



**LOEWS**

MIAMI BEACH  
HOTEL

[DonorsChoose.org](https://www.donorschoose.org)

**Loews Miami Beach Hotel Celebrity Golf Tournament**

**October 7, 2011**



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# Introduction

## Overview

- First Annual Loews Miami Beach Hotel Celebrity Golf Tournament
- Benefiting DonorsChoose.org, an online charity connecting you to classrooms in need.
- Friday, October 7, 2011

## Format

- Groups paired with some of the greatest names in sports from athletes, coaches and on-air commentators
- 18-Hole Tournament featuring scramble format at Miami Beach Golf Course



DonorsChoose.org Beneficiaries



Miami Beach Golf Course



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## Loews Miami Beach Hotel

- Loews Miami Beach Hotel - flaunting a "SoBe style" fusion of cosmopolitan and Art Deco influences - creates beachfront elegance for the authentic hip
- Located in the "heart" of South Beach, the hotel recently completed a \$50 million renovation of guestrooms, front entrance, lobby and added new Splash retail boutique, Splish poolside store, SoBe Scoops ice cream parlor and will debut completely transformed poolside cabanas in the fall of 2011
- This "iconic" hotel showcases 790 stylish rooms, a palm tree lined promenade, oceanfront sparkling pool, more than 65,000 square feet of meeting and event space, poolside pampering, beach activities, Elemis Spa and Fitness Center and seven restaurants and bars including Sushi SoBe, created by Master Sushi Chef, Fuji Fujita
- Ranked #4 on *Parents Magazine's* "Top 10 Best Beach Resorts for Families," the hotel is the only true-family friendly hotel on South Beach





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# Donorschoose.org

- Founded in 2000 by Charles Best, a social studies teacher from the Bronx
- DonorsChoose.org is a nonprofit website where public school teachers describe specific educational projects for their students, and donors can choose the projects they want to support
- After completing a project, the donor hears back from the classroom they supported in the form of photographs and student thank-you letters
- Requests range from pencils for a poetry writing unit, to violins for a school recital, to microscope slides for a biology class
- To date, residents of 50 states and 10 countries have funded over **200,000** student projects, channeling nearly **\$84 million** in resources to over **5 million** students
- Endorsed by celebrities and influencers including Michelle Obama, Stephen Colbert, Jimmy Fallon and many more



DonorsChoose.org Beneficiaries



DonorsChoose.org Beneficiaries



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**Sponsorship Opportunities**



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## Presidential Suite Sponsor

### Marketing Benefits

- Category exclusivity & top sponsor recognition
- Use of name & marks in all promotions
- Company name/logo Inclusion in all appropriate on-site branding (Sponsor board, tee fence, banners, etc.)
- Two (2) full-page advertisements in official Tournament Program (Inside and back cover)
- Opportunity to display products

### Hospitality Benefits

- Four (4) Double occupancy rooms at Loews Miami Beach Hotel (For two nights during tournament week)
- Four (4) invitations to dinner in Sushi SoBe at Loews Miami Beach Hotel
- One (1) Presidential Suite Package which includes the suite for three (3) nights, two (2) Miami Dolphins tickets, spa, cabana and food & beverage (to be redeemed at a later date)

### Golf Tournament Benefits

- Six (6) playing positions in Golf Tournament competition (first pick of celebrity)
- Six (6) premium gift bags
- Six (6) autographed pin flags from participating celebrities
- Commemorative group photo with participating celebrity

**2011 Investment: \$35,000**



Presidential Suite



Presidential Suite Terrace



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## Vice Presidential Suite Sponsor

### Marketing Benefits

- One (1) full page advertisement in official Tournament Program
- Use of name & marks in all promotions
- Company name/logo inclusion in all appropriate on-site branding (Sponsor Board, tee fence, banners, etc.)
- Opportunity to display products

### Hospitality Benefits

- Preferred rates at Loews Miami Beach Hotel (two nights during tournament week)
- One (1) Vice Presidential Suite Package which includes the suite for three (3) nights, two (2) Miami Dolphins tickets, cabana and food & beverage (To be redeemed at a later date)

### Golf Tournament Benefits

- Three (3) playing positions in Golf Tournament competition (with a celebrity)
- Three (3) premium gift bags
- Commemorative group photo with participating celebrity

**2011 Investment: \$15,000**



Vice Presidential Suite Living Area



Vice Presidential Suite Room



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# Additional Opportunities

## Foursome

- One (1) Threesome in Golf Tournament Competition (With a Celebrity)
- Three (3) Premium Gift Bags
- Commemorative Group Photo with Participating Celebrity

**2011 Investment: \$4,000**

## Hole Sponsorship

- One (1) Tee Fence Sign on the Course

**2011 Investment: \$1,000 – SOLD OUT**  
**\$3,500**



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## Contact Information

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