



VeritageMIAMI

PRESENTED BY  City National Bank



Corporate Sponsorship Packages

To benefit
United Way Miami





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A harmonious blend of food, wine and philanthropists converges at VeritageMiami – a series of culinary events that draws more than 2,000 guests from around South Florida each year. The region’s business and civic elite, as well as the young professionals leading the community into the future, enjoy this highly anticipated feast for the senses.

Guests and sponsors raise money to support United Way Miami. Together, we help change lives by empowering families with high-quality early education and resources for financial resilience, leading emergency response and relief efforts, addressing immediate financial needs, upskilling residents for in-demand jobs, and more.

Celebrity chefs, the region’s top restaurants, prestigious wineries and other epicurean delicacies – these have marked the VeritageMiami tradition for nearly 30 years. Every bite and sip serves a greater cause.

Join us as a force for Miami’s future!



Wine and Food Experience

Wednesday, March 6

Wine and food lovers embark on a delightful journey for the palate in this laid-back evening of culinary exploration. Wineries from every corner of the globe share their best bottles, local eateries offer their favorite bites, and guests mingle and chat. Sharing an exciting night with others who enjoy trying new dishes and vintages, Miamians learn from experts and vote for their favorite winery and culinary purveyor.

THE HANGAR AT REGATTA HARBOUR



Interactive Dinner

Friday, April 19

Celebrity chefs and premier wineries take center stage at this exclusive and exhilarating event. It’s an exquisite setting and an unforgettable experience, as Miami’s civic and business delight in preparing gourmet meals with the guidance of food maestros. Each dish is complemented by leading wineries’ finest bottles, and the evening includes an auction of unique and exclusive experiences, wines, spirits and more.

INTERCONTINENTAL MIAMI



VeritageMIAMI at a Glance

VeritageMiami will host more than 2,000 guests throughout two days of events in March/April 2024.

Wine and Food Experience at the Hangar at Regatta Harbour -

Serves up an audience that is both young and adventurous, professional and connected; seeking new, quality experiences to share with their friends:

- College-educated
- \$50,000+ annual income
- 24 - 45 years of age
- Estimated attendance: 700

Interactive Dinner at InterContinental Miami -

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 attendance: 750
- Past celebrity chefs include Eileen Andrade, Paula Dasilva, Marcus Samuelsson, Todd English, Fabio Trabocchi, Michael Schwartz, Jeremy Ford, Michelle Bernstein, Michael Chiarello, Adrienne Calvo and Giorgio Rapicavoli, among others.



Benefits	Presenting	Sovereign	Jeroboam	Magnum	Sommelier	Vintner
Hospitality Interactive Dinner	SOLD OUT Interactive Dinner: 10 tables of 8 (80 guests)	Interactive Dinner: 4 tables of 8 (32 guests)	Interactive Dinner: 3 tables of 8 (24 guests)	Interactive Dinner: 2 tables of 8 (16 guests)	Interactive Dinner: 1 table of 8 (8 guests)	Interactive Dinner: 1 table of 8 (8 guests)
Hospitality Wine and Food Experience	Wine and Food: 30 tickets Private Lounge: 30 tickets	Wine and Food: 24 tickets Private Lounge: 20 tickets	Wine and Food: 24 tickets Private Lounge: 12 tickets	Wine and Food: 20 tickets Private Lounge: 8 tickets	Wine and Food: 12 tickets Private Lounge: 6 tickets	Wine and Food: 10 tickets Private Lounge: 4 tickets
Logo on Step & Repeat	As Presenting Partner	As Title Sponsor				
VIP Lounge Host (Wine and Food Experience only)	✓					
Acknowledgement on- stage during each event	✓	✓				
Opportunity to provide a guest gift at each event (pre-approved by UWM)	✓	✓				
Opportunity to provide additional on-site branding (pre-approved by UWM)	✓	✓	✓			
Ad in Program Book	Full page (Preferred Placement)	Full page	Full page	Half page	Half page	
Inclusion in post-event "Thank You" ad in Miami Herald/South Florida Album	✓	✓	✓	✓	✓	
Logo and/or name recognition on the following: • Invitation emails to United Way Miami contributors, local and national media • VeritageMiami website, including a direct link • VeritageMiami-related social media, including Facebook, Twitter and Instagram • Event advertising, which may include Miami Herald, Ocean Drive among other publications • Series of event-related press releases directed to local and national media • Event-related signage and projection screens	✓	✓	✓	✓	✓	
Investment	SOLD OUT	\$75,000	\$50,000	\$35,000	\$25,000	\$15,000



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