

SPONSORSHIP OPPORTUNITIES

The 24th Annual

MAYOR'S BALL

Honorary Chair

The Honorable Daniella Levine Cava

To benefit
United Way Miami



Saturday, June 7, 2025

The Historic Alfred I. duPont Building

Honorary Chair

The Honorable Daniella Levine Cava

Fundraising Co-Chairs

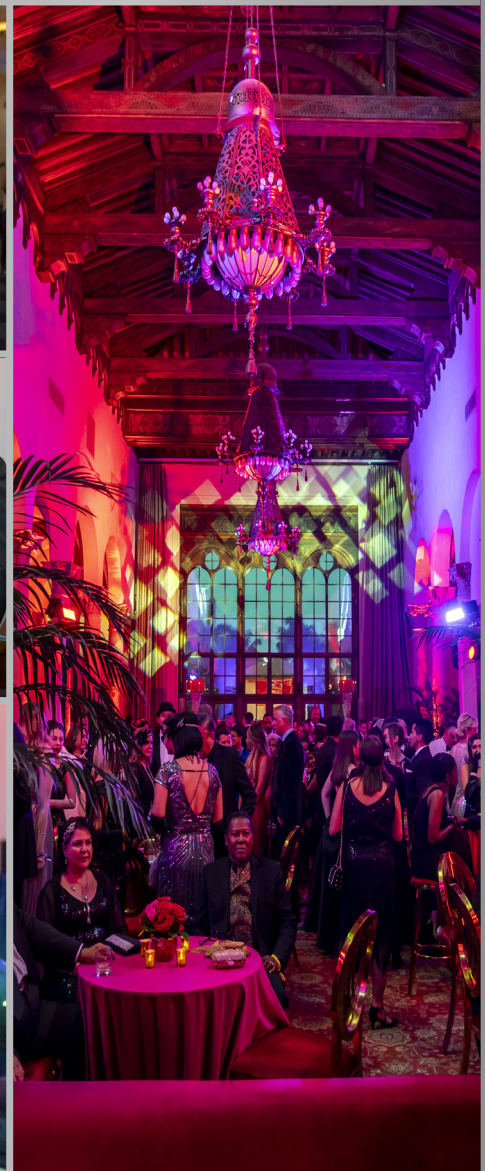
Felix Lasarte
Ana and Cecil Milton

Host Committee

Nelson Albareda
Freddy Balsera
Oscar Braynon
Jacqui Carmona
Yolanda Cash Jackson
José Félix and Therese Marie Díaz
Albert E. Dotson, Jr.
Greg and Veronica Goddard
Frank Gonzalez
Alex and Tiffany Heckler
Symeria Hudson
Michael and Ana Llorente
Marile and Jorge Luis Lopez
Brian May and Andrea Cruz May
Alfredo Mesa
Christopher Penelas
Christian Ulvert and Carlos Andrade
Courtney Whitney

CELEBRATING ALL THAT MAKES MIAMI A WORLD-CLASS CITY AND OUR EXCITING FUTURE AHEAD

This celebration of Miami includes the most influential leaders from business, government and philanthropy. A gathering in the spirit of community and goodwill, it promises to be the party of the season. Join hundreds of Miami's finest for an evening of connection and celebration. Reunite with old friends, make new ones, and toast to a shared commitment to a thriving, prosperous, and healthy Miami.



Benefits	Centennial	Diamond	Platinum
General Admission	20	14	12
VIP	24	18	10
Inclusion in post-event "Thank You" ad in Miami Herald/South Florida Album	✓	✓	✓
Photo album recognition	✓	✓	✓
Acknowledgement as sponsor on-stage	Twice	Once	
Prominent logo placement*	Gobo light Commemorative Gift	Napkins	
Logo and/or name recognition on the following*: <ul style="list-style-type: none"> • Email invites and post-event communications • United Way Miami website with direct link • Event-related signage and projection screens 	✓ (As Presenting Sponsor)	✓	✓
Logo and/or name recognition on the following*: <ul style="list-style-type: none"> • Event-related press releases directed to local media 	✓ (As Presenting Sponsor)	✓	✓
Logo and/or name recognition on the following*: <ul style="list-style-type: none"> • United Way Miami social media channels 	✓ (As Presenting Sponsor)	✓	✓
Investment	\$100,000	\$75,000	\$50,000

**per production timeline*

To become a sponsor or for more information, please contact: events@unitedwaymiami.org or call (305) 646-7007.

Benefits	Emerald	Gold	Ruby	Silver
General Admission	10	8	6	4
VIP	8	6	4	
Inclusion in post-event "Thank You" ad in Miami Herald/South Florida Album	✓	✓		
Photo album recognition	✓			
Acknowledgement as sponsor on-stage				
Prominent logo placement*				
Logo and/or name recognition on the following*: <ul style="list-style-type: none"> • Email invites and post-event communications • United Way Miami website with direct link • Event-related signage and projection screens 	✓	✓	✓	✓
Logo and/or name recognition on the following*: <ul style="list-style-type: none"> • Event-related press releases directed to local media 	✓	✓		
Logo and/or name recognition on the following*: <ul style="list-style-type: none"> • United Way Miami social media channels 	✓			
Investment	\$35,000	\$25,000	\$15,000	\$10,000

**per production timeline*

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ABOUT UNITED WAY MIAMI

United Way Miami has been a leader in Miami-Dade's non-profit community for over 100 years. Founded in 1924, we work with our network of donors, volunteers and partners to transform the lives of our most vulnerable residents. We leverage our unique position to convene the community and build awareness of Miami-Dade's needs and potential. Through our Core Four – **H**ealth & Wellbeing, **E**ducation, **R**esilient Communities and **E**conomic Mobility – we invest in more than 100 programs at over 60 impact partner agencies and lead 17 initiatives to address local issues and support families and individuals throughout the county. Entering our next century, we're building on our legacy of future-focused, innovative, collaborative work to continue making a lasting impact today and for generations to come.



UNITED WAY MIAMI HIGHLIGHTS[†]

Website

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

Social Media

- **40K+** followers on Facebook, X, Instagram and LinkedIn combined
- Engagement Rate: **5.9%*****
- Average Monthly Impressions: **88K******

Email

- Average open rate for FY23-24: **43%**
- » Industry average open rate: **26%**

Press

- News Reach: **871M¹**
- Total AVE: **8.06M²**
- Estimated Views: **225K³**
- Total Mentions: **472⁴**

† Data from FY23-24.

* 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

*** Engagements: The sum of interactions with a social media post, including likes, comments, shares and clicks.

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

1 Reach: estimates the potential viewership of a specific article based on the number of monthly unique visitors to the source.

2 Advertising Value Equivalency (AVE): approximates the monetary value of earned media efforts (e.g. a PR Campaign) by comparing them to the equivalent cost of placing advertisements.

3 Estimated Views: approximates the number of times an average article from a publication has been viewed.

4 Mentions: total volume of all mentions from news/media sources.

MAYOR'S BALL HIGHLIGHTS

Email

Mayor's Ball **promotional emails led to a 40% open rate** among a targeted mailing list of **more than 4,600 contacts**, including community leaders and donors.

Website

The Mayor's Ball event page on the United Way Miami website garnered **3,188 views, 2,599 sessions** and **1,824 total users**.

In-Kind/Trade Media

Miami Herald digital ads generated **200K impressions**, South Florida Business Journal print ad reached more than **34K readers**, and Coral Gables Chamber of Commerce newsletter ads reached more than **1.6K members**.



For tickets and sponsorship information, contact events@unitedwaymiami.org or (305) 646-7007.

