

HEART AWARDS

Event Marketing Opportunity

Event: HEART Awards Gala and Dinner – **Heart of Havana**
Recognizing Champions of Housing

Date: Friday, April 24, 2015
Reception 6 pm; Dinner & Ceremony 7-11 pm
Promotion Timeframe: Through June 2015

Location: Grand Hyatt Tampa Bay
2900 Bayport Drive, Tampa, FL 33607

Expected Attendance: 380+ Community Leaders and Organization Supporters

Emcee: Lissette Campos, Community Relations Director; Host, Positively Tampa Bay, ABC Action News

Event Description: The HEART Awards has become the premier event in Tampa Bay recognizing individuals and organizations that support housing education, development, and financing for first-time homeowners or home owners at risk. The celebratory event recognizing industry leaders has grown every year much due to the influence of the award-winning Housing and Education Alliance – both the host and recipient of this fundraising and awareness-building event.

Based on its popularity, this special event will move to a Friday evening in 2015 and in addition to multi-media presentations on HEA, and individual success stories from the organizations' constituents and the recipients of the awards themselves, the HEART Awards will give an authentic nod to old Havana. The HEART Awards has consistently provided guests and sponsors alike a one-of-a-kind, experience and the 2015 event will be no different with triumphant stories, high-energy entertainment, and a festive awards party with dinner and dancing.



Over the last 12 years, more than 30,000 Tampa Bay area families have benefited from HEA services and over 5,000 have purchased their home being counseled, educated and advised by HEA counselors and staff. Since the start of the foreclosure crisis more than 9,000 Florida families have received the free foreclosure prevention help that HEA provides to their clients; and the organization has received numerous local and national accolades for their work in and service to the housing community.



The **HEART Awards** celebrate the love of home and the American Dream of homeownership which are at the very core of the services the Housing and Education Alliance provides to individuals and families that are facing financial crisis or are in need of guidance and coaching on how to purchase a home the right way. This task is daunting and certainly cannot be done alone, therefore, to recognize the outstanding contributions of leaders in the community (as they relate to helping with housing issues), and celebrate success stories of those they serve, HEA will host the fourth annual **HEART** (**H** = housing **E** = education **A** = alliance **R** = residential **T** = triumph) **Awards** - an entertaining and inspiring evening event and recognizing outstanding achievement by individuals, groups and businesses in the following categories:

Collaboration Award: Recognizes an individual, organization or partner agency that has made an extraordinary commitment to collaborate with other organizations to support housing issues throughout the Tampa Bay area and beyond.

Housing Award: Recognizes an individual or organization that has excelled in the development or promotion of either a single-family or multi-family development to increase and improve housing opportunities for families.

Homelessness Award: Recognizes an individual or organization that has demonstrated an unwavering commitment to abate homeless issues in the community.

Real Estate Award: Recognizes a professional realtor, broker or company that has demonstrated an above and beyond approach to provide professional services to existing or future home owners.

Finance Award: Recognizes an individual or organization that has helped individuals or groups overcome financial barriers to achieve or sustain home ownership.

[Charlie Houchell] Volunteer Award: Recognizes an individual who, without concern for personal gain, has dedicated their time and talent to volunteer efforts.

[Tom Zuniga] Education Award: Recognizes an individual or organization that has made an extraordinary commitment to educating groups and/or individuals about achieving or sustaining homeownership.

[Bob Samuels] Leadership Award: Honors an individual or organization that, through their leadership, has made a significant contribution to helping individuals or groups achieve or sustain home ownership.

Complemented by an aggressive promotional campaign involving online marketing, print media and social networking tools, the **HEART Awards** will also receive valuable support and third-party endorsement by the award finalists themselves. This combined with the support of the dynamic Housing and Education Alliance staff, Board of Directors, and enthusiastic **HEART Awards** Committee, makes this program a win-win for all involved.

Your support of the **HEART Awards** will provide your organization with powerful marketing benefits, exposure via traditional and social media platforms and the opportunity to develop relationships and interact with community leaders and like-minded organizations and individuals.

We look forward to tailoring sponsorship benefits to your particular needs, however, enclosed are standard benefits offered at a variety of financial commitment levels.

All 2015 sponsors will have the first right of refusal to support the 2016 event.



HEA Named Nonprofit of the Year by PBS; Tampa Latin and Hispanic Chambers of Commerce Finalist, Tampa Bay Business Journal



HEART AWARDS

Visionary Sponsorship

The **HEART Awards Visionary** Sponsor sees the big picture as it relates to home ownership and building communities while demonstrating their support for the Housing Education and Alliance by accepting this lead sponsorship role and providing funding for overall event promotion, production and execution of the event. In exchange, the **Visionary** sponsor receives tickets to the event and the highest level of marketing benefits and branding opportunities including company exposure on all event materials as detailed below.

ONSITE

- ◆ Opportunity for **your company** to be introduced at the ceremony and, in conjunction with the emcee, present one award
- ◆ (20) Tickets / Two Tables at the Awards Dinner with premium placement and table signage
- ◆ Verbal recognition during the ceremony
- ◆ Your company logo included on power point/video presentation and during ceremony
- ◆ All custom signage created for display at the event site

IN PRINT

- ◆ Logo included on event invitations mailed to VIP's throughout the Tampa Bay area
- ◆ Logo included on any/all advertising placed in daily newspapers or monthly magazines
- ◆ One full page advertisement in commemorative Awards program
- ◆ Logo included on all **HEART Awards** promotional materials distributed through June 2015
- ◆ All press releases promoting the event
- ◆ Sponsor opportunity to brand company products with **HEART Awards** logo through June 2015

ONLINE

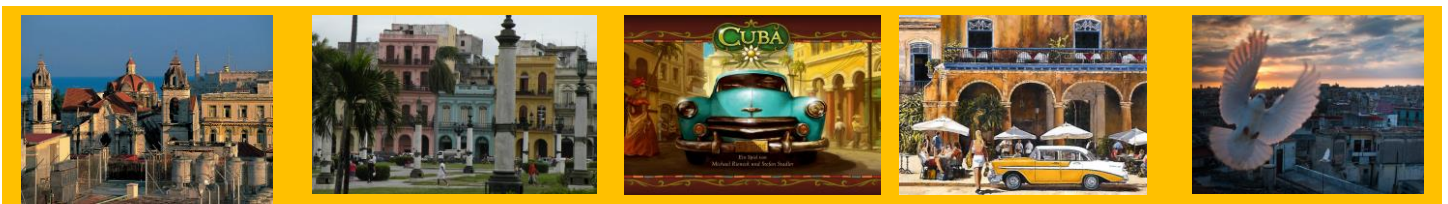
- ◆ Ad on the **HEART Awards** webpage, with click through to sponsor website through June 2015
- ◆ Sponsor recognition on the Housing and Education Alliance's Facebook page through June 2015

OPTIONAL

- ◆ A representative from your organization can choose to serve on the committee that selects the award recipients
- ◆ Your company can choose to have one named award, for instance COMPANY NAME *Finance Award* OR be named the Dinner Sponsor

Sponsorship Investment: \$10,000

All benefits are based on time of commitment



HEART AWARDS

Architect Sponsorship

The **HEART Awards Architect** Sponsor creates the foundation from which this event is based – the love of home and home ownership – and demonstrates their support for the Housing and Education Alliance by providing funding for event promotion, production and execution of the event. In exchange, the **Architect** sponsor receives tickets to the event and powerful marketing benefits and branding opportunities including company exposure on event materials as detailed below.

ONSITE

- ◆ (20) Tickets / Two Tables at the Awards Dinner with table signage
- ◆ Verbal recognition during the ceremony
- ◆ Your company logo included on power point/video presentation and during ceremony
- ◆ All custom signage created for display at the event site

IN PRINT

- ◆ Logo included on event invitations mailed to VIP's throughout the Tampa Bay area
- ◆ Logo included on any/all advertising placed in daily newspapers or monthly magazines
- ◆ Half page advertisement in commemorative Awards program
- ◆ Logo included on all **HEART Awards** promotional materials distributed through June 2015
- ◆ All press releases promoting the event
- ◆ Sponsor opportunity to brand company products with **HEART Awards** logo through June 2015

ONLINE

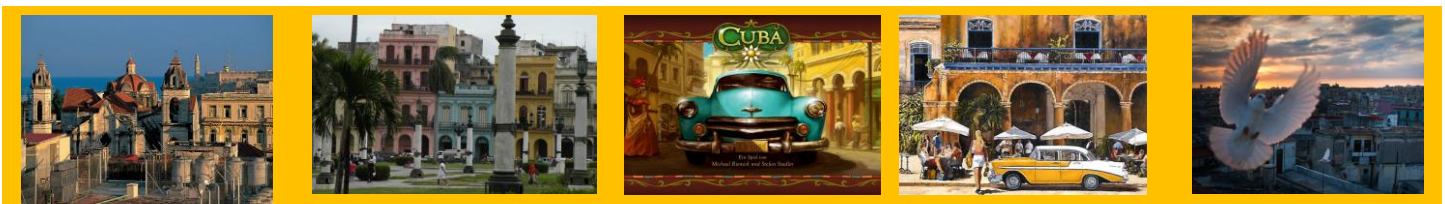
- ◆ Ad on the **HEART Awards** webpage, with click through to sponsor website through June 2015
- ◆ Sponsor recognition on the Housing and Education Alliance's Facebook page through June 2015

OPTIONAL

- ◆ Your company can choose to have one named award, for instance COMPANY NAME *Collaboration Award*

Sponsorship Investment: \$7,500

All benefits are based on time of commitment



HEART AWARDS

Builder Sponsorship

The **HEART Awards Builder** Sponsor builds the base of support for the Housing and Education Alliance by providing funding for event promotion, production and execution of the event. In exchange, the **Builder** sponsor receives tickets to the event and a variety of marketing benefits and branding opportunities including company exposure on event materials as detailed below.

ONSITE

- ◆ (10) Tickets / One Table at the Awards Dinner with table signage
- ◆ Verbal recognition during the ceremony
- ◆ Your company logo included on power point/video presentation and during ceremony
- ◆ All custom signage created for display at the event site

IN PRINT

- ◆ Logo included on event invitations mailed to VIP's throughout the Tampa Bay area
- ◆ Logo included on any/all advertising placed in daily newspapers or monthly magazines
- ◆ Half page advertisement in commemorative Awards program
- ◆ Logo included on all **HEART Awards** promotional materials distributed through June 2015
- ◆ All press releases promoting the event
- ◆ Sponsor opportunity to brand company products with **HEART Awards** logo through June 2015

ONLINE

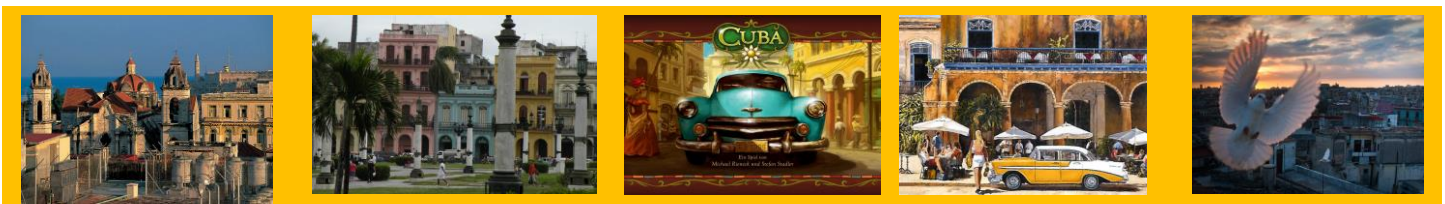
- ◆ Ad on the **HEART Awards** webpage, with click through to sponsor website through June 2015
- ◆ Sponsor recognition on the Housing and Education Alliance's Facebook page through June 2015

OPTIONAL

- ◆ Your company can choose to be named the sponsor of the **HEART Awards** reception OR dessert course

Sponsorship Investment: \$5,000

All benefits are based on time of commitment



HEART AWARDS

Designer Sponsorship

Designer Sponsor demonstrates their support for the Housing and Education Alliance by providing funding for overall event promotion, production and execution of the event. In exchange, the **Designer** sponsor receives tickets to the event and a variety of marketing benefits including company logo on event mentions through promotional timeframe as detailed below.

ONSITE

- ◆ (10) Tickets / One Table at the Awards Dinner with table signage
- ◆ Verbal recognition during the ceremony
- ◆ Your company logo included on power point/video presentation and during ceremony
- ◆ All custom signage created for display at the event site

IN PRINT

- ◆ Logo included on event invitations mailed to VIP's throughout the Tampa Bay area
- ◆ Logo included on all **HEART Awards** promotional materials distributed through June 2015
- ◆ Listing in commemorative Awards program
- ◆ All press releases promoting the event

ONLINE

- ◆ Listing on the **HEART Awards** webpage through June 2015

OPTIONAL

- ◆ With a two-year sponsorship commitment at this financial level, your company can choose to have one named award, for instance COMPANY NAME *Volunteer Award*

Sponsorship Investment: \$2,500

All benefits are based on time of commitment

