



ENTERTAINMENT

Free Cadence

WHEN

Sat. March 28th, 2026

6:00 PM: VIP Admission

7:00 PM: GA Admission

8:00 PM: Concert

WHERE

Harriett's Orlando
Ballet Centre

600 North Lake Formosa Drive
Orlando, FL 32803

*This event is neither sponsored nor
endorsed by the Orlando Ballet.*

**Each day, the
Coalition serves up to
850 men, women, and
children through our
programs and services.**

**You can help
them on their journey
home. Join us.**



We're excited to announce that Hearts of Gold 2026—benefiting **Coalition for the Homeless of Central Florida**—will take place on Saturday, March 28, 2026, at Harriett's Orlando Ballet Centre. This year's dazzling Mardi Gras-themed celebration promises to be our most unforgettable yet, featuring live music from Free Cadence, delicious cuisine, lively entertainment, and 400 guests coming together to "Let the Good Times Roll for a Cause!"

Each year, Hearts of Gold brings our community together to kindle relationships, forge new alliances, and raise essential funds for the Coalition's programs that help families and individuals move from homelessness to hope.

Last year alone, the Coalition provided:

- More than **2,800 individuals with permanent housing**
- Over **220,000 meals** to individuals and families in need
- Services to **850 men, women, and children every day**

Your partnership makes this life-changing work possible.

As we prepare for 2026, we invite you to **renew your support—or join us for the first time—as a Hearts of Gold sponsor.** Sponsorship not only fuels our mission but also offers meaningful visibility for your company through event recognition, media promotion, and the opportunity to connect with community leaders and changemakers.

We hope you'll consider increasing your sponsorship level this year to help us meet the growing needs of those we serve. Together, we can continue to create lasting impact—one person, one family, and one "heart of gold" at a time.

Will you answer the call, showcasing your Heart of Gold?

With gratitude,

A handwritten signature in black ink, appearing to read "Brad Butterstein", with a long horizontal line extending to the right.

Brad Butterstein
President and CEO
Coalition for the Homeless of Central Florida



YOUR SPONSORSHIP AT WORK

Since 1987, Coalition for the Homeless of Central Florida has been a place where men, women, and children have been able to find help, hope, and shelter.

As a short-term residential shelter specializing in housing-focused programs and services, our goal is to transform the lives of individuals and families struggling with homelessness in Central Florida.

Each day we serve more than 800 men, women, and children through our programs and services, including more than 200 unsheltered individuals through our community initiatives.



2,823

Coalition guests have moved from one of our programs to permanent housing.



40%

of individuals seeking assistance were successfully diverted from entering the shelter system through our Diversion Program over the past year.



2,128

children were served through one of our Coalition programs. Children make up 35% of the population we serve, and we do everything that we can to ensure that they are sheltered and provided with meals and childcare.



229,898

nutritious meals have been served in the past year.



91%

of Coalition guests come from the Central Florida area.

SPONSORSHIPS

Hearts of Gold presents sponsors with the opportunity to engage with over 600 visionaries and change-makers, coming together to kindle connections, forge alliances, and rewrite the narrative of homelessness in our community.

LEVEL	BENEFITS
The Champion Presenting Sponsor \$30,000	<ul style="list-style-type: none"> ▪ Marketing: Designation as the Champion Presenting Sponsor on all event materials. This includes pre-event collateral, logo placement on event website, exclusive branding opportunities throughout venue, company name on gobo lights, as well as dominant logo placement on signage, banners, slideshow, marketing, media, and PSA's. ▪ Stage Presence: Opportunity for onstage address during event by company representative. Verbal on-stage recognition as the Champion Presenting Sponsor. ▪ Tickets: 10 VIP Passes; 16 General Admission Tickets. ▪ Year-Round Recognition: Designation as Coalition Corporate Partner throughout the year.
Hope Giver Sponsor \$20,000	<ul style="list-style-type: none"> ▪ Marketing: Designation as Hope Giver Sponsor on all event materials. This includes pre-event collateral, logo placement on event website, exclusive branding opportunities throughout venue, as well as dominant logo placement on signage, banners, slideshow, marketing, media, and PSA's. ▪ Stage Presence: Verbal onstage recognition as Hope Giver Sponsor. ▪ Tickets: 8 VIP Passes; 14 General Admission Tickets. ▪ Year-Round Recognition: Designation as Coalition Corporate Partner throughout the year.
Community Builder Sponsor \$15,000	<ul style="list-style-type: none"> ▪ Marketing: Designation as Community Builder Sponsor on all event materials. This includes pre-event collateral, logo placement on event website, event signage, banners, slideshow, marketing, media, and PSA's. ▪ Stage Presence: Verbal on-stage recognition as Community Builder Sponsor. ▪ Tickets: 6 VIP Passes; 12 General Admission Tickets. ▪ Year-Round Recognition: Designation as Coalition Corporate Partner throughout the year.
Diamond Advocate Sponsor \$10,000	<ul style="list-style-type: none"> ▪ Marketing: Designation as Diamond Advocate Sponsor in event materials. This includes pre-event collateral, logo placement on event website, event signage, banners, slideshow, marketing, media, and PSA's. ▪ Stage Presence: Verbal on-stage recognition as Diamond Advocate Sponsor. ▪ Tickets: 6 VIP Passes; 10 General Admission Tickets. ▪ Year-Round Recognition: Designation as Coalition Corporate Partner throughout the year.

SPONSORSHIPS CONT.

Will you answer the call, showcasing your Heart of Gold? Together, let's continue to end the crisis of homelessness for men, women, and children throughout Central Florida.

LEVEL	BENEFITS
Patron Sponsor \$7,500	<ul style="list-style-type: none">▪ Marketing: Designation as Patron Sponsor in event materials. This includes logo placement on event website, event signage, slideshow, and inclusion in select media, marketing and PSA's.▪ Tickets: 4 VIP Passes; 8 General Admission Tickets.▪ Year-Round Recognition: Designation as Coalition Corporate Partner throughout the year.
Platinum Supporter Sponsor \$5,000	<ul style="list-style-type: none">▪ Marketing: Designation as Platinum Supporter Sponsor in event materials. This includes logo placement on event website, event signage, slideshow, and inclusion in select media, and marketing.▪ Tickets: 4 VIP Passes; 6 General Admission Tickets.▪ Year-Round Recognition: Designation as Coalition Corporate Partner throughout the year.
Golden Hero Sponsor \$3,000	<ul style="list-style-type: none">▪ Marketing: Designation as Golden Hero Sponsor with company name listed on event website and slideshow.▪ Tickets: 2 VIP Passes; 4 General Admission Tickets.▪ Year-Round Recognition: Designation as Coalition Corporate Partner throughout the year.

If our sponsorship options don't quite sparkle for you, let's create something extraordinary together. Contact Susan Kaney, Events Manager at susan.kaney@cflhomeless.org for more information.