



LOEWS

MIAMI BEACH
HOTEL

THE FOUNDATION FOR NEW EDUCATION INITIATIVES

CELEBRITY GOLF TOURNAMENT

Friday, November 6, 2015
Miami Beach Golf Club



Introduction

Overview

- 5th Annual Loews Miami Beach Hotel Celebrity Golf Tournament
- Benefiting DonorsChoose.org, an online charity connecting you to classrooms in need and The Foundation for New Education Initiatives, Inc., created to enhance student achievement and community involvement in Miami-Dade County Public Schools
- Over \$200,000 raised for DonorsChoose.org, The Foundation for New Education Initiatives, Inc. and numerous Miami charities since the event's inception in 2011

Format

- 18-Hole Tournament featuring Scramble format (3 amateurs paired with 1 celebrity)
- Groups paired with some of the greatest names in sports and entertainment
- Past celebrity participants include Jason Taylor, Alonzo Mourning, Marcus Allen, Julius Erving, Shane Battier, Terry Francona, Ahmad Rashad, Jeffrey Donovan and many more sport and Hollywood celebrities.



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The Venues



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Loews Miami Beach Hotel

Located in the heart of South Beach, the iconic Loews Miami Beach Hotel boasts 790 luxury guestrooms, situated directly on the Atlantic Ocean. The hotel features a palm tree lined promenade, oceanfront sparkling pool, the state-of-the-art SOAK Cabana Deck with private rooftop terraces, exhale South Beach spa and 65,000 square feet of newly transformed meeting and function space. Guests can indulge in seven restaurants and bars including Nautilus, Preston's and Scoops, in addition to the award winning first outpost of New York City's beloved Lure Fishbar - located in the hotel's historic St. Moritz building. Additional amenities include SoBe Kids Camp, a fitness center and premium shopping at Splash and Splish retail boutiques.

Miami Beach Golf Club

- The premier golf destination in the heart of Miami Beach
- This 18-hole championship golf course features 6,903 yards of golf with a par of 72
- Designed by one of America's leading course designers, Arthur Hills



Charities

DonorsChoose.org

DonorsChoose.org is a nonprofit website where public school teachers describe specific educational projects for their students, and donors can choose the projects they want to support. After completing a project, the donor hears back from the classroom they supported in the form of photographs and student thank-you letters

To date, residents of 50 states and 10 countries have funded over **440,000** student projects, channeling over **\$230 million** in resources to over **11 million** students. Endorsed by celebrities and influencers including Michelle Obama, Jimmy Fallon and many more.

Foundation for New Education Initiatives, Inc.

Public education is a public/private enterprise. It can succeed only with involvement and resources from all sectors of the economy and all segments of society. The Foundation for New Education Initiatives, Inc., was created by the Miami-Dade County School Board to enhance student achievement and community engagement in support of The Parent Academy and other educational initiatives of Miami-Dade County Public Schools.



Past Celebrities Participants

- Ahmad Rashad
- Alonzo Mourning
- Bucky Dent
- Chris Doleman
- Dick Anderson
- Fred Taylor
- Glen Rice
- Isaac Bruce
- Jason Taylor
- Jeffrey Donovan
- Jim Jackson
- Jim McLean
- Jimmy Rollins
- Julius Erving
- Ki-Jana Carter
- Kurt Thomas
- Lenny Harris
- Marcus Allen
- Mark Duper
- Nat Moore
- O.J. McDuffie
- Omarosa Manigault
- Rick Ankiel
- Sam Madison
- Shane Battier
- Terry Francona
- Tico Torres



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Past LMB Participants

1 Hotel & Homes South Beach
360 Destination Group
Aon Hewitt
ARIA Resort & Casino
Arthur J. Gallagher
Audi
AVmedia
Barton G
Boucher Brothers
Bugatchi Uomo
CBIZ Insurance
CBS 4 Miami
Cigna
Coastal Car Worldwide
Delta Dental Insurance
Double Tree by Hilton Grand Hotel
Edward Don
Entegra
Enterprise Rent A Car
FBMC Benefits Management

GMBHA
GMCVB
Kelley Kronenberg
Koniver Stern Group
McGraw-Hill Education
MCM Corp.
Miami Beach Bowl
Miami Dolphins
Miami Marlins Foundation
National Service Group
Nova Southeastern University
National Service Group
Out Design Group
PSAV
Shore Club South Beach
Southern Wine & Spirits
The Place for Tile
Thunder Electric Contractors
Town Park
United Data Technologies



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Event Overview



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CELEBRITY GOLF TOURNAMENT

- **DATE:** Friday, November 6, 2015
- **VENUE:** Miami Beach Golf Club
2301 Alton Road
Miami Beach, FL 33140
- **FORMAT:** Three (3) Amateurs paired with One (1) Celebrity in a Scramble format
- **ATTENDEE PROFILE:** Celebrities, Sponsors & VIP's
- **PARTNERS:** Loews Miami Beach Hotel Partners
Philanthropic Leaders (Local & Regional)
Corporate America
Local & Regional Corporate Community

Schedule of Events

**Friday,
November 6th**

Activity

7:00 a.m.	Guest Arrivals & Registration Breakfast Practice Range Opens
8:30 a.m.	Shotgun Start
1:30 p.m.	Silent Auction Awards Luncheon





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CELEBRITY GOLF TOURNAMENT

Sponsorship Opportunities



PRESENTING SPONSOR

SPONSORSHIP OPPORTUNITIES

Golf Tournament Benefits

- Six (6) playing positions in the Loews Miami Beach Hotel Celebrity Golf Tournament (first pick of celebrity)
- Six (6) premium gift bags
- Six (6) autographed pin flags from participating celebrities
- Commemorative group photo with participating celebrity

Marketing Benefits

- Premier sponsor recognition
- Use of name & marks in all promotions
- Designate eligible school that monies from DonorsChoose.org are earmarked
- Company name/logo Inclusion in all appropriate on-site branding (Sponsor board, tee fence, banners, etc.)
- Two (2) full-page advertisements in Official Tournament Program (Inside and Back cover)
- Opportunity to display products

Hospitality Benefits

- Four (4) Double occupancy rooms at Loews Miami Beach Hotel (For two nights during tournament week)
- Four (4) Invitations to dinner in Sushi SoBe at Loews Miami Beach Hotel
- One (1) Presidential Suite Package which includes the suite for Three (3) nights, Two (2) Miami Heat tickets, spa, cabana and food & beverage (to be redeemed at a later date)

INVESTMENT - **One Year (2015)**
 - **\$25,000**



VICE PRESIDENTIAL SUITE SPONSOR

SPONSORSHIP OPPORTUNITIES

Golf Tournament Benefits

- Three (3) playing positions in the Loews Miami Beach Hotel Celebrity Golf Tournament (with a celebrity)
- Three (3) premium gift bags
- Commemorative group photo with participating celebrity

Marketing Benefits

- One (1) full page advertisement in official Tournament Program
- Use of name & marks in all promotions
- Company name/logo inclusion in all appropriate on-site branding (Sponsor Board, tee fence, banners, etc.)
- Opportunity to display products

Hospitality Benefits

- Preferred rates at Loews Miami Beach Hotel (two nights during tournament week)
- One (1) Vice Presidential Suite Package which includes the suite for three (3) nights, two (2) Miami Dolphins tickets, cabana and food & beverage (To be redeemed at a later date)

INVESTMENT - **One Year (2015)**
 - **\$15,000**



CORPORATE GOLF PACKAGE

SPONSORSHIP OPPORTUNITIES

Golf Tournament Benefits

- One (1) Group in the Loews Miami Beach Hotel Celebrity Golf Tournament (Three Amateurs with One Celebrity)
- Three (3) Premium Gift Bags
- Commemorative Group Photo with Participating Celebrity

Marketing Benefits

- Corporate Listing on the Loews Miami Beach Hotel Celebrity Golf Tournament Sponsor Board
- Listing in Loews Miami Beach Hotel Celebrity Golf Tournament Event Program Guide

INVESTMENT - **One Year (2015)**
- **\$4,000**

HOLE SPONSORSHIP

Marketing Benefits

- One (1) Tee Fence Sign on the Golf Course
- Recognition on the Sponsor Board
- Corporate Listing on the Loews Miami Beach Hotel Celebrity Golf Tournament Sponsor Board
- Listing in Loews Miami Beach Hotel Celebrity Golf Tournament Event Program Guide

INVESTMENT - **One Year (2015)**
- **\$2,500**





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Sponsorship

Diana Rizikow Venturini, Director

Fund and Resource Development
Office of Community Engagement

1450 NE 2nd Avenue, Suite 776

Miami, FL 33132

Phone: 305-995-1367 Fax: 305-995-1221

Education – It takes all of us

www.giveourstudentstheworld.org

