2024

Hearts of Gold

SPONSORSHIP OPPORTUNITIES

Saturday, June 29, 2024
Hard Rock Live Orlando
Mark your calendars for a night that transcends mere fundraising; it’s a symphony of compassion, a celebration of resilience, and a beacon of hope. On Saturday, June 29, 2024, Coalition for the Homeless of Central Florida will once again come together for our annual Hearts of Gold fundraising event!

Set against the vibrant backdrop of Hard Rock Orlando Live, we invite you to immerse yourself in an evening where hearts beat in harmony for a cause that defines our collective humanity.

Picture this: a tapestry of over 600 visionaries and change-makers, coming together to kindle connections, forge alliances, and rewrite the narrative of homelessness in our community. Amidst laughter, camaraderie, and shared purpose, indulge in delicious food and drinks that fuel the spirit of giving.

Get ready for the pinnacle of the night as the Gerry Williams Band graces the stage, filling the atmosphere with funk, rhythm, and soul—each note a testament to the resilience of the human spirit.

Beneath the joyous celebration lies the core of our mission: to offer a lifeline to those struggling with homelessness. Funds raised at Hearts of Gold allow the Coalition to provide crucial programs and services for up to 850 men, women, and children every single day.

Please dive into the pages of this packet, where opportunities abound for you to participate in transforming the lives of others. By joining us as a sponsor, you embody the ethos of a caring citizen and a loving neighbor, casting ripples of change into our community.

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.

With gratitude,

Trinette L. Nation
Director of Development
Coalition for the Homeless of Central Florida
The Gerry Williams Band

Funk, Rhythm, and Soul

“The type of music we do is about the way you live and the struggles that you’ve been through,” says Williams. “Funk...was created during hard times...each person in this band has had some sort of struggle. We try to take those struggles and turn them into positive energy.”

The Gerry Williams Band was formed by musician, songwriter, and producer, Gerry Williams. A Florida native, he has worked with artists like Justin Timberlake, Celine Dion, Mandy Moore, Carlos Santana, and JLO (to name a few). With a voice like Stevie Wonder, Gerry has utilized his musical talents to create music and teach. As a vocal coach for years, he has coached up to 300 students at once. He puts his heart into his projects.

Having struggled with homelessness himself, Gerry is passionate about homelessness and wrote about his experience on his single “My Way” available on music streaming platforms.

“I was homeless myself back in the 90s. By no fault of my own, the money stopped coming in. I had no place to go and slept under the highway. I met some brilliant people who were homeless and it touched my heart.”

With influences such as Stevie Wonder, James Brown, Al Green, and Prince, Gerry Williams is known for his powerful performances and memorable moments.

The Gerry Williams Band is a cross between Funk, Soul, R&B and JamBand. The music is blended with funky melodies and high energy rhythm and horn arrangements.

Scan QR code to listen to Gerry’s original song about Homelessness.
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.

2,089 Coalition guests have moved from one of our programs to permanent housing.

3,712 individuals have been successfully diverted from entering the shelter system through our Diversion Program over the past year.

1,963 unique individuals have taken advantage of our Community Health Initiative (CHI) over the past year. The CHI provides shower, laundry, clothing, personal grooming supplies, and mail services to unsheltered homeless individuals.

225,375 nutritious meals have been served in the past year.

84% 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.

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>BENEFITS</th>
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| **The Champion Presenting Sponsor**  | **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 Hard Rock Live marquee and gobos, 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; 18 General Admission Tickets.  
**Year-Round Recognition:** Designation as Coalition Corporate Partner throughout the year. |
| **Hope Giver Sponsor**               | **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**        | **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. |
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.

<table>
<thead>
<tr>
<th>LEVEL</th>
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<tbody>
<tr>
<td><strong>Diamond Advocate Sponsor</strong></td>
<td>$10,000</td>
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<tr>
<td><strong>Marketing</strong>: 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.</td>
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<tr>
<td><strong>Stage Presence</strong>: Verbal on-stage recognition as Diamond Advocate Sponsor.</td>
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<td><strong>Tickets</strong>: 6 VIP Passes; 10 General Admission Tickets.</td>
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<td><strong>Year-Round Recognition</strong>: Designation as Coalition Corporate Partner throughout the year.</td>
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<td><strong>Patron Sponsor</strong></td>
<td>$7,500</td>
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<tr>
<td><strong>Marketing</strong>: 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.</td>
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<tr>
<td><strong>Tickets</strong>: 4 VIP Passes; 8 General Admission Tickets.</td>
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<tr>
<td><strong>Year-Round Recognition</strong>: Designation as Coalition Corporate Partner throughout the year.</td>
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<tr>
<td><strong>Platinum Supporter Sponsor</strong></td>
<td>$5,000</td>
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<tr>
<td><strong>Marketing</strong>: 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.</td>
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<tr>
<td><strong>Tickets</strong>: 4 VIP Passes; 6 General Admission Tickets.</td>
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<td><strong>Year-Round Recognition</strong>: Designation as Coalition Corporate Partner throughout the year.</td>
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<tr>
<td><strong>Golden Hero Sponsor</strong></td>
<td>$3,000</td>
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<td><strong>Marketing</strong>: Designation as Golden Hero Sponsor with company name listed on event website and slideshow.</td>
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<tr>
<td><strong>Tickets</strong>: 2 VIP Passes; 4 General Admission Tickets.</td>
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<td><strong>Year-Round Recognition</strong>: Designation as Coalition Corporate Partner throughout the year.</td>
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**Passes & Tickets**

- **VIP Pass** includes early entry to Hard Rock Live and silent auction, access to private VIP lounge with plated buffet, complimentary bar, and beverages.
- **General Ticket** includes silent auction and complimentary beverages and hors d’oeuvres.
SPONSOR COMMITMENT

Sponsorship Purchase

- $30,000 The Champion Presenting Sponsor
- $20,000 Hope Giver Sponsor
- $15,000 Community Builder Sponsor
- $10,000 Diamond Advocate Sponsor
- $7,500 Patron Sponsor
- $5,000 Platinum Supporter Sponsor
- $3,000 Golden Hero Sponsor

☑️ I want to commit to a 3-year sponsorship of Hearts of Gold.

Payment Options

- My check is enclosed. Please make payable to: Coalition for the Homeless
- Please invoice me.
- Charge my credit card.

Name on card: _______________________________________________________
Account Number: _______________________________________________________________________

☑️ Visa ☐ Mastercard ☐ Discover ☐ AmEx
Exp. Date: ___________ 3-4 Digit Security Code: ___________

Contact Information

Contact Name: ___________________________________________________________
Company Name: __________________________________________________________
Address: ____________________________________________________________________________
City: __________________________ State: _______ Zip: __________
Phone: _________________________ Fax: __________________________
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Return completed form to:
Susan Kaney, Events Manager
18 North Terry Avenue, Orlando, FL 32801
Email: susan.kaney@cflhomeless.org | Cell: 407.489.6939
Thank you, from the depths of our hearts, to our devoted committee members for their selfless dedication to the mission of Coalition for the Homeless of Central Florida. They have generously invested their time, talent, and boundless energy to ensure the success of this event, and for that, we are profoundly grateful.

**Committee Chair:** Jonathan Schmidt, *Rothman Orthopaedic Institute*

**Committee Members:**
- Brad Butterstein, *RapidScale, Inc.*
- Christina Ferraro, *Disney*
- Ben Lalikos, *Cogent Bank*
- Meagan Martin, *Baker & Hostetler LLP*
- Lou Nimkoff, *Brio Properties*
- Dawn Ofodile, *VyStar Credit Union*
- Flavia Phillipson, *Protiviti*
- Nelson M. Placa, *Disney*
- Asia Saltmarsh, *Homemaker Juice*
- Kristen Schmidt
- Bill Sullivan
- Teresa Williams
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Teresa Williams

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RLC Lawn & Pest
Trip and Laurie Stephens
Winderweedle, Haines Ward & Woodman, P.A.

Gold Medallion Sponsors

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MasterCorp
Meadows & Ohly LLC
OneDigital
Overeasy Events
Peacock Capital
Quality Labor Management LLC
SchenkelShultz Architecture
Valencia College
Wharton-Smith Construction

Thank you for making Hearts of Gold possible!