



# Event Overview 2011

September 24, 2011

# The Big Heart Paddle

The Big Heart Paddle is a charity paddle event that will provide a fun and engaging way for people to support a very special organization, the Bravery Beads™ Foundation. The main event will consist of a 3 & 5 mile paddleboard race around Miami's Star Island, followed by a festival of paddleboard games and contests between teams comprised of Miami's hospitality and nightlife staffs and post event pool party. The main event and post race festivities will be held at Miami Yacht Club. Some will come to race, others will come to just experience the Big Heart Paddle as a daytime party. Complimentary beer and mixed drinks will be provided and catered food will be available. Race prizes consist of the famous and coveted LEBO inspired race trophies for the winners of the 3 & 5 mile races as well as the winner of the "Paddleboard Gladiators" contest. Additional prize giveaways will include a custom decorated paddleboard, an electric bicycle, weekend stays at popular Miami hotels, dinner at restaurants and more.



# About the Charity

The Big Heart Paddle supports the Bravery Beads™ Foundation, A 501(c)3 Non profit foundation co-founded by Corinne Bloom and Darren Enkin. The Bravery Beads™ Program is currently running in over 50 children's hospitals across North America.

Bravery Beads™ is a program that allows critically ill children to collect special beads to commemorate each procedure or event they must endure throughout treatment. The collection of beads represents their courage, helps children be brave and gives the children a tangible way to tell their story. Over 10,000 children with cancer and other life threatening illnesses participate in the Bravery Beads™ Program each year.



# Who's Paddling

The Big Heart Paddle welcomes two distinct demographics; avid paddleboarders from across the country who will travel to Miami to compete, and teams of Miami's hospitality professional who will compete on teams and represent their hotels, bars, restaurants, nightclubs or modeling agencies in an attempt to earn the right to call themselves "Paddleboard Gladiator Champions". These groups represent some of Miami's most successful hospitality, restaurant and business venues. Those in attendance will include the owners, managers and staff of those businesses.

Throughout the event, representatives of our sponsored brands will be able to interact with the owners and managers who are responsible for running some of South Florida's most successful hospitality venues.

## LAST YEAR'S SPONSORS INCLUDED



# The Party

When the race concludes, the post race event begins. Event attendees can enjoy healthy smoothies, open bar, DJ and the experiential programs and activations of The Big Heart Paddle sponsors. Several branding opportunities will be available during the party and will be custom fit for the participating sponsors.



# Partnership Opportunities

Integration plans will be customized for each brand to maximize effectiveness and brand communication across all channels.

## Objective

### Strategic

- Target a wide range of audiences and interest groups with diverse experiential activations
- Leverage relationships and social marketing channels to amplify message
- Provoke generosity through a fun and well executed daytime event
- Partner with like minded individuals and brands to mobilize an audience
- Create fun and interactive experiences that bring awareness to the cause
- Amplify the Bravery Beads™ message through digital and social media marketing efforts
- Engage local cause driven organizations and business entities
- Engage local art and music communities with contests and event integration
- Encourage pre-event participation and forward PR through contesting
- Build an online following by through video and photo media capture and distribution



# Outreach & Promotion

Accessing local influencers and partnering with regional retail locations to display our branded mixed media will serve as a valuable part of our pre-event promotion. In addition, all of our Big Heart Paddle marketing personnel as well as our media partners will leverage their social media reach to get the word out and generate interest.



- We will utilize all of the widely accessed social media channels to communicate with our followers and promote the event and sponsoring brands.



- We will produce and distribute several short videos in the months prior to the event that will serve as a vehicle to bring more awareness to the charity and provide placement for our partner brands.



- Regular updates through Twitter and combined Twitter strategies will be used to keep constant contact with our current followers and grow our active user base.



# Title Sponsor Branding

Several creative branding products will be custom made to maximize the title sponsor's engagement with all event attendees and increase photo exposure with the title sponsor's brand prominently displayed.



*Oversized branded beach ball balloon visible from I-395 with AADT (annual Average Daily Traffic) of 124,000.*

## Body Paint Branding

*On premise body artist will be painting UVA / UVB protective art on the backs, arms, legs and faces of our models and event attendees using colored sunscreen.*



*Branded photo background with title sponsor's logo displayed for event attendees and models to take photos in front of.*



# Event Branding

Several branding mediums will be available with each package. A combination of outdoor collateral and media inclusion will ensure maximum visibility for each brand. Several custom designed take aways will be provided at the event and gift bags will be given to each participant. Branding opportunities will include:



**500 Event Tee Shirts**



**500 Gift Bags**



**1 Step & Repeat**



**DJ Booth**



**Photobooth**

All programming for on premise activations will be custom designed for each brand and are not represented in the above collateral.



# Art Integration & Prizes

Providing a fun and rewarding charitable experience for our race participants is a huge component of The Big Heart Paddle. It allows us to increase awareness for our charity partner and partner brands of the event. Miami based Cuban artist LEBO and our board sponsor combine to create a custom LEBO inspired paddleboard as a prize piece that is given away during the event as well as LEBO inspired trophies for the race winners.



# Sponsorship Benefits

Depending on each brand's level of sponsorship participation in The Big Heart Paddle, each brand will enjoy either all or some of the following benefits from their involvement.

- Event presented by company included as title sponsor in all event media
- Logo on oversized donation check presented to charity during even award ceremony
- Naming rights for one year on a Bravery Beads™ hospital program
- Brand placement in pre-event videos visiting local hospitals and the children in the program
- Logo inclusion in all event marketing material and media products
- Product included in event gift bag given to all attendees
- Dedicated page on Big Heart Paddle website with photo and video content about sponsor's brand
- Category Exclusivity
- Ability to merchandise on premise and showcase company products and services
- Custom video and photo content for distribution through media partners
- Access to all event and post event media via a shared directory created for sponsors
- Sponsorship Fee is tax deductible
- Branding throughout the entire event
- Opportunity to develop post event partner programs with other participating brands
- Viewership analytics and consumer engagement results from distribution efforts
- Continuous brand awareness during and after event through social media



# Contact Information

For sponsorship inquiries and additional event details including how you can join our movement, please contact:

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