

# VERITAGEMIAMMI

PRESENTED BY  City National Bank  
Bci FINANCIAL GROUP

EAT  
DRINK  
UNITE

## CONNECT YOUR BRAND TO THE BEST OF SOUTH FLORIDA

VeritageMiami offers unique opportunities to connect with South Florida's most select group of food, wine and beer enthusiasts over four days of exclusive, world-class events. In its 21st year, VeritageMiami attracts more than 3,500 culinary aficionados among South Florida's business and civic leaders, all to benefit United Way of Miami-Dade.

### Four stellar events

VeritageMiami offers highly customizable ways to reach and engage an upscale audience at any or all of four of the best venues in Miami.

VeritageMiami Late Harvest: October 5, 6, 7 & 9, 2016



Wednesday, October 5

### CRAFT BEER TASTING

Young professionals tap in to more than 140 craft beers and micro-brews, complemented by delicious fare from more than two dozen South Florida restaurants.

WYNWOOD WALLS

Thursday, October 6

### FINE WINE TASTING

An unparalleled variety of more than 400 wines from around the globe, paired with innovative dishes prepared by some of South Florida's top chefs, delight the premium audience.

SHOPS AT MERRICK PARK

Friday, October 7

### INTERACTIVE DINNER

Food lovers unite for a fun evening of cooking and sharing. A celebrity chef guides guests through the preparation of their own gourmet dinner *à la carte*.

JW MARRIOTT MARQUIS

Sunday, October 9

### AUCTION & BUBBLY BRUNCH

Exclusive guests enjoy great food, wines and a lively auction of one-of-a-kind experiences with proceeds benefiting United Way of Miami-Dade.

THE RITZ-CARLTON  
KEY BISCAJNE

## AT A GLANCE: VERITAGEMIAMMI

VeritageMiami will host more than 3,500 guests during a four-day gathering, October 5, 6, 7 & 9, 2016.

**Craft Beer Tasting at Wynwood Walls** - Serves up an audience that is young and adventurous; seeking new, quality experiences to share with their friends:

- Young professionals • 24-45 years of age
- College-educated • \$50,000+ annual income
- Estimated guests: 1,000 • Ticket prices starting at \$55

**Fine Wine Tasting at Shops at Merrick Park** - Attracts a premium audience of people who love fine wine and dining:

- College-educated professionals, many C-level executives and attorneys • 35-64 years of age
- \$75,000+ annual income • Estimated guests: 1,200
- Ticket prices starting at \$75

**Interactive Dinner at JW Marriott Marquis** - Attracts a very exclusive cross-section of business and civic leaders and food and wine aficionados:

- College-educated • Income predominantly \$250,000+
- Sophisticated • Well-traveled • Estimated guests: 700
- Ticket price \$500

**Auction & Bubbly Brunch at The Ritz-Carlton Key Biscayne** - A very exclusive group of civic and business leaders and food and wine aficionados with discerning tastes:

- College-educated • Income predominantly \$250,000+
- Sophisticated • Well-traveled • Estimated guests: 600
- Ticket price \$500

**PAST CELEBRITY CHEFS:** Daniel Boulud, Todd English, Michael Schwartz, Michael Chiarello, Marcus Samuelsson, Stephen Lewandowski, Kevin Sbraga and dozens of Miami's top local chefs.

**BEST IN GLASS WINE CHALLENGE:** South Florida's top sommeliers judge hundreds of wines, selecting which ones will be included in their restaurants by-the-glass list. Gold and silver winners are poured during VeritageMiami.

VeritageMiami has raised millions of dollars to help improve education, financial stability and health in our community.

For more information and tickets, visit [veritagemiami.com](http://veritagemiami.com) or call 305.646.7029.



## GRAND CRU \$100,000

### Publicity/Marketing benefits

- Listing as sponsor in invitation emails to 25,000+ recipients, including local and national media, and United Way of Miami-Dade contributors
- Recognition and logo as sponsor on the VeritageMiami website, including a link bringing our visitors, your potential customers, directly to your website
- Recognition as sponsor and logo inclusion in VeritageMiami-related social media, including VeritageMiami Facebook page, Twitter and other outlets
- Two-page advertisement in the VeritageMiami program book
- Inclusion in a series of VeritageMiami-related press releases directed to local and national media
- Recognition as sponsor in event advertising, which may include advertisements in Miami Herald, Miami Magazine, Miami New Times and other publications
- Recognition as sponsor and logo displayed on event signage and projection screens throughout the weekend
- Opportunity to have logo printed on appropriate VeritageMiami materials (napkins, tasting trays, glasses, etc.)
- Opportunity to have a display table/booth at sponsored event

### Networking/Business Development benefits

- 20 VIP tickets to Craft Beer Tasting
- 20 general admission tickets to Craft Beer Tasting
- 20 VIP tickets to Fine Wine Tasting
- 20 general admission tickets to Fine Wine Tasting
- Three tables of eight at the Interactive Dinner
- Three tables of 10 at the Auction & Bubbly Brunch



## VINTNER

\$50,000

### Publicity/Marketing benefits

- Listing as sponsor in invitation emails to 25,000+ recipients, including local and national media, and United Way of Miami-Dade contributors
- Recognition and logo as sponsor on the VeritageMiami website, including a link bringing our visitors, your potential customers, directly to your website
- Recognition as sponsor and logo inclusion in VeritageMiami-related social media, including VeritageMiami Facebook page, Twitter and other outlets
- Two-page advertisement in the VeritageMiami program book
- Inclusion in a series of VeritageMiami-related press releases directed to local and national media
- Recognition as sponsor in event advertising, which may include advertisements in Miami Herald, Miami Magazine, Miami New Times and other publications
- Recognition as sponsor and logo displayed on event signage and projection screens throughout the weekend
- Opportunity to have a display table/booth at sponsored event

### Networking/Business Development benefits

- 10 VIP tickets to Craft Beer Tasting
- 12 general admission tickets to Craft Beer Tasting
- 10 VIP tickets to Fine Wine Tasting
- 12 general admission tickets to Fine Wine Tasting
- Two tables of eight at the Interactive Dinner
- Two tables of 10 at the Auction & Bubbly Brunch



## CELLAR MASTER

\$25,000

### Publicity/Marketing benefits

- Listing as sponsor in invitation emails to 25,000+ recipients, including local and national media, and United Way of Miami-Dade contributors
- Recognition and logo as sponsor on the VeritageMiami website, including a hyperlink bringing our visitors, your potential customers, directly to your website
- Recognition as sponsor and logo inclusion in VeritageMiami-related social media, including VeritageMiami Facebook page, Twitter and other outlets
- Full-page advertisement in the VeritageMiami program book
- Inclusion in a series of VeritageMiami-related press releases directed to local and national media
- Recognition as sponsor in event advertising, which may include advertisements in Miami Herald, Miami Magazine, Miami New Times and other publications
- Recognition as sponsor and logo displayed on event signage and projection screens throughout the weekend
- Opportunity to have a display table/booth at sponsored event

### Networking/Business Development benefits

- Four VIP tickets to Craft Beer Tasting
- Six general admission tickets to Craft Beer Tasting
- Four VIP tickets to Fine Wine Tasting
- Six general admission tickets to Fine Wine Tasting
- One table of eight at the Interactive Dinner
- One table of 10 at the Auction & Bubbly Brunch



## COOPER \$15,000



## SOMMELIER \$10,000

### Publicity/Marketing benefits

- Listing as sponsor in invitation emails to 25,000+ recipients, including local and national media, and United Way of Miami-Dade contributors
- Recognition and logo as sponsor on the VeritageMiami website, including a link bringing our visitors, your potential customers, directly to your website
- Recognition as sponsor and logo inclusion in VeritageMiami-related social media, including VeritageMiami Facebook page, Twitter and other outlets
- Full-page advertisement in the VeritageMiami program book
- Inclusion in a series of VeritageMiami-related press releases directed to local and national media
- Recognition as sponsor in event advertising, which may include advertisements in Miami Herald, Miami Magazine, Miami New Times and other publications
- Recognition as sponsor and logo displayed on event signage and projection screens throughout the weekend
- Opportunity to have a display table/booth at sponsored event

### Networking/Business Development benefits

- Two VIP tickets to Craft Beer Tasting
- Four general admission tickets to Craft Beer Tasting
- Two VIP tickets to Fine Wine Tasting
- Four general admission tickets to Fine Wine Tasting
- Select one of the following:
  - One table of eight at the Interactive Dinner and six seats at the Auction & Bubbly Brunch
  - Four seats at the Interactive Dinner and one table of 10 at the Auction & Bubbly Brunch

### Publicity/Marketing benefits

- Listing as sponsor in invitation emails to 25,000+ recipients, including local and national media, and United Way of Miami-Dade contributors
- Recognition and logo as sponsor on the VeritageMiami website, including a link bringing our visitors, your potential customers, directly to your website
- Recognition as sponsor and logo inclusion in VeritageMiami-related social media, including VeritageMiami Facebook page, Twitter and other outlets
- Half-page advertisement in the VeritageMiami program book
- Inclusion in a series of VeritageMiami-related press releases directed to local and national media
- Recognition as sponsor in event advertising, which may include advertisements in Miami Herald, Miami Magazine, Miami New Times and other publications
- Recognition as sponsor and logo displayed on event signage and projection screens throughout the weekend

### Networking/Business Development benefits

- Two VIP tickets to Craft Beer Tasting
- Four general admission tickets to Craft Beer Tasting
- Two VIP tickets to Fine Wine Tasting
- Four general admission tickets to Fine Wine Tasting
- Select one of the following:
  - Four seats at the Interactive Dinner and four seats at the Auction & Bubbly Brunch
  - One table of eight at the Interactive Dinner
  - One table of 10 at the Auction & Bubbly Brunch

For more information, contact 305.646.7029 or [info@veritagemiami.com](mailto:info@veritagemiami.com).