.
- Logo and/or name prominently displayed on *Holiday of Miracles Toy Drive* collection boxes at more than 40 locations.
- Recognition as a Miracle sponsor at the *Holiday of Miracles Boat Parade and After Party*.

Digital and traditional media exposure:

- Logo inclusion on *Holiday of Miracles Toy Drive* event webpage, two e-blasts (7,500 each), and two newsletters (30,000 each). Total impressions: 75,000.
- Logo placement on toy collection cart visible in social and traditional media public relations efforts.
- Partner media coverage regarding *Holiday of Miracles Toy Drive*, including two thank you print ads in south Florida preferred magazines. Total minimum impressions: 45,000.
- Social media coverage: At least four social media posts or stories. Total impressions: 52,000.

Sponsorship partnership elements:

- Opportunity for employee engagement at our Snow Pile event and Wrapathon.
- Opportunity to host a toy drive in your own location, then drop off during collection day.
- Recognition as a member of *Jackson Health Foundation's Corporate Miracle Maker Program*.
- 1 Complimentary boat entry for the *Holiday of Miracles Boat Parade*.
- 10 Complimentary tickets to the *Holiday of Miracles Boat Parade After Party*.

Help us host as our

Merry Sponsor - \$10,000



Name/logo recognition:

- Name mentioned on pre- and post-event press release.
- Logo and/or name prominently displayed on *Holiday of Miracles Toy Drive* flyers – minimum 10,000 flyers.
- Logo and/or name prominently displayed on *Holiday of Miracles Toy Drive* collection boxes at more than 40 locations.
- Recognition as an activation sponsor at the *Holiday of Miracles Boat Parade and After Party*.

Digital and traditional media exposure:

- Logo and/or name inclusion on *Holiday of Miracles Toy Drive* event webpage, two e-blasts (7,500 each), and two newsletters (30,000 each). Total impressions: 75,000.
- Logo placement on toy collection cart visible in social and traditional media public relations efforts.
- Partner media coverage regarding *Holiday of Miracles Toy Drive*, including two thank you print ads in South Florida preferred magazines. Total minimum impressions: 45,000.
- Social media coverage: At least two social media posts or stories. Total impressions: 26,000.

Sponsorship partnership elements:

- Opportunity for employee engagement.
- Opportunity to host a toy drive in your own location, then drop off during collection day.
- Recognition as a member of *Jackson Health Foundation's Corporate Miracle Maker Program*.
- 1 Complimentary boat entry for the *Holiday of Miracles Boat Parade*.
- 8 Complimentary tickets to the *Holiday of Miracles Boat Parade After Party*.

Make your mark with us as our

Wonder Sponsor - \$5,000



Name/logo recognition:

- Logo or name prominently displayed on *Holiday of Miracles Toy Drive* Flyers – minimum 10,000 flyers.
- Logo and/or name displayed on *Holiday of Miracles Toy Drive* collection boxes at more than 40 locations.
- Recognition as an activation sponsor at the *Holiday of Miracles Boat Parade and After Party*.

Digital and traditional media exposure:

- Logo and/or name inclusion on *Holiday of Miracles Toy Drive* event webpage, two e-blasts (7,500 each), and two newsletters (30,000 each).
Total impressions: 75,000.
- Logo placement on toy collection cart visible in social and traditional media public relations efforts.
- Social media coverage: At least one social media posts or stories.
Total impressions: 13,000.

Sponsorship partnership elements:

- Opportunity to host a toy drive in your own location, then drop off during collection day.
- Recognition as a member of *Jackson Health Foundation's Corporate Miracle Maker Program*.
- 1 Complimentary boat entry for the *Holiday of Miracles Boat Parade*.
- 5 Complimentary tickets to the *Holiday of Miracles Boat Parade After Party*.

Partner with us as our **Joy Sponsor - \$2,500**



Name/logo recognition:

- Logo and/or name prominently displayed on *Holiday of Miracles Toy Drive* Flyers – minimum 10,000 flyers.
- Name displayed on *Holiday of Miracles Toy Drive* collection boxes at more than 40 locations.
- Recognition as an activation sponsor at the *Holiday of Miracles Boat Parade and After Party*.

Digital and traditional media exposure:

- Logo and/or name inclusion on *Holiday of Miracles Toy Drive* event webpage, two e-blasts (7,500 each), and two newsletters (30,000 each). Total impressions: 75,000.
- Logo placement on toy collection cart visible in social and traditional media public relations efforts.
- Social media coverage: At least one social media posts or stories. Total impressions: 13,000.

Sponsorship partnership elements:

- Opportunity to host a toy drive in your own location, then drop off during collection day.
- 1 Complimentary boat entry for the *Holiday of Miracles Boat Parade*.
- 2 Complimentary tickets to the *Holiday of Miracles Boat Parade After Party*.

Become a cornerstone

Felicity Sponsor - \$1,000



Name/logo recognition:

- Logo and/or name prominently displayed on *Holiday of Miracles Toy Drive* Flyers – minimum 10,000 flyers.
- Recognition on digital presentation at the *Holiday of Miracles Boat Parade and After Party*.

Digital and traditional media exposure:

- Logo and/or name inclusion on *Holiday of Miracles Toy Drive* event webpage, two e-blasts (7,500 each), and two newsletters (30,000 each).
Total impressions: 75,000.
- Logo placement on toy collection cart visible in social and traditional media public relations efforts.
- Social media coverage: At least one social media posts or stories.
Total impressions: 13,000.

Sponsorship partnership elements:

- Opportunity to host a toy drive in your own location, then drop off during collection day.
- 2 Complimentary tickets to the *Holiday of Miracles Boat Parade After Party*.

The power of your gift

At UHealth Jackson Children's and Jackson Health Foundation, we aren't just treating children's illnesses, we're redefining what it means to heal. With your gift, we are expanding our reach and deepening our commitment to Miami's families, ensuring that big miracles are available for our smallest and most vulnerable patients. Here is how you are changing the future, one miracle at a time:

A New Home for Healing Jackson Health System will build a state-of-the-art facility to centralize UHealth Jackson Children's outpatient services.

One Roof, Infinite Miracles Emergencies are scary, especially for a child. We are building a brand-new pediatric emergency room at Holtz Children's, intentionally designed with calming, comfortable spaces where parents and children can find peace during their most difficult hours.

Heart Centered and Hopeful To remain at the forefront of cardiac care, we are upgrading our pediatric catheterization lab to a cutting-edge hybrid format allowing our elite teams to perform the most complex, life-saving procedures.

Brighter Days for Mental Health As the largest psychiatric hospital in South Florida, Jackson Behavioral Health Hospital is being completely reimaged. We are creating a bright, modern, and positive atmosphere to provide a true sanctuary for children on their journey to wellness.

Impacting the First Moments of Life At The Women's Hospital at Jackson Memorial, we are reimaging 20 private "Little Miracles" Maternity Suites fusing life-saving technology with a spa-like serenity, so every new life begins in peace and joy.



Rendering of new pediatric emergency room reception lounge at Holtz Children's Hospital.

For more information, contact

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