

SPONSORSHIP OPPORTUNITIES


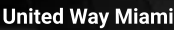
MAYOR'S BALL



ANNIVERSARY

Honorary Chair

The Honorable Daniella Levine Cava

To benefit 
United Way Miami 

Friday, May 15, 2026

Loews Miami Beach Hotel

Honorary Chair

The Honorable Daniella Levine Cava

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AN UNFORGETTABLE NIGHT AT THE CENTER OF MIAMI'S INFLUENCE, FUELING REAL IMPACT

Celebrating its **25th anniversary**, the Mayor's Ball is Miami's premier gala bringing together the city's most influential business leaders, government officials, and community champions for an unforgettable evening of celebration and connection.

Blending sophistication with a vibrant party atmosphere, the event offers sponsors unparalleled access to a powerful, engaged audience shaping the future of our city. More than a gala, the Mayor's Ball is a dynamic networking experience and a bold statement of leadership, visibility, and community impact in support of United Way 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) 646-7028.

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 nonprofit community since 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 pillars – **H**ealth & Wellbeing, **E**ducation, **R**esilient Communities and **E**conomic Mobility – we invest in nearly 100 programs at over 60 impact partner agencies and lead 19 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. For more information, visit unitedwaymiami.org.



UNITED WAY MIAMI HIGHLIGHTS

Website

- For FY24-25:
 - » Monthly views: **32K+**
 - » Annual Views: **394,146***
 - » Engaged Sessions: **218,968****
 - » **64%** of users are geographically located in Florida, with the majority in Miami

Social Media

- **42K+** followers on Facebook, X, Instagram and LinkedIn combined
- Engagement Rate: **5.9%*****
- Average Monthly Impressions: **173K******

Email

- Average open rate for FY24-25: **43%**
 - » Industry average open rate: **26%**

Press

- News Reach: 871M ⁽¹⁾
- Total AVE: 8.06M ⁽²⁾
- Estimated Views: 225K ⁽³⁾
- Total Mentions: 472 ⁽⁴⁾

* 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 41% open rate** among a targeted mailing list of **more than 4,300 contacts**, including community leaders and donors.

Website

The Mayor's Ball event page on the United Way Miami website garnered **5,598 views, 5,443 sessions and 3,760 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) 646-7028.



United Way Miami