



WWW.TEAMGIFT2012.COM

GIFT
team Gift

**2012
SPONSORSHIP
PACKAGES**

**December 22, 2012
Bayside Hut
3501 Rickenbacker
Causeway
Key Biscayne, FL**

WWW.TEAMGIFT2012.COM

GIFT

Team Gift

HRH Marketing, LLC presents the 5th Annual GIFT; a fundraising all-inclusive event for charity. HRH Marketing, LLC is an event promotion and entertainment company which focuses on the urban and upscale nightlife in the city of Miami.

This year we have partnered with the Make-A-Wish Foundation® of Southern Florida and our goal is to donate \$500,000 dollars. The past four events have brought together thousands of partygoers who have donated over \$30,000 in monetary and in-kind donations to organizations.

By becoming a sponsor of this exclusive event ,you can help us try to reach our goal and “Grant 100 Wishes” and bring smiles to children with life-threatening medical conditions .





Each year, the Make-A-Wish Foundation® of Southern Florida (www.sfla.wish.org) fulfills the wishes of more than 500 children in 13 South Florida counties and the US Virgin Islands. With \$5,000 being the average cost of a wish, the nonprofit organization relies on fundraisers, corporate support, and donations from the public to bring hope, strength, and joy to families who need it most.

The goal of GIFT 2012 is to raise \$500,000 which will grant wishes for at least 100 children.

To learn more, refer a child, volunteer or make a donation, call (888) 773-9474.

For more information on the Make-A-Wish Foundation® of Southern Florida please contact: Cynthia Cohen, Senior Special Events Coordinator 954-967-9474 ext.320

EVENT DETAILS

Gift 2012 will take place at one of Miami's hottest venues, Historic Virginia Key Beach Park in Key Biscayne. Kicking off the evening will be a VIP cocktail reception and silent auction followed by the main celebration open to the general public featuring live entertainment from renowned Caribbean, hip-hop and pop artists along with electrifying DJs. VIPs and the first 100 guests will receive gift bags and all attendees can enter for a chance to win fabulous raffle prizes.

Chef Steve Paret, a talented, innovative chef with Michelin star culinary experience, will cater the VIP reception. Celebrity clients include Dave Chappelle, Heidi Klum, and supermodel Esther Cañadas. He has also provided his culinary expertise to the sets of NBC's *Today Show* and Nickelodeon's *Blue's Clues*. Chef Steve will donate "An Evening with Chef Steve Paret" to this year's raffle. Visit www.steveparet.com for more information on this culinary talent.

ENTERTAINMENT



GIFT 2012 promises an amazing entertainment line up. Past events have brought out celebrities such as Vivica Fox, Eva Pigford, Ne-Yo and many more. This year we have partnered with Hollywood Knights International to bring you an evening of unforgettable entertainment.

Hollywood Knights International is a full-service celebrity events production and promotional firm. They have successfully produced major events all over the world since 1986 and have raised millions of dollars for various [charity](#) organizations worldwide. For more information on Hollywood Knights visit www.hollywoodknights.com

A portion of sponsorship donations will be used to provide a star studded event that is sure to draw the attention of local media and the interest of our target market.

DEMOGRAPHIC AND TARGET MARKET

Men and Women

Ages: 25-40

Education:

75% High School Educated

30% Currently Attending College

50% College Graduate

Race:

65% Black

25% Hispanic

7% White

3% Other

Average HHI:

35,000 – 80,000 per year

Employment:

78% Employed

12% Full-time students/un-employed



MARKETING CAMPAIGN

This year's marketing campaign targets all media outlets and multiple cities and countries, including Miami, Orlando, New York, Jamaica and Trinidad.

WEB

- **An exclusive website optimized to promote and advertise our sponsors.**
- **Banner placement for sponsors in different locations throughout the site.**
- **Daily blog posts on event news, artist line up updates and current entertainment news.**
- **Facebook fan page will post periodic event update feeds throughout the day**
- **Twitter ads reaching out to over 400,000 tweeters**
- **Monthly email blasts to over 250,000 people nationwide**

MARKETING CAMPAIGN

PRINT

- **Over 250,000 flyers distributed at multiple clubs, concerts and events in targeted cities and countries.**
- **20,000 posters displayed in various outlet stores, restaurants, barbershops, and high traffic streets in targeted cities and countries.**
- **Air Banner in Miami, South Beach, Downtown Miami, Coconut Grove 3 hours a day during such holidays as Spring Break, Memorial Day weekend, Fourth of July, Labor Day weekend, Columbus Day weekend and Thanksgiving weekend.**
- **Billboards in high traffic areas including Miami Beach/Downtown, Coconut Grove and Downtown Ft. Lauderdale.**
- **King Size posters displayed down the sides of Miami Dade and Broward County busses traveling on high traffic routes in Downtown Miami, Miami Beach, Downtown Ft Lauderdale, Pembroke Pines and Coconut Grove.**
- **Street team in exclusive GIFT 2012 printed T-shirts**
- **Press Releases with current news about GIFT and promoting artists and sponsors**

MARKETING CAMPAIGN

AUDIO

- **Radio spots on local stations:**
 - Miami: 99 Jamz, Power 96**
 - Orlando: 102 Jamz, Power 95.3**
 - New York: Hot 97, Power 105**
 - Jamaica: ZIP FM**
 - Trinidad and Tobago: RED FM**
 - Online Radio Stations: coasttocoast.com, worldcastradio.com**
- **Radio advertising includes 60 seconds commercials and radio interviews beginning the first week of June through the end of the year.**
- **3,000 CDs distributed quarterly featuring mixes by event DJs while promoting GIFT and our sponsors.**

MARKETING CAMPAIGN

VIDEO

- **Ads on networks such as BET, MTV during programming that targets the GIFT demographic.**
- **Interviews, event coverage and advertisement on local news station NBC 6, FOX 7, ABC 10**
- **Web commercials for YouTube, Facebook, Twitter and promotion websites such as:**
 - www.keepdapartygoing.com**
 - www.miamiparties.com**
 - www.partyspree.com**
 - www.whyiparty.com**
 - www.clubplanet.com**

MARKETING CAMPAIGN

EVENTS

- **Partnerships with other promotion teams hosting weekly local events allowing us to advertise GIFT at their events with printed material. Events include:**
 - Vice city (Monday)**
 - Gryphon at the Hard Rock Hotel and Casino (Thursday)**
 - MIA (Thursday)**
 - Opium (Friday)**
 - Kafe Krystal (Thursday and Fridays)**
 - AiziA at the Westin Diplomat Hotel (Saturday)**
- **Promotion at HRH Marketing events within the year such as Cookouts, Softball tournaments, Car shows and a Mini Fair.**
- **GIFT 2012 TOY DRIVE: In the week leading up to the event, we are asking the community to get involved by participating in a toy drive. We have partnered with NBC 6 and will set up a donation center in their store where people can drop off unwrapped gifts which will also be donated to the Make-A-Wish Foundation® of Southern Florida.**

DIAMOND PACKAGE

CALL FOR PRICING – CAN BE CUSTOMIZED

- Category exclusivity
- Company profile included on 2 event press releases
- Air Banner and Bus Promotion
- Logo on all printed materials, including but not limited to flyers, banners, website, T-shirts, CD covers, posters and billboards to be distributed at multiple events and cities throughout the year
- Banners displayed weekly at four different local events
- Link on KeepDaPartyGoing.com back to sponsor's website
- Company highlighted on email blasts sent to 6,000+ subscribers
- Weekly promotion via GIFT Facebook and Twitter
- Featured on quarterly promotion mix CD distributed in Miami, Orlando, New York, Jamaica and Trinidad
- Mentioned on radio spots airing on stations including 99 Jamz, Power 96, Hot 97, Red FM
- Highlighted on commercial, videos and interviews airing on local news stations and music channels
- Access to Gift Bags
- Title sponsor of invitation only cocktail hour

GOLD PACKAGE

\$10,000

- Logo on all printed materials, including flyers, banners, website, T-shirts, CD covers and posters to be distributed at multiple events and cities throughout the year
- Banners displayed weekly at four different local events
- Link on KeepDaPartyGoing.com back to sponsor's website
- Company highlighted on email blasts sent to 6,000+ subscribers
- Weekly promotion via GIFT Facebook and Twitter
- Featured on quarterly promotion mix CD distributed in Miami, Orlando, New York, Jamaica and Trinidad
- Mentioned on radio spots airing on stations including 99 Jamz, Power 96, Hot 97, Red FM
- Access to Gift Bags
- Invitation to exclusive cocktail hour

Does not include press releases, billboards, air banner, bus promotion or television promotion

SILVER PACKAGE

\$5000

- Logo on all printed materials, including flyers, banners, website, T-shirts, CD covers and posters to be distributed at multiple events and cities throughout the year
- Link on KeepDaPartyGoing.com back to sponsor's website
- Company highlighted on email blasts sent to 6,000+ subscribers
- Weekly promotion via GIFT Facebook and Twitter
- Featured on quarterly promotion mix CD distributed in Miami, Orlando, New York, Jamaica and Trinidad
- Mentioned on radio spots airing on stations including 99 Jamz, Power 96, Hot 97, Red FM
- Access to Gift Bags
- Invitation to exclusive cocktail hour

Does not include press releases, billboards, air banner, bus promotion, presence at additional events or television promotion

BRONZE PACKAGE

\$1000


- Logo printed on all flyers, posters, banners and t-shirts distributed at multiple events and cities throughout the year
- Weekly promotion via GIFT Facebook and Twitter
- Invitation to exclusive cocktail hour
- Access to Gift Bags

Does not include any promotion on Radio, Television or Press.

IN-KIND DONATIONS

We would also like to extend the opportunity to donate product or services to be used as door prizes. This option is available to companies who would like to participate in GIFT 2012 without the commitment of sponsorship. This is a great way of helping the community and promoting your business.

Please feel free to contact us to coordinate your donation.

A hand is shown in the upper right corner, reaching down towards a large, glowing star. The background is a soft, cloudy sky with several smaller stars scattered throughout. The overall tone is bright and hopeful.

Thank you for your attention and we are looking forward to working with you. For more information or any questions on the sponsorship packages presented today, please contact:

**Patrick Leys
CEO
HRH Marketing
www.teamgift2012.com
info@teamgift2012.com
1-877-GIFT-510
305-807-2489**