

YOUNG LEADERS



SPONSORSHIP OPPORTUNITIES

**Build Your
Own Brunch**

December 15, 2024
Intercontinental Miami
11 am – 3 pm



BUILD YOUR OWN BRUNCH - BYOB

December 15th, 2024

[See a recap of last BYOB here.](#)

At BYOB, Miami's top chefs guide guests as they team up to cook a delicious culinary creation! Course by course, guests have a unique opportunity to work together to whip up a decadent brunch while connecting with the next Generation of leaders. BYOB serves up an audience comprised of young professionals seeking new, quality experiences to share with their peers.



We invite you to learn about our year-round events –the perfect setting to make introductions, exchange ideas, network and promote your organization. Young Leaders event sponsorships provide an excellent opportunity to engage dynamic individuals who are passionate about building a stronger Miami.

There are many levels of sponsorships, including the option to bundle events into one package.

We are ready to help tailor the right one for you! We offer highly customizable ways to reach and engage your audience at all our events.

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Build Your Own Brunch – ‘BYOB’

Benefits	Centennial Chef (Presenting)	Brunch Master	Sous Chef	Bearnaise	Florentine
Hospitality	3 Tables (24 Tickets)	2 Tables (16 Tickets)	2 Tables (16 Tickets)	1 Tables (8 Tickets)	1 Tables (8 Tickets)
Logo on Step & Repeat	✓				
Opportunity for brief message on stage from company executive	✓				
Mention from one of the featured chefs on stage	✓				
Opportunity for representative to cook on stage with chef	✓	✓			
1 Magnum bottle per table	✓	✓			
Premier table placement	✓	✓	✓		
On-Site Branding* Must be approved by United Way Miami	Photo Booth or Chef's Table on stage	DJ Station or Chef Hats	Wine Buckets	Auction Paddles	
Logo and/or name recognition in the following*: • Invitation, reminder and/or post-event emails • United Way Miami website with direct link • Event advertising (may include pre/post event advertisements in Miami Herald, among others) • Event signage	✓ (Presenting Sponsor)	✓	✓	✓	✓
Logo and/or name recognition in event-related social media post via United Way Miami social channels	✓ (Presenting Sponsor)	✓	✓		
Event press release directed to local media	✓ (Presenting Sponsor)	✓			
Investment	\$25,000	\$15,000	\$10,000	\$5,000	\$3,000

* per production timeline

TABLES & TICKETS

\$350 General admission

\$275 Young Leaders rate



UNITED WAY MIAMI DIGITAL MEDIA HIGHLIGHTS

YOUNG LEADERS

1924-2024



Website

- **45K+** monthly views:
 - Views: **543,426***
 - Engaged Sessions: **180,666****
 - **46%** of users are geographically located in Florida, with the majority in the city of Miami

* Views: Each time a page on the website is looked at either by opening or reloading a page
** Engaged Sessions: Visit to the website where the user spends typically 10 seconds or more



Social Media

- **40K+** followers on Facebook, X, Instagram and LinkedIn combined
- Average Monthly Impressions: **88K*****

*** Impressions: The total number of times a piece of content has been displayed on users' screens.



Email

- Average open rate for FY23-24: **43%** (Industry Average: 26%)



Build Your Own Brunch Highlights:

Social Media

Event day engagement surged due to the contribution of user-generated content from both event guests and sponsors, totaling **110** stories posted and accumulating more than **16,000** views.

Email

10 promotional emails were sent to targeted mailing lists, reaching more than **7,000** supporters with an average **50%** open rate.



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Make your impact

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Contact:

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