



ICU baby

Celebration of Miracles

HAVANA NIGHTS

ALFRED I. DUPONT BUILDING

05.10.19

EVENT CO-CHAIRS

RUBYANN BACARDI

CARYN MUSAFFI

ELIZABETH SIMONTON FREEMAN

Sponsor Package



Sponsor Package

ICU baby's Support

ICU baby is a Miami based non-profit organization that is exclusively dedicated to the support of families with a premature or critically ill baby in our community's Neonatal Intensive Care Units (NICU). ICU baby's projects are directed to eliminate the financial and emotional barriers that prevent families from being with their baby in the hospital and to improve each family's NICU experience while they are there. ICU baby's programs are currently in the NICUs of Holtz Children's Hospital at UM/Jackson Memorial Medical Center and Baptist Health System's South Miami Hospital.

ICU baby is the only organization in South Florida that helps families with a baby in the NICU. ICU baby reaches every NICU family through at least one of its programs by (1) supplementing transportation costs for low income families home-to-hospital so they may be at their baby's bedside, (2) inviting families to in-hospital catered meals to meet and support each other, (3) providing families with items to help them care for their baby in-hospital and (4) in bereavement cases, offering a memorial gift and emotional support.



ICU baby's Celebration of Miracles

Not all babies in the NICU survive. It is the heartbreaking reality that ICU baby volunteers witness every month in the NICUs that the organization benefits. However, for every tragedy, there are many more miracles thanks to the incredible medical teams and the strength of the NICU families. ICU baby's Celebration of Miracles remembers the babies who do not survive and honors the miracle babies with success stories who provide hope for other NICU families.

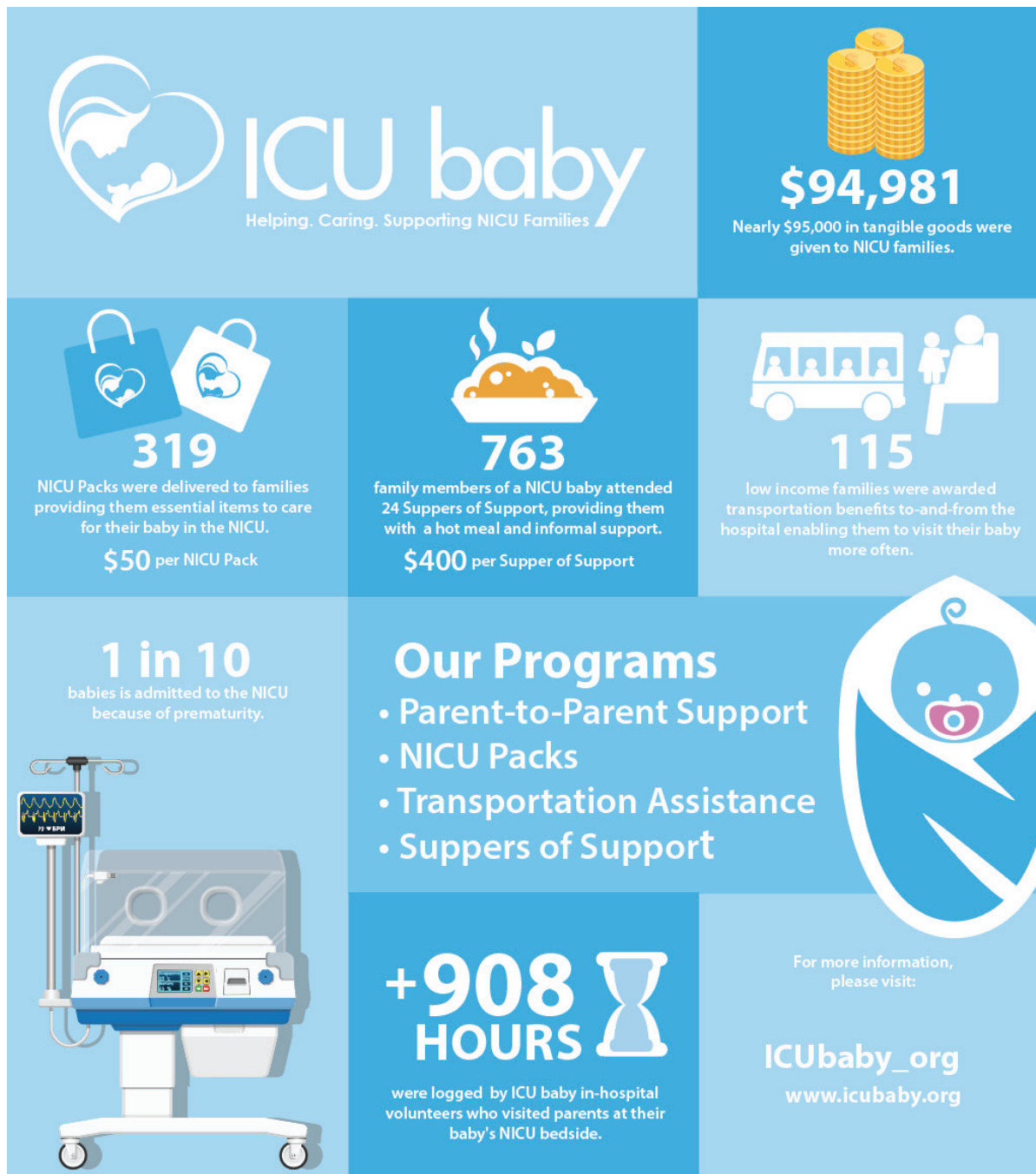
The theme for ICU baby's May 10, 2019 Celebration of Miracles is "Havana Nights". Guests will enjoy an evening at the famed Alfred I. DuPont Building in downtown Miami with live music, entertainment, Cuban cocktails and cuisine and dessert in "La Bodeguita del Postre."





ICU baby's Reach

ICU baby is led by a team of volunteers dedicated to the wellbeing of our community's families with a baby in the NICU. Because of generous gifts from our supporters nationwide, ICU baby's 2018 impact was greater than it has ever been.





ICU baby's Partners Celebrating Miracles

ICU baby's loyal and generous partners have made monetary and in-kind contributions to underwrite the Celebration in full. Below is a complete list of those individuals and corporations that supported Celebration of Miracles | A Night of Stars 2017. *

To date, every ticket sale, auction proceed and donation made during an ICU baby sponsored fundraising event have directly funded ICU baby's in-hospital programs. In other words, none of the proceeds from the event have been spent on event costs. With your help, it is our goal that, once again, all proceeds from Celebration of Miracles | Havana Nights directly benefit ICU baby's initiatives.



*(ICU baby did not have an annual fundraiser in 2018).



Sponsorship Opportunities

Diamante Sponsor | \$10,000

Benefits | During the Event

- Sponsor name/logo prominently displayed in lights on wall facade (Gobo)
- Private VIP Lounge with pillows and signage branded for sponsor
- Private VIP Lounge admission tickets (valued at \$250 each) for 8 guests
- Personal cocktail waitress for lounge seating
- Sponsor name/logo most prominently displayed on step-and-repeat backdrop
- Sponsor honored on stage at event
- Opportunity to have pre-approved promotional items (sponsor 'SWAG') presented in event gift bag

Benefits | Pre/Post Event

- Diamond sponsorship recognition on all event materials including save-the-date and invitation
- Inclusion of sponsor name/logo on ICU baby website during the next 12 months
- Featured in all electronic communications via social media networks (Instagram, Facebook & Twitter), email and website
- Announcement of Diamond sponsorship in ICU baby's Spring newsletter Milestones & Miracles to include a quote from sponsor's leadership
- Sponsor recognition on all Celebration of Miracles marketing material
- Inclusion of sponsor name/logo on ICU baby's future sponsorship package as a past supporter

ICU baby will make every effort to accommodate your requests for sponsorship, but opportunities are on a first-come, first-serve basis

As of December 2014, ICU baby Fund is a fiscal sponsorship fund operating under the charitable umbrella of the Key Biscayne Community Foundation, a 501(c)(3) public charity, EIN number 30-0239421. Any donations made to ICU baby Fund c/o Key Biscayne Community Foundation, both monetary and in-kind, are tax deductible within the guidelines of U.S. law.



Platino Sponsor | \$7,500

The Bar | \$7,500

Benefits | During the Event

- Elaborate bar with backdrop that incorporates sponsor name/logo
- Signature cocktail branded with sponsor name/logo
- Cocktail napkins branded with sponsor name/logo
- Use of VIP Sponsor Lounge
- Sponsor lounge admission tickets (valued at \$250 each) for 6 guests
- Sponsor name/logo prominently displayed on step-and-repeat backdrop
- Opportunity to have pre-approved promotional items (sponsor 'SWAG') presented in event gift bag

Benefits | Pre/Post Event

- Platinum sponsorship recognition on all event materials including save-the-date and invitation
- Inclusion of sponsor name/logo on ICU baby website during the next 12 months
- Featured in all electronic communications via social media networks (Instagram, Facebook & Twitter), email and on website.
- Announcement of sponsorship in ICU baby's Spring newsletter Milestones & Miracles
- Sponsor recognition on all Celebration of Miracles marketing material
- Inclusion of sponsor name/logo on ICU baby's future sponsorship package as a past supporter

La Bodeguita del Postre | \$7,500

Benefits | During the Event

- Elaborate dessert display with backdrop that incorporates sponsor name/logo
- Dessert napkins branded with sponsor name/logo
- Use of VIP Sponsor Lounge
- Sponsor lounge admission tickets (valued at \$250 each) for 6 guests
- Sponsor name/logo prominently displayed on step-and-repeat backdrop
- Opportunity to have pre-approved promotional items (sponsor 'SWAG') presented in event gift bag

Benefits | Pre/Post Event

- Platinum sponsorship recognition on all event materials including save-the-date and invitation
- Inclusion of sponsor name/logo on ICU baby website during the next 12 months
- Featured in all electronic communications via social media networks (Instagram, Facebook & Twitter), email and on website.
- Announcement of sponsorship in ICU baby's Spring newsletter Milestones & Miracles
- Sponsor recognition on all Celebration of Miracles marketing material
- Inclusion of sponsor name/logo on ICU baby's future sponsorship package as a past supporter



Oro Sponsor | \$5,000

Benefits | During the Event

Sponsor name/logo prominently displayed on signage of one (1) of the following:

- **Cigar Rolling Station** and branded cigar labels or matches (take home)
or
- **Coffee Bar** and branded paper coffee cups
or
- **Photo Booth** with sponsor logo printed alongside ICU baby logo
or
- Co-Branded ICU baby & Sponsor **Event Gift Bag** (SWAG Bag) with sponsor's name printed prominently on bag
or
- Co-Branded ICU baby & Sponsor **"Celebration of Life" Display** with sponsor's name prominently displayed alongside photos of dozens of NICU babies whose families ICU baby has supported

And

- Use of VIP Sponsor Lounges
- Sponsor lounge admission tickets (valued at \$250 each) for 4 guests
- Sponsor name/logo displayed on step-and-repeat backdrop
- Opportunity to have pre-approved promotional items (sponsor 'SWAG') presented in event gift bag

Benefits | Pre/Post Event

- Gold sponsorship recognition on all event materials including save-the-date and invitation
- Inclusion of sponsor name/logo on ICU baby website during the next 12 months
- Featured in all electronic communications via social media networks (Instagram, Facebook & Twitter), email and on website.
- Announcement of sponsorship in ICU baby's Spring newsletter Milestones & Miracles
- Sponsor recognition on all Celebration of Miracles marketing material
- Inclusion of sponsor name/logo on ICU baby's future sponsorship package as a past supporter

ICU baby will make every effort to accommodate your requests for sponsorship, but opportunities are on a first-come, first-serve basis

As of December 2014, ICU baby Fund is a fiscal sponsorship fund operating under the charitable umbrella of the Key Biscayne Community Foundation, a 501(c)(3) public charity, EIN number 30-0239421. Any donations made to ICU baby Fund c/o Key Biscayne Community Foundation, both monetary and in-kind, are tax deductible within the guidelines of U.S. law.



Plata Sponsor | \$2,500

Benefits | During the Event

Sponsor name/logo prominently displayed on signage of one (1) of the following:

- Ice Luge or Sculpture
or
- DJ Booth
or
- Silent Auction
or
- Valet Parking
or
- Entertainment
or
- Lavatory Vanity Baskets

And

- Admission tickets (valued at \$150 each) for 4 guests
- Opportunity to have pre-approved promotional items (sponsor 'SWAG') presented in event gift bag

Benefits | Pre/Post Event

- Sponsorship recognition on all event materials including save-the-date and invitation
- Inclusion of sponsor name/logo on ICU baby website during the next 12 months
- Featured in all electronic communications via social media networks (Instagram, Facebook & Twitter), email and on website.
- Announcement of sponsorship in ICU baby's Spring newsletter Milestones & Miracles
- Sponsor recognition on all Celebration of Miracles marketing material
- Inclusion of sponsor name/logo on ICU baby's future sponsorship package as a past supporter

General Sponsor | \$1,000

Benefits | During the Event

- Admission tickets (valued at \$150 each) for 2 guests

Benefits | Pre/Post Event

- Sponsorship recognition on all event materials including save-the-date and invitation
- Inclusion of sponsor name/logo on ICU baby website during the next 12 months
- Featured in all electronic communications via social media networks (Instagram, Facebook & Twitter), email and on website.
- Announcement of sponsorship in ICU baby's Spring newsletter Milestones & Miracles
- Sponsor recognition on all Celebration of Miracles marketing material
- Inclusion of sponsor name/logo on ICU baby's future sponsorship package as a past supporter



Sponsor Commitment Form

A monetary sponsorship gift to ICU baby's Celebration of Miracles | Havana Nights will make a difference in the lives of families with a baby in the Neonatal Intensive Care Units (NICU) of Baptist Health System's South Miami Hospital and Holtz Children's Hospital at UM/Jackson Memorial. Thank you for your contribution.

All sponsorship forms, payments and logos must be submitted by Friday, March 15, 2019 to be included on printed material. Logos must be submitted in the EPS or PDF format (JPG or TIFF logo formats cannot be accepted).

Name: _____
Company Name (if applicable): _____
Company Contact (if applicable): _____
Company/Family/Foundation Name as it should appear in all collateral material: _____
Address: _____
Email: _____
Phone Number: _____

Selected Sponsorship:

_____ Diamante Sponsor (\$10,000)
_____ Platino Sponsor (\$7,500) Option Selected: _____
_____ Oro Sponsor (\$5,000) Option Selected: _____
_____ Plata Sponsor (\$2,500) Option Selected: _____
_____ General Sponsor (\$1,000)

Signature: _____ Date: _____

Payment:

Checks made payable to ICU baby may be mailed to ICU baby, Key Biscayne Community Foundation, 88 W. McIntyre Street, Suite 200, Key Biscayne FL 33149.

Payment may also be made via Credit Card but fees may apply.

Please return this form to events@icubaby.org

For Internal Use Only:

ICU baby Committee Member Name: _____



In-Kind Sponsorship Opportunities

For purposes of ICU baby's Celebration of Miracles event an in-kind contribution is a non-monetary contribution. Goods or services offered free or at less than the usual charge result in an in-kind contribution. The value of the in-kind contribution will be determined by the fair market value of the good or service.

In-Kind Principal Sponsor | Fair Market Value of \$5,000 or more

Benefits | During the Event

- Admission tickets (valued at \$150 each) for 4 guests
- Sponsor name/logo displayed on signage at entry of event

Benefits | Pre/Post Event

- Sponsorship recognition on all event materials including save-the-date and invitation
- Inclusion of sponsor name and logo on ICU baby website for no less than one year
- Featured in all electronic communications via social media networks (Instagram, Facebook & Twitter), email and on website.
- Announcement of sponsorship in ICU baby's Spring newsletter Milestones & Miracles
- Sponsor recognition on all Celebration of Miracles marketing material
- Inclusion of sponsor name and logo on ICU baby's future sponsorship deck as a past supporter

In-Kind Associate Sponsor | Fair Market Value of \$2,500-\$4,999

Benefits | During the Event

- Admission tickets (valued at \$150 each) for 2 guests
- Sponsor name/logo displayed most prominently on signage of all in-kind at entry of event

Benefits | Pre/Post Event

- Sponsorship recognition on all event materials including save-the-date and invitation
- Inclusion of sponsor name and logo on ICU baby website for no less than one year
- Featured in all electronic communications via social media networks (Instagram, Facebook & Twitter), email and on website.
- Announcement of sponsorship in ICU baby's Spring newsletter Milestones & Miracles
- Sponsor recognition on all Celebration of Miracles marketing material
- Inclusion of sponsor name and logo on ICU baby's future sponsorship deck as a past supporter



In-Kind Apprentice Sponsor | Fair Market Value of \$1,000-\$2,499

Benefits | During the Event

- Sponsor name/logo displayed on signage at entry of event

Benefits | Pre/Post Event

- Sponsorship recognition on all event materials including save-the-date and invitation
- Inclusion of sponsor name and logo on ICU baby website for no less than one year
- Featured in all electronic communications via social media networks (Instagram, Facebook & Twitter), email and on website.
- Announcement of sponsorship in ICU baby's Spring newsletter Milestones & Miracles
- Sponsor recognition on all Celebration of Miracles marketing material
- Inclusion of sponsor name and logo on ICU baby's future sponsorship deck as a past supporter



Rules & Regulations for In-Kind Sponsorship

IN-KIND donations must meet the standard charitable organization rules as outlined by the Federal Accounting Standards Board (FASB), which includes: Current standards of the FASB require that contributed services be recognized and recorded. The following criteria must be met: (1) the donation must be useful; (2) the service creates or enhances a non-financial asset; (3) the services require specialized skills and are provided by individuals with those skills.

Providing IN-KIND services and materials require review and approval from ICU baby prior to acceptance. Only signed, approved donation forms are acceptable as acknowledgement of in-kind donations.

Instructions for completing the IN-KIND DONATION FORM:

1. Provide detailed information related to the description of the item or service being donated. For printing donations, include specific number of pages, packets or other items that are being considered. For other material items, include specific quantities being considered. No financial donations are considered in-kind donations.
2. The Estimated Fair Market Value (FMV) must be completed by the donor. The organization cannot place a FMV amount or interpret the value of any non-financial donations.
3. Provide donor-benefit amounts being returned to the donor in exchange for their in-kind donation. Example: A donor provided printing of 100 booklets for a fundraiser and received a dinner at the event. The cost of the dinner must be itemized and recorded.
4. Provide information related to the donor including name, organization, address and other contact information.
5. Record the date received and your name.
6. Send the completed form to the ICU baby for review and approval. A copy of the completed, approved form will be sent directly to the donor and one copy of all in-kind donation forms will be maintained at the Key Biscayne Community Foundation for audit purposes.
7. Donations that cannot be accepted or fall outside the standard guidelines for acceptance will be rejected. A formal letter will be sent to the donor and a copy of the notice will be retained for our records.



Sponsor Commitment Form In-Kind Contributions

An in-kind sponsorship gift to ICU baby's Celebration of Miracles | A Night in Old Havana will make a difference in the lives of families with a baby in the Neonatal Intensive Care Units (NICU) of Baptist Health System's South Miami Hospital and Holtz Children's Hospital at UM/Jackson Memorial. Thank you for your contribution.

All sponsorship forms, items (if applicable) and logos must be submitted by Friday, March 15, 2019 to be included on printed material. Logos must be submitted in the EPS or PDF format (JPG or TIFF logo formats cannot be accepted).

Name: _____

Company Name (if applicable): _____

Company Contact (if applicable): _____

Company/Family/Foundation Name as it should appear in all collateral material: _____

Address: _____

Email: _____

Phone Number: _____

Detailed Item/Service Description (include quantities): _____

Estimated Fair Market Value: Goods: \$ _____ Services: \$ _____

Fair market value of any goods or services given to donor in return: \$ _____

Special Conditions (optional): _____

Date Received: _____

APPROVAL: _____

Please return this form to events@icubaby.org

_____ Item is enclosed with this form.

_____ Item will be delivered by Friday, March 15, 2019 to: ICU baby Key Biscayne Community Foundation, 88 W. McIntyre Street, Suite 200, Key Biscayne, FL 33149

_____ I am unable to donate merchandise or services but I am enclosing a monetary contribution of \$_____.

For Internal Use Only:

ICU baby Committee Member Name: _____



Sponsor Commitment Form Auction Item

The donation of an Auction Item to ICU baby's Celebration of Miracles | Havana Nights will make a difference in the lives of families with a baby in the Neonatal Intensive Care Units (NICU) of Baptist Health System's South Miami Hospital and Holtz Children's Hospital at UM/Jackson Memorial. Thank you for your contribution.

Company Name (as it will appear on bid form): _____

Company Contact: _____

Address: _____

Email: _____

Phone Number: _____

Name of Auction Item as it will appear on bid form: _____

Estimated Retail Value: _____

Detailed Auction Item Description (Quantity, Location, Summary of Provider) _____

Special Conditions (Blackout Dates, Expiration Dates, Any Restrictions) _____

Please return this form to events@icubaby.org

_____ Auction Item is enclosed with this form.

_____ Auction Item will be delivered by Friday, March 15, 2019 to: ICU baby Key Biscayne Community Foundation, 88 W. McIntyre Street, Suite 200, Key Biscayne, FL 33149

_____ I am unable to donate merchandise or services but I am enclosing a monetary contribution of \$_____.

For Internal Use Only:

ICU baby Committee Member Name: _____

ICU baby c/o Key Biscayne Community Foundation
88 W. McIntyre Street, Suite 200, Key Biscayne, FL 33149