

ENTERTAINMENT GROUP
MEMO

TO: BROWARD BLACK ELECTED OFFICIALS
FROM: ENTERTAINMENT GROUP
DATE: DECEMBER 16, 2010
RE: GALA 2011 REPORT

Welcome back. Over the summer, Entertainment Group has made major progress on the pre-planning for the BBEO's "THE GALA 2011," to be held Sunday, February 27, 2011.

First comes some major news: Glenda Chorney, catering manager for the Seminole Hard Rock, has resigned effective July 25, 2010. Ms. Chorney worked with me to help establish The Gala move from the Westin Diplomat to the Seminole Hard Rock and helped us to create an amazing event. Ms. Chorney got married in June and has moved with her husband to the Rye, New York area to run his family's catering business.

Knowing time was short, Entertainment Group met with Ms. Chorney several times before her departure to formalize as much planning as possible for next year's gala. Prior to her departure, we were able to accomplish many aspects of the gala that usually are confirmed a few weeks before the event. With the head chef, we reworked and confirmed the menu to offer exciting new international food stations with the themes of American, Italian and Asian. The room layout, color theme and general flow of the evening have also been confirmed. In addition, Ms. Chorney let us know that she is available to return to South Florida to work with us on a freelance basis the evening of the event.

In other Gala planning news, Entertainment Group has begun talks with the Seminole Hard Rock regarding our celebrity honoree and entertainer. So far, some of the names suggested by the BBEO board are either not available or beyond the budgetary goals for this event. A few other acts suggested by the Seminole Hard Rock were, in our estimation, not up to the stature of our past celebrity honorees and were rejected out of hand.

This year, the Gala Committee has met and chosen the following Congressman Alcee Hastings as the Honorary Gala Chair. The Committee also chose the following as the 2011 Honorees:

Corporate:

FPL
Harvey, Thomas & Covington

Community:

Margaret H. Birch, Chair Sistrunk Festival & Gala
Rev. Eric Jones, Pastor, Koinonia Worship Center
Beatrice Louissaint, CEO, Southern Florida Minority Supplier Development Council

National:

Gloria Estefan
Emilio Estefan

Political:

State Rep. Joseph Gibbons
State Rep. Hazelle Rogers



BROWARD BLACK ELECTED OFFICIALS'

Sixth Annual Black History Month Benefit

The 2011 Gala

Sunday, February 27, 2011 | 5:00 pm | Hard Rock LIVE | Hollywood, Florida

Sponsorship Form

The Broward Black Elected Officials (BBEO) invite your company to join us as a sponsor of what is sure to be one of the highlights of the winter social scene. The theme for this year's benefit is "Sustaining The Dream." In addition to an annual scholarship, the net funds raised from the benefit are used to provide outreach programs for the community focusing on education and economic empowerment. Your sponsorship helps to underwrite the gala expenses, allowing the net proceeds to benefit the organization and its activities.

We hope that you will join us as we salute our honorees who continue to help their communities.

We appreciate your support as a sponsor at the following levels:

Yes, my company is pleased to join your prestigious list of sponsors.

- Platinum Sponsor \$10,000+
- Silver Sponsor \$ 5,000+
- Organization Partner \$ 3,000+
- Corporate Table Sponsor \$ 1,500

Payment Enclosed Please Invoice to attention & address below:

(Tickets will be mailed to the contact person listed, time permitting.)

Name

Organization

Address

City/State/Zip

Phone

Email

Please complete this form, copy it and mail the copy to the address below. Checks should be made payable to: Broward Black Elected Officials, Inc. *Deadline for inclusion on invite is Friday, Jan., 28, 2011. Final deadline is Friday, Feb. 18, 2011.*

Broward Black Elected Officials, Inc.
Gala Committee | P.O. BOX 590277 | Fort Lauderdale, Florida 33359-0277

Tax ID or 501(c)(3) number available upon request.

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800) 435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT OR RECOMMENDATION BY THE STATE.

The 2011 Gala

Sponsorship Opportunities & Benefits

Events: Gala Dinner Reception · Honoree Program · Performance · Gala Post Celebration

<u>Levels</u>	<u>Minimum</u>
Platinum Sponsor	\$10,000+
Silver Community Partner	\$5,000+
Chairperson's Circle / Organization Partner	\$3,000+

Platinum Sponsor

- One full-page color ad in the beginning of the Commemorative Booklet
- Five tickets to celebrity meet-and-greet
- Two tables that seat 20 people
- 15 VIP tickets to the Gala Post Celebration
- Company officials in photo opts with honored guests and/or celebrities
- Company name mentioned in all radio advertisements
- Company logo on Black Elected Official Organization banner at press conference
- Company name mentioned in all interviews as sponsor
- Verbal Acknowledgement throughout events
- Company and logo will be displayed on the Organization Website for 1 year
- Includes option for underwriting of key THE GALA events:
 - The Gala Post Celebration (limited to 3)
 - The D.J. Entertainment (limited to 1)
 - The Celebrity Master of Ceremonies (limited to 1)
 - The Celebrity Honoree (limited to 2)
 - VIP Party Luxury Transportation (limited to 1)
 - Performance-Only Tickets package to be Donated to Seniors or Community Members (open to all)



2010 BBEO Scholars with BBEO Board Members

Silver Community Partner

- One full-page black and white ad
- 10 VIP Tickets to the Gala Post Celebration
- Four tickets to celebrity meet-and-greet
- One table at THE GALA
- Company name mentioned in radio advertisements
- Company logo displayed in some print advertisements
- Company logo displayed on the Organization Website for 6 months
- Company name mentioned in most radio advertisements
- Company logo displayed in some print advertisements



PBS&J donates \$15,000 to the BBEO scholarship fund at The Gala 2009

Chairperson's Circle / Organization Partner

- One half page black and white ad
- Two tickets to celebrity meet-and-greet
- 1 Table at THE GALA
- 5 VIP tickets to Gala Post Celebration
- Access Seating to Co-Chairs & BEO President
- Company logo displayed on Organization Website for 6 months

The Broward Black Elected Officials'
Sixth Annual Black History Month Benefit

The 2011 Gala

"Sustaining The Dream"

Presented by the Seminole Hard Rock Hotel & Casino



Honoree Debbie Wasserman Schultz
(center) with her daughter (left) and
presenter Lauderdale Commissioner
M. Margaret Bates, BBEO President



5:00 p.m.

SUNDAY • FEBRUARY 27, 2011

Hard Rock LIVE

Seminole Hard Rock Hotel & Casino
Hollywood, Florida

Sponsorship Opportunities

The 2011 Gala

Commissioner M. Margaret Bates, President

The Broward Black Elected Officials (BBEO) invite your company to join us as a sponsor or organization partner of our Sixth Annual Black History Month gala, which one of South Florida's most highly anticipated charitable events.

The consistently sold-out benefit gala draws a Who's Who of South Florida to honor individuals and corporations for community service.

Our past gala honorees include an exclusive list of worthy recipients from the political, community and corporate circles such as **Max Osceola**, Congress members **Debbie Wasserman-Schultz** and **Alcee L. Hastings** and **Dr. Brenda Snipes**, Broward's supervisor of elections. Corporate honorees have included **Waste Management**, **PBS&J** and **AutoNation**.

Superstars Dionne Warwick, **Patti LaBelle**, **Roberta Flack** and television's **Judge Glenda Hatchett** graced our galas as celebrity honorees. **Judge Karen Mills Francis**, **Nigel Barker**, **Connie Francis** and local news anchor **Calvin Hughes** enhanced previous galas as hosts or presenters.

Our upcoming gala is expected to be no less spectacular and studded with major local and national figures. **"THE 2011 GALA,"** will be held **Sunday, February 27, 2011** at the fabulous Hard Rock LIVE at the Seminole Hard Rock Hotel & Casino in Hollywood, Florida.

Our nominated national honorees are the internationally acclaimed music titans **Gloria & Emilio Estefan**, *confirmation pending*. The Estefans will be recognized for supporting medical work to aid victims of paralysis and for their foundation's support of local non-profits.

The theme for the 2011 benefit is **"Sustaining The Dream."** Tickets are \$150 per person. We expect 1,000 guests.

This special night includes offers many exciting elements starting with a celebrity meet-and-greet for our major sponsors followed by an opulent dinner, the honoree awards ceremony, a live performance and a private post celebration.

This lavish event, designed as a Black History Month finale, will raise much-needed funds for our 501©3 non-profit organization, which provides community outreach programs focused on education. Also, the organization identifies students of academic achievement or need for scholarships and special programs. Our gala is our signature fund-raising event and has raised tens of thousands of dollars for scholarship funds, grants to colleges and for the underwriting of community activities.

Our longtime event producer, Roy H. Campbell, again is at the helm for **"THE 2011 GALA."**

We offer your company the opportunity to associate itself with what will be a celebrity-studded event that will again bring together all strata of South Florida community members for a special evening of philanthropy. Your partnership with this event provides major marketing, imaging and branding opportunities and philanthropic potential at a high profile event.

In appreciation and exchange for your partnership, the BBEO offers your company many exclusive benefits and marketing opportunities, which are outlined in this package.

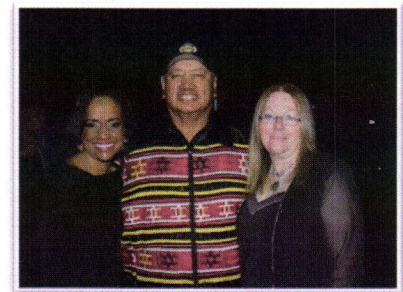
Please give this event and our sponsorship invitation your utmost consideration. We would appreciate your response as soon or possible or within 30 days. *Early deadline for sponsors is Friday, January 28, 2011. Final deadline for sponsors' and ad deadline is Friday, February 18, 2011.* Thank you for your consideration.



Roberta Flack with State Rep. Joseph Gibbons and Mrs. Gibbons



Congresswoman Debbie Wasserman-Schultz with state rep Hazelle Rogers, Gwyndolen Clarke-Reed and retired Congresswoman Carrie Meek



Mr. & Mrs. Max Osceola and Judge Glenda Hatchett