



THURSDAY FEBRUARY 4, 2010

8:00 PM til ?

Jungle Island – Miami, Florida

Proceeds benefit Switchboard of Miami, Inc.



Sponsorship Packet

The Benefits Are SUPER...

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2010 Sponsorship Packet

The Super Bowl is coming to town!
And we are celebrating “Miami” style ...football with a Latin flair...

THURSDAY FEBRUARY 4, 2010

8:00 PM til ?

Jungle Island – Miami, Florida

Individual Ticket

\$250 Pre-Sale

\$300 Door

Raffle for 2 Super Bowl Tickets

1/750 Chance \$50

All proceeds benefit Switchboard of Miami, Inc.



What you can expect –

A hot, hot Miami crowd of over a 1000
celebrities,
athletes, business leaders

Music by Willy Chirino & others

Open bar. Paella. Incredible silent and
live auctions.

***Muy Especial. Súper Caliente. Muy
Miami.***



About Switchboard of Miami, Inc.

Switchboard of Miami, Inc. connects people in need with community resources, strengthens and preserves families and develops and provides services where none exist.

- Established in 1968 – local nonprofit organization
- Comprehensive telephone crisis counseling
- Suicide prevention & intervention
- Special telephone reassurance program for senior residents
- Hotline for military personnel, veterans & their families
- Information, referral and follow-up services
- 24 hours a day, 7 days a week, 365 days a year
- Individual and family counseling services and prevention programs in partnership with public schools & organizations
- Only comprehensive Community Resource Directory in Miami-Dade County of over 5,000 programs & services

Last year, Switchboard:

Answered nearly 180,000 calls
Also served nearly 700+ seniors, 5,000 youth and 1,500 families through other programs

Accredited by the Alliance of Information & Referral Systems
Certified by the American Association of Suicidology
Certified 2-1-1 Provider
Licensed by the Florida Department of Children & Families (DCF)



Switchboard
Answering the Call
since 1968



Sponsorship Opportunities

The Benefits Are SUPER...for you and your business

Title Sponsor	\$35,000
Presenting Sponsor	\$15,000
Featured Product Sponsor	\$10,000
Raffle Sponsor	\$7,500
Touchdown Sponsors	\$5,000
Product Sponsors	\$5,000
Cheering Section Sponsors	\$2,500



Title Sponsor

\$35,000

Only ONE Event Title Sponsorship Available

(Your Company Name HERE) “Super” Fiesta on the Island on ALL promotional materials.

As the Title Sponsor, your company’s name and logo appear:

- On all printed materials
- On all event venue signage
- In advertisements, promotions, pre- and post – media releases, etc.
- At the beginning of all event videos
- On Red carpet step and repeat
- On Switchboard’s website, Facebook & Twitter up to one year after event (February 4, 2011) and one newsletter

Your company’s representatives enter via *Celebrity Red Carpet*; offer on-stage *Welcome* to party goers; make on-stage check presentation to Switchboard representatives.

Targeted sampling: Your company may provide promotional certificates for product(s) or samples in 100 luxury goodie bags

Full promotional rights: Your company is permitted use of Super Fiesta and Switchboard logos on advertisements promotions, etc. communicating commitment of event

PLUS, you receive

Four (4) Super Bowl XLIV tickets

Four (4) Pre- and post-game hospitality passes

Four (4) NFL Super Bowl Fan Fest tickets

Twenty-four (24) VIP invitations to the *Fiesta* – special seating, private bar & waiter service

First Right of Refusal for the next Miami *Fiesta* Super Bowl Event Title Sponsorship



Presenting Sponsor

\$15,000

Only ONE Event Presenting Sponsorship Available

As the Presenting Sponsor, your company's name and logo appear:

- On all printed materials
- On all venue signage
- In advertisements, promotions, pre- and post – media releases, etc.
- At the beginning of all event videos
- On Red carpet step and repeat
- On Switchboard's website, Facebook & Twitter up to one year after event (February 4, 2011) and one newsletter

Your company's representatives enter via *Celebrity Red Carpet*; receive verbal recognition from the stage; make on-stage check presentation to Switchboard representatives.

Targeted sampling: Your company may provide promotional certificates for product(s) or samples in 100 luxury goodie bags

Promotional rights: Your company is permitted use of Switchboard logo on advertisements promotions, etc. communicating commitment of event

PLUS, you receive

Four (4) tickets to the NFL Super Bowl Fan Fest

Sixteen (16) VIP invitations to the *Fiesta* – special seating, private bar & waiter service

Sixteen (16) invitations to the *Fiesta*, VIP seating, private bar and waiter service



Featured Product Sponsor \$10,000

Only ONE Featured Product Sponsorship Per Category Available

As the Featured Product Sponsor, your company retains exclusive product placement within one category, i.e., “Official Rum Sponsor of Super Fiesta on the Island” or “Official Tequila Sponsor of Super Fiesta on the Island” and so on.. Your company’s name and logo appear:

- On the main marquee as the exclusive product sponsor within a category
- On all printed materials
- On all venue signage
- In advertisements, promotions, pre- and post – media releases, etc.
- On Red carpet step and repeat
- On Switchboard’s website, Facebook & Twitter up to one year after event (February 4, 2011) and one (1) newsletter

Your company’s representatives enter via *Celebrity Red Carpet*; receive verbal recognition from the stage.

Targeted sampling: Your company may provide promotional certificates for product(s) or samples in 100 luxury goodie bags

Promotional rights: Your company is permitted use of Switchboard logo on advertisements promotions, etc. communicating commitment of event

PLUS, you receive

Two (2) tickets to the NFL Super Bowl Fan Fest

Sixteen (16) invitations to the *Fiesta*



Raffle Sponsor \$7,500

Only ONE Raffle Sponsorship Available

As the Raffle sponsor, your company's name and logo appear:

- On all raffle tickets
- On all materials venue signage
- In advertisements, promotions, pre- and post-event media releases, etc.
- On Red carpet step and repeat
- On Switchboard's website, Facebook & Twitter up to one year after event (February 4, 2011) and one newsletter

Your company's representatives enter via *Celebrity Red Carpet*; receive verbal recognition from the stage; on-stage during raffle

Targeted sampling: Your company may provide promotional certificates for product(s) or samples in 100 luxury goodie bags

Promotional rights: Your company is permitted use of Switchboard logo on advertisements promotions, etc. communicating commitment of event

PLUS, you receive

Two (2) tickets to the NFL Super Bowl Fan Fest
Ten (10) invitations to the "Fiesta"

SOLD!
This sponsorship is no longer available. Please see one of our other opportunities.



2010 Sponsorship Packet

Product Sponsor

\$5,000

As a Product sponsor, your company places your product(s) at the event and your company's name and logo appear:

- On all materials
- On venue signage
- In advertisements, promotions, pre- and post – media releases, etc.
- On Switchboard's website, Facebook & Twitter up to one year after event (February 4, 2011) and one newsletter

Your company's representatives enter via *Celebrity Red Carpet*.

Targeted sampling: Your company may provide promotional certificates for product(s) or samples in 100 luxury goodie bags

Promotional rights: Your company is permitted use of Switchboard logo on advertisements promotions, etc. communicating commitment of event

PLUS, you receive

Two (2) tickets to the NFL Super Bowl Fan Fest

Ten (10) invitations to the *Fiesta*



Touchdown Sponsors

\$5,000

As a Touchdown sponsor, your company's name and logo appear:

- On all materials
- On venue signage
- In advertisements, promotions, pre- and post – media releases, etc.
- On Switchboard's website, Facebook & Twitter up to one year after event (February 4, 2011) and one newsletter

Your company's representatives enter via *Celebrity Red Carpet*.

Targeted sampling: Your company may provide promotional certificates for product(s) or samples in 100 luxury goodie bags

Promotional rights: Your company is permitted use of Switchboard logo on advertisements, promotions, etc. communicating commitment of event

PLUS, you receive

Two (2) tickets to the NFL Super Bowl Fan Fest

Ten (10) invitations to the *Fiesta*



Cheering Section Sponsors \$2,500

As a member of the Cheering section, your company's name will appear

- In the program booklet.
- On Switchboard's website, Facebook & Twitter up to one year after event (February 4, 2011) and one newsletter

Your company's representatives enter via *Celebrity Red Carpet*.

Targeted sampling: Your company may provide promotional certificates for product(s) or samples in 100 luxury goodie bags

Promotional rights: Your company is permitted use of Switchboard logo on advertisements, promotions, etc. communicating commitment of event

Six (6) invitations to the *Fiesta*



2010 Sponsorship Packet

Thank you.

Your interest and support of this event ensures that Switchboard of Miami, Inc. will continue to answer calls and help individuals, families and businesses connect to the services they most need. Switchboard will also keep providing crisis intervention and mental health counseling as well as prevention programs and clinical services.

All because of you!

Switchboard ensures appropriate stewardship of donated dollars all of which remain locally to assist Miami-Dade County residents.

Switchboard of Miami, Inc. Help Anytime. Always.

305-358-HELP (4357) or 2-1-1

Switchboard of Miami, Inc. a 501 (c) (3) organization, is registered with the Florida Department of Agriculture and Consumer Services, Registration # CH1235 . No amount of any contribution is paid to a professional solicitor and 100% of each contribution is retained by Switchboard.

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.



Sponsorship Response Form

Super Fiesta on the Island

Thursday, February 4, 2010, 8:00 PM til ?

Jungle Island, Miami, Florida

Benefitting Switchboard of Miami, Inc.

Company Information – Please Print Clearly

Contact Name _____
 Title _____ Company _____
 Address _____
 City/State/Zip _____
 Phone _____ Alternate PH _____
 Email _____ Website _____

Sponsorship Levels

- \$35,000..... Title Sponsor
- \$15,000 Presenting Sponsor
- \$10,000 Featured Product Sponsor
- \$7,500 Raffle Sponsor
- \$5,000 Product Sponsor
- \$5,000 Touchdown Sponsor
- \$2,500 Cheering Section Sponsor

- Please contact me to discuss our company's intent to sponsor this event or other events/activities.
- My company will provide products, samples or materials for 100 luxury goodie bags.



Payment

\$ _____ Total Payment Due \$ _____ Total Payment Enclosed

Payment is due in full to ensure your desired sponsorship level.

For marketing purposes, please email a vector version of your company logo to kthomas@switchboardmiami.org

Check enclosed

Please charge to: MasterCard VISA American Express

Card Number _____

Expiration _____ CVV2 _____

Signature _____ Date _____

Please mail form to: Switchboard of Miami, Inc. , 701 SW 27th Ave, Suite 1000, Miami, FL 33135
 OR scan to rsadler@switchboardmiami.org OR fax 305-377-2269
 Contact Rita Sadler 305-358-1640 x 109