



VeritageMIAMI

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Corporate Sponsorship Packages

To benefit
United Way Miami





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A harmonious blend of food, wine and philanthropists converges at VeritageMiami – a series of culinary events that draws more than 1,000 guests from around South Florida each year. The region’s business and civic elite, as well as the young professionals leading the community into the future, enjoy this highly anticipated feast for the senses.

Guests and sponsors raise money to support United Way Miami. Together, we help change lives by empowering families with high-quality early education and resources for financial resilience, leading emergency response and relief efforts, addressing immediate financial needs, upskilling residents for in-demand jobs, and more.

Celebrity chefs, the region’s top restaurants, prestigious wineries and other epicurean delicacies – these have marked the VeritageMiami tradition for nearly 30 years. Every bite and sip serves a greater cause.

Join us as a force for Miami’s future!



Interactive Dinner

Friday, April 25, 2025

Celebrity chefs and premier wineries take center stage at this exclusive and exhilarating event. It’s an exquisite setting and an unforgettable experience, as Miami’s civic and business delight in preparing gourmet meals with the guidance of food maestros. Each dish is complemented by leading wineries’ finest bottles, and the evening includes an auction of unique and exclusive experiences, wines, spirits and more.

INTERCONTINENTAL MIAMI



Wine and Food Experience

Wednesday, May 7, 2025

Wine and food lovers embark on a delightful journey for the palate in this laid-back evening of culinary exploration. Wineries from every corner of the globe share their best bottles, local eateries offer their favorite bites, and guests mingle and chat. Sharing an exciting night with others who enjoy trying new dishes and vintages, Miamians learn from experts and vote for their favorite winery and culinary purveyor.

THE HANGAR AT REGATTA HARBOUR



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VeritageMIAMI at a Glance

VeritageMiami will host more than 1,000 guests throughout two days of events in Spring 2025.

Interactive Dinner at InterContinental Miami - Attracts a very exclusive cross-section of business and civic leaders, and food and wine aficionados:

- College-educated
- Income predominantly \$250,000+
- Sophisticated
- Well-traveled
- Estimated attendance: 600
- Past celebrity chefs include Jeremy Ford, Bradley Kilgore, Amaris Jones, Giorgio Rapicavoli, Eileen Andrade, Adrienne Calvo, Michael Schwartz, José Mendín, Fabio Trabocchi, Dena Marino, Cesar Zapata, Todd English, Marcus Samuelsson, among others.

Wine and Food Experience at The Hangar at Regatta Harbour -

Serves up an audience that is both young and adventurous, professional and connected; seeking new, quality experiences to share with their friends:

- College-educated
- \$50,000+ annual income
- 24 - 45 years of age
- Estimated attendance: 750



2025 VeritageMIAMI Event Chairs

PATRICIA AND JOSÉ MAS





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2025 *Interactive* DINNER Chef



CHEF DIEGO OKA

Executive Chef, La Mar by Gastón Acurio

One of the most celebrated figures in South Florida's dining scene and a recognized leader of Latin American cuisine in the U.S., Chef Diego Oka has parlayed exceptional culinary skills and an innate eye for creativity into a successful trajectory spanning over two decades. Since 2014, Oka has held the prestigious role of Executive Chef at La Mar by Gastón Acurio, Mandarin Oriental, Miami's award-winning restaurant, which was recognized by the inaugural Florida Michelin Guide as a recommended restaurant and recently received a coveted inclusion in the reputable 50 Best Discovery search engine.

Born and raised in Lima, Peru, one of the world's most diverse and eclectic culinary destinations, Oka incorporates a myriad of influences into his deliciously inventive signature international cuisine, including his Peruvian and Japanese descent. He spent his early years in his grandmother's kitchen where he first discovered the art of cooking, as well as his extensive travels.

Benefits	Presenting	Sovereign	Jeroboam	Magnum	Sommelier	Vintner
Hospitality Interactive Dinner	SOLD OUT Interactive Dinner: 10 tables of 8 (80 guests)	Interactive Dinner: 4 tables of 8 (32 guests)	Interactive Dinner: 3 tables of 8 (24 guests)	Interactive Dinner: 2 tables of 8 (16 guests)	Interactive Dinner: 1 table of 8 (8 guests)	Interactive Dinner: 1 table of 8 (8 guests)
Hospitality Wine and Food Experience	Wine and Food: 30 tickets Private Lounge: 30 tickets	Wine and Food: 24 tickets Private Lounge: 20 tickets	Wine and Food: 24 tickets Private Lounge: 12 tickets	Wine and Food: 20 tickets Private Lounge: 8 tickets	Wine and Food: 12 tickets Private Lounge: 6 tickets	Wine and Food: 10 tickets Private Lounge: 4 tickets
Logo on Step & Repeat	As Presenting Partner	As Title Sponsor				
VIP Lounge Host (Wine and Food Experience only)	✓					
Acknowledgement on- stage during each event	✓	✓				
Opportunity to provide a guest gift at each event (pre-approved by UWM)	✓	✓				
Opportunity to provide additional on-site branding (pre-approved by UWM)	✓	✓	✓			
Inclusion in post-event "Thank You" ad in Miami Herald/South Florida Album	✓	✓	✓	✓	✓	
Logo and/or name recognition on the following*: • Email invites and post- event communications to United Way Miami contributors • VeritageMiami webpage with direct link • United Way Miami social media channels • Event advertising, which may include Miami Herald, Ocean Drive among other publications • Series of event-related press releases directed to local and national media • Event-related signage and projection screens	✓	✓	✓	✓	✓	
Investment	SOLD OUT	\$75,000	\$50,000	\$35,000	\$25,000	\$15,000

*per production timeline



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.

VERITAGEMIAMIM HIGHLIGHTS*

Email

VeritageMiami **promotional emails led to a 32% open rate** among a mailing list of **27K contacts**, including community leaders and donors.

Website

The VeritageMiami website garnered **11,592 views, 6,418 sessions** and **5,088 total users**.

In-Kind/Trade Media

Miami Herald Weekend section print ads reached **935K readers**, South Florida Business Journal half-page print ads reached more than **34K readers**, and Coral Gables Chamber of Commerce newsletter ad reached more than **1.6K members**.

Social Media

Engagement soared during the two event days, with guests and sponsors contributing extensively to user-generated content. The combined total reached nearly **100 social media stories** and more than **32,000 views**.

Press

Miami.Eater.com's coverage of the event series garnered nearly **11M viewers**, with the feature being viewed an estimated **89.6K times**.

* Data from the 2024 VeritageMiami event series.





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