

13TH
ANNUAL

MARTINIS for MOFFITT

Hosted By Bay Area Advisors



The 13th-Annual “Martinis for Moffitt” is the premier fundraising party of the summer. With the generous support of more than 1,000 attendees each year, “Martinis for Moffitt” has raised more than \$1.2 million for cancer research programs at Moffitt Cancer Center. The annual community outreach generated by this sell-out event spans far beyond the event itself, and we need your help to further our efforts. Please consider a corporate or personal sponsorship/donation today. We look forward to celebrating with you at the event! - Bay Area Advisors

JULY
21ST
2018



Bay Area Advisors' mission is to serve the Tampa Bay community, both personally and professionally, by forging strong and lasting partnerships that result in business growth, strategic industry knowledge and education, charitable generosity, and an outlet for social engagement.

BENEFITTING THE ADVANCED PROSTATE CANCER COLLABORATION & THE ADOLESCENT AND YOUNG ADULT PROGRAM AT MOFFITT CANCER CENTER

MartinisForMoffitt.org



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BENEFITTING



2018 EXECUTIVE COMMITTEE

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Boss Law, PLLC

Martinis for Moffitt Chairs

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Cole, Scott & Kissane

Eric Rabinovitz
LilyPad Solutions

Martinis for Moffitt Co-Chairs

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Martinis For Moffitt supports Moffitt's APCC & AYA programs:

- Since its inception, the Bay Area Advisors have donated over \$1.2 Million through the tireless efforts of its membership, the support of Moffitt Cancer Center, community sponsors, hundreds of donors, volunteers and businesses.
- In 2017, the Bay Area Advisors donated \$250,000 to benefit both The Advanced Prostate Cancer Collaboration (APCC) and Moffitt's Adolescent and Young Adult Program (AYA).

Moffitt's Advanced Prostate Cancer Collaboration (APCC) was established in 2008 to fund research efforts in prostate cancer, and is instrumental in growing the research portfolio in basic, translational, clinical and population sciences.

Moffitt's Adolescent & Young Adult Program (AYA) addresses the unique concerns and emotional needs of young adults with cancer, and is committed to providing ages 15 to 39 with specialized medical and psychosocial clinical care.

The AYA Program exists to help young adult patients and their families:

- Manage the emotional toll of their cancer.
- Receive access to cutting-edge clinical trials and state-of-the-art care.
- Understand and discuss the importance of family planning.
- Connect with others who are also facing cancer and coping with similar issues.



PREMIER SPONSORSHIP LEVELS

Presenting Sponsor \$75,000

Sponsor Receives:

- ▶ Logo and/or audio name mention + company positioning statement in all media* (TV, Radio, Outdoor, Print, Social Media, Website)

Company representative will be part of or all of the voice of all PSA's. Example: *"Hello, this is Jane Smith with ABC Company. We are proud to present the 12th annual Martinis for Moffitt"....)*

- ▶ Possible radio/TV interviews/check presentation coverage on available media. (Radio/TV/Social/Web)
- ▶ Front cover exposure AND Inside cover, full page ad in our event program
- ▶ Prominent banner signage in 4 key event locations
- ▶ 30 VIP tickets including exclusive access to private areas and VIP bars to the event
- ▶ Access and recognition at VIP pre-party

*((\$150,000 minimum in media exposure)

Platinum Sponsor \$50,000

Sponsor Receives:

- ▶ Logo and/or audio name mention in all media* (TV, Radio, Outdoor, Print, Social Media, Website)
- ▶ Full page ad on back cover of the event program
- ▶ Prominent banner signage in 2 key event locations
- ▶ 25 VIP tickets including exclusive access to private areas and VIP bars to the event
- ▶ Access and recognition at VIP pre-party

*((\$100,000 minimum in media exposure)

VIP Sponsor \$25,000

Sponsor Receives:

- ▶ Logo inclusion in all visual media* (TV, Outdoor, Print, Social Media, Website)
- ▶ Full page on inside rear cover of the event program
- ▶ Signage at our event. (1 Position)
- ▶ 20 VIP tickets including exclusive access to private areas and VIP bars to the event
- ▶ Access and recognition at VIP pre-party

*((\$50,000 minimum in media exposure)

TELEVISION



OUTDOOR



RADIO



SOCIAL



Bright House/Spectrum Reach Cable TV

x195 - 30 second PSA's

WFTS Channel 28 TV (ABC Action News)

Guest appearance, 2 minute interview on their Tampa Bay's Morning Blend show. 10a-11a, M-F. Date TBD.

WTSP Channel 10 News TV (CBS)

x40 - 15 second PSA's

iHeart Media

x9 radio stations:
x360 - 30 second PSA's

Beasley Media

x6 radio stations:
x360 - 30 second PSA's

Cox Media Radio

x2 radio stations (WDUV & WHPT)
x120 - 30 second PSA's

Outfront Media/Outdoor

Available electronic billboards in Tampa Bay

Social Media

Weekly posts, Facebook, Twitter, etc.

E-Blast

x300,000 - x1 e-blast per month 3 months prior

Additional Media Information

90% of all media will be in June, July, August prior to the event.

10% of remaining media will run post event as a recap, a congratulations and a thank you.

SPONSORSHIP LEVELS

ADDITIONAL SPONSORSHIPS

Entertainment..... \$10,000

12 VIP tickets
Exclusive access to private areas & VIP bars
Full page ad in printed program
Ability to provide promotional items at event
Recognition in event marketing efforts including verbal recognition, print, web and social media

Gold..... \$5,000

8 VIP tickets
Exclusive access to private areas & VIP bars
Access and recognition at VIP pre-party
1/2 page ad in printed event program
Ability to provide promotional items at event
Recognition in all marketing efforts including verbal recognition, print, web and social media

Silver..... \$3,000

4 VIP tickets
Exclusive access to private areas & VIP bars
Access and recognition at VIP pre-party
1/4 page ad in printed event program
Ability to provide promotional items at event
Recognition in all marketing efforts including verbal recognition, print, web and social media

PROGRAM ADS

Full Page Ad..... \$1,500 Half Page Ad..... \$750 Quarter Page Ad..... \$500

CHARITABLE DONATION

I am not able to attend, but would like to make a charitable donation of \$_____.

PAYMENT

Your payment will guarantee your reservation at the event.

• Make check payable to **Bay Area Advisors**

• Charge my Visa Mastercard American Express Discover

Account # _____ Exp. Date _____

Name on Card _____

Signature _____

Corporation or Individual Name _____

(As you would like it to appear in print materials)

Contact and Title (If Corporation) _____

Mailing Address _____

City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____

Email Address _____

Please complete this form and mail to: Bay Area Advisors, Inc. • P.O. Box 10066 • Tampa, FL 33679

www.BayAreaAdvisors.com • www.MartinisforMoffitt.org • Tel: 813.681.9473 • Tax ID# 56-2633532

Please send program ads or artwork to Eric Rabinovitz at eric@lilypadsolutions.com.

CD's along with hard copy of finished art are preferred, or e-mail zipped files.

If you would like us to design your ad, please attach copy and send any instructions to Eric Rabinovitz at eric@lilypadsolutions.com.

The deadline for the Martinis for Moffitt event program is July 10, 2018.

