

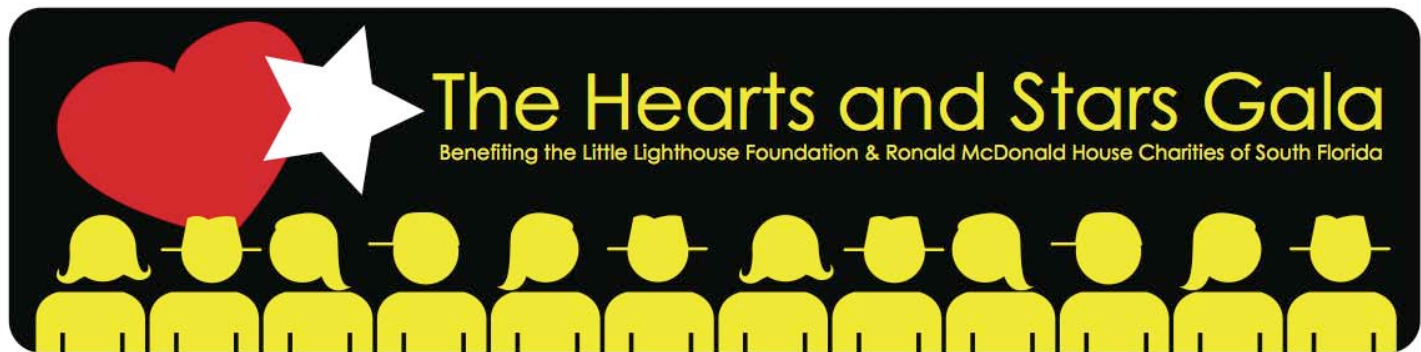
The Hearts and Stars Gala

Benefiting the Little Lighthouse Foundation & Ronald McDonald House Charities of South Florida

Sponsorship Opportunities

Saturday, March 20th, 2010

- of LAMSON -

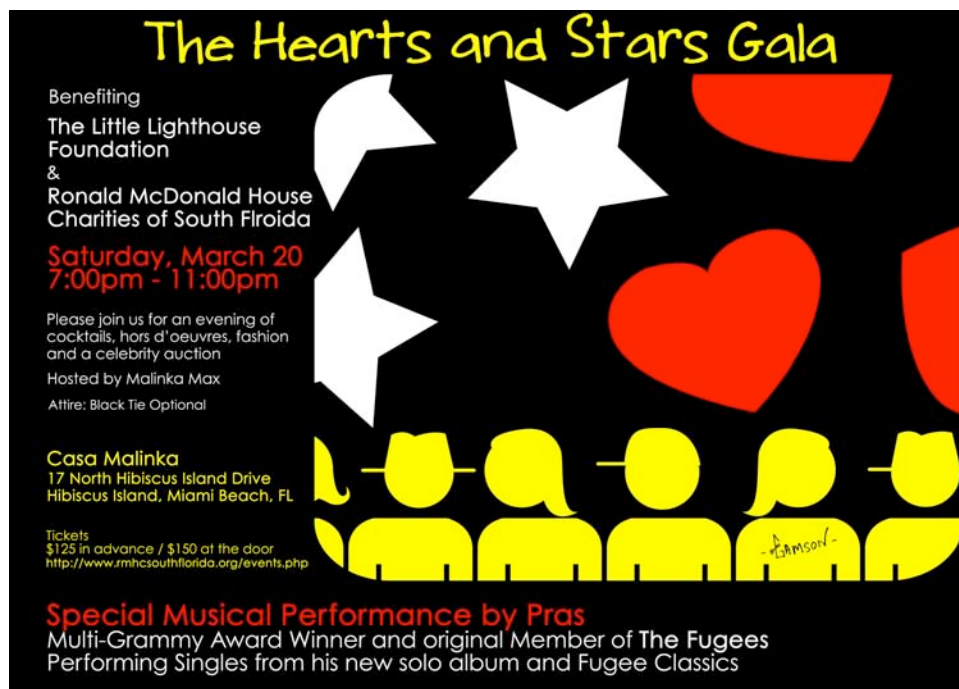


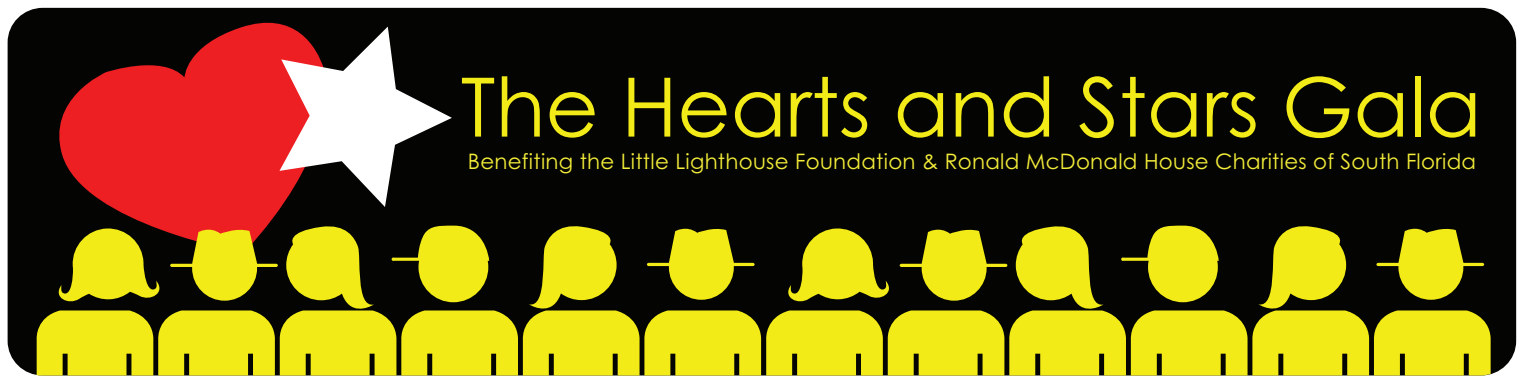
About The Event

The first annual "Hearts and Stars Gala" is a philanthropic effort supporting two local charities that focus on improving the quality of life for children and their families facing extremely challenging times. This unique evening will benefit the Little Lighthouse Foundation and Ronald McDonald House Charities of South Florida, and is sure to be a night to remember.

The event, hosted by Malinka Max, will take place on Saturday, March 20th, 2010 from 7 PM-11 PM at Hibiscus Islands private waterfront estate, Casa Malinka. Guests will sip cocktails courtesy of GREY GOOSE Vodka and Landshark beer as they dance the night away under the stars to a premier Miami DJ and live musical performance.

Live and silent auctions will feature numerous items ranging from exciting celebrity experiences with the likes of local celebrity artist, Romero Britto, football Hall of Famer, Lawrence Taylor, and unique pop artist, Stephen Gamson, along with fine jewelry, getaways, dining, and much, much more. The event is sponsored in part by Primp Salon and co-hosted by South Beach Athletic Club (SBAC), which includes over 250 of the top professionals involved in the social scene of Miami.





About the Charities



The Little Lighthouse Foundation

The Little Lighthouse Foundation (LL) seeks, identifies and provides support to children and their families with health, educational, and financial challenges. This support comes through the deployment of LL trained volunteers and/or select financial contributions. Beneficiaries include children, families, and select child orientated charities throughout southern Florida.



Ronald McDonald House Charities® (RMHC) of South Florida was established in 1981 dedicated to help local children live happier, healthier and more productive lives by supporting healthcare and medical research programs, education and the arts, and civic and social programs. The core program of the Ronald McDonald House Charities is the Ronald McDonald House; a “home away from home” for families who must travel hundreds, sometimes thousands of miles, outside their own community to seek medical treatment for a child. Our houses offer families a refuge from the hospital-a special place providing warm, friendly, and low cost housing alternatives to parents and siblings of seriously ill children.

There are two Ronald McDonald Houses in South Florida: a 27 family facility on the campus of Jackson Memorial Hospital in Miami and a 20 family facility on the grounds of Broward General in Fort Lauderdale. The Houses are a safe haven on the hospital campus where families can sleep, prepare meals, do laundry, and receive understanding and caring support from others in a similar situation. In a year, between 500 and 600 families from all over the world are provided with temporary housing at our facilities. We request a minimal donation of \$15 per night, but no one is ever turned away for their inability to pay. We are the “House that Love Built”.



The Hearts and Stars Gala

Benefiting the Little Lighthouse Foundation & Ronald McDonald House Charities of South Florida



The Faces of Ronald McDonald House



RONALD MCDONALD
HOUSE CHARITIES
OF SOUTH FLORIDA

Laura Mendez

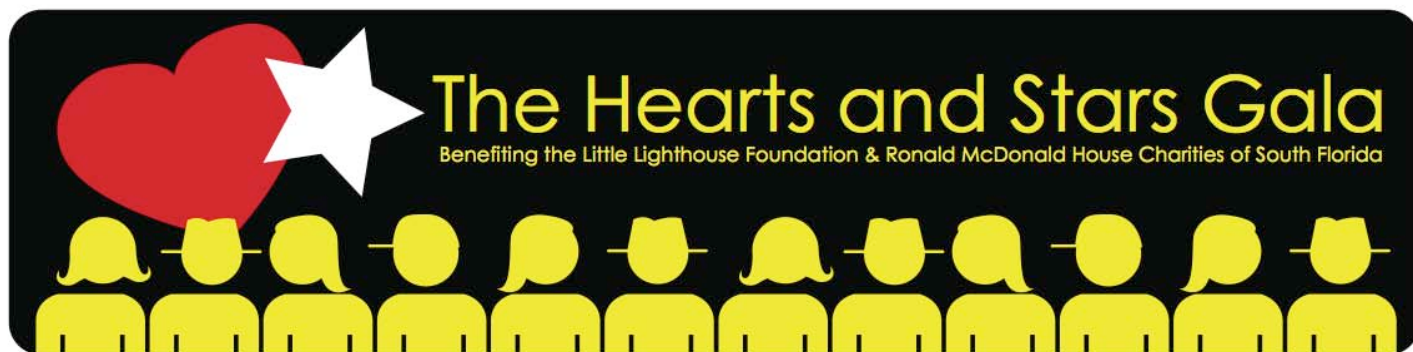
Laura and her family arrived at the Miami Ronald McDonald House in August of 2009 all the way from Guantanamo, Cuba. This bright-eyed 6 year old is currently under going chemotherapy sessions at Jackson Memorial Hospital to treat the Osteosarcoma, a cancerous bone tumor, she has in her right shoulder. Because of the severity of her cancer, doctors were forced to amputate her right arm in September with the hopes of preventing the cancer from spreading to the rest of her body. Laura, her mother, and grandfather all look at the Ronald McDonald House as their "home away from home".



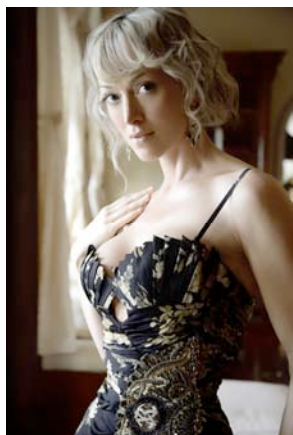
The Chouloupe Family and baby Bedshieda

On January 19, 2010 the Chouloupe Family arrived to the Ronald McDonald House in Fort Lauderdale. This was only days after they welcomed baby Bedshieda into their lives. Bedshieda was born in the streets of Port Au Prince, Haiti among the rubble and debris that was left following the devastating Earthquake that hit the island. Bedshieda alongside her mother Christine and 16 month old brother Jonathan were flown into Fort Lauderdale International Airport to receive medical treatment at Broward General Medical Center. Bedshieda's father Jean and Uncle Ronald Clement were flown from Connecticut, where they live and work, to be reunited with their loved ones. The family lost all their possessions in Haiti. This family of five is now hoping to rebuild their lives and move forward past the disaster that struck them.





About The Hosts



Malinka Max **Hearts and Stars 2010 Gala Honorary Executive Chair**

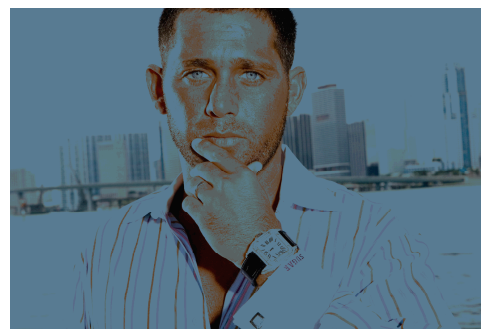
Globally recognized model, social commentator, fashion maker; advisor and career manager for a multitude of modeling and entertainment personalities; soon-to-be published author on empowering the single woman. Casa Malinka has been the location of choice for the most prestigious television Awards parties and need-to-been seen social affairs.

Malinka recognized the growing population of needy children and families throughout Southern Florida, and, unsolicited, opened Casa Malinka for the first time to any non-profit endeavor. Without her efforts, there would be no Hearts & Stars Gala, and more importantly, hundreds of children would be deprived of our efforts.

David Sugarman **Hearts and Stars 2010 Gala Honorary Chair**

Founder Sugartime Productions; Assistant Vice President of Merrill Lynch, Co-founder and Partner with Russell Simmons of Green Roks Apparel; senior financial advisor and career manager for a multitude of sports, music, and film superstars; Board of Founders Mount Sinai Hospital; President PrAsperity Project.

David has always supported the children of Southern Florida and has dedicated his and his colleagues' full support to The Little lighthouse Foundation and its designated charities, such as Ronald McDonald Houses of Southern Florida.



Pras Michel **Hearts and Stars 2010 Gala MC**

Founder PrAsperity Project; Founder and Executive Producer of Grammy award winner, The Fugees; multi platinum selling single artist, *Ghetto Superstar*; Founder Axios.

PrAsperity Project was designated to support the Haitian society long before the recent tragedy. Its new focus is building schools for the children throughout the country.

Pras Michel, producer, actor, and rapper he generously donated his time and the use of the PrAsperity bracelet design to the benefit of the attendees of the Hearts & Stars 2010 Gala, and the great benefit of the children of Southern Florida.





The Hearts and Stars Gala

Benefiting the Little Lighthouse Foundation & Ronald McDonald House Charities of South Florida



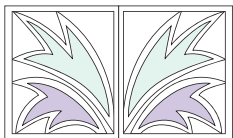
Host Committee

Aaron Resnick
Aracibo Quintana
Ashley Turchin
Blanca M. Valle
Caroline Leonard
Chanel Caton
Charlie Mahl
Charlie Venturi
Chloe Cohen
Christin Naab
Cynthia Golub
Daniel Reinkopf
Genevieve Almodovar
Heidi Kellner
Jared Sugerman
Jeff Berk
Jennifer Manno
Jennifer Sybers
Jess Hochberg
Jesse Carvajal
Joanna Popper

JT Daly
Kate Ransdell
Keith Darby
Lauren Hornstein
Lily Espinoza
Loli Sangiovanni
Mamie C. Joeveer
Marnie Howard
Matt Brooks
Meredith Becker
Michael Cohen
Michelle Chala
Mighael Halabu
Natasha Bruun
Ricarado Mayroga
Rob Sena
Sorah Daiha
Soraya Rivera-Moya
Viktoria Telek
Violeta de la Serna
Andrea Carrasco

Sponsors

CASA MALINKA



GREY GOOSE
World's Best Tasting Vodka





Sponsorship Opportunities



\$10,000 - Title Sponsor

- 20 tickets to the event and a VIP seating area
- Sponsor prominently featured on the invitation, event website, social networking, and press release
- Sponsor will be featured on step and repeat and all signage throughout the event
- Full Page ad space in the event program
- Sponsor recognition and award presentation at the event and in the Ronald McDonald House Charities newsletter
- Opportunity to address guests at the event
- Thank you listing and logo in the event program
- Ronald McDonald House Charities of South Florida and The Little Lighthouse is a 501 (c) 3 nonprofit organization and your contribution is tax-deductible



\$5,000 - Platinum Love Sponsor

- 10 tickets to the event
- Sponsor prominently featured on the invitation, event website, social networking, and press release
- Sponsor will be featured on all signage/collateral at the event
- Half page ad space in the event program
- Thank you listing in the event program
- Ronald McDonald House Charities of South Florida and The Little Lighthouse is a 501 (c) 3 nonprofit organization and your contribution is tax-deductible



\$2,500 - Gold Star Sponsor

- 6 tickets to the event
- Sponsor prominently featured on the invitation, event website, social networking, and press release
- Quarter page ad space in event program
- Thank you listing and logo in the event program
- Ronald McDonald House Charities of South Florida and The Little Lighthouse is a 501 (c) 3 nonprofit organization and your contribution is tax-deductible



\$1,000 - Silver Star Sponsor

- 4 tickets to the event
- Thank you listing and logo in the event program
- Ronald McDonald House Charities of South Florida and The Little Lighthouse is a 501 (c) 3 nonprofit organization and your contribution is tax-deductible



\$500 - Bronze Star Sponsor

- 2 tickets to the event
- Thank you listing in the event program
- Ronald McDonald House Charities of South Florida and The Little Lighthouse is a 501 (c) 3 nonprofit organization and your contribution is tax-deductible



Additional Opportunities

We appreciate your consideration for participation in this unbelievable community event. In addition to sponsorship opportunities, we are also looking for the following elements:

- **Auctionees** - Celebrities and local personalities to donate time/activities for auction. We are requesting that all auctionees attend the event (if possible). We will need a headshot, bio and confirmation of the experience you are willing to participate in by February 12, 2010.
- **Activities/experiences** - such as cooking lessons, golf, behind the scenes with a local radio or TV Personality, etc. to be paired up with the celebrity auctionees.
- **Product/service** - Donations needed for the gala such as cuisine, entertainment, etc.
- **Gift certificates** - Restaurant, spa, airline, etc. for raffle/silent auction.





Sponsorship Participation Form

Name: _____

Company: _____

Billing Address: (Street) _____

City/State/Zip _____

Telephone: (B): _____ **(H):** _____

Email: _____ **Fax:** _____

Sponsorship Request Levels

(Please list your donation amount next to your sponsorship level.)

- | | | |
|---|-------------------|-----------------|
| ☐ Title Sponsor | (\$10,000) | \$ _____ |
| ☐ Platinum Star Sponsor | (\$5,000) | \$ _____ |
| ☐ Gold Star Sponsor | (\$2,500) | \$ _____ |
| ☐ Silver Star Sponsor | (\$1,000) | \$ _____ |
| ☐ Bronze Star Sponsor | (\$500) | \$ _____ |

☐ **I/We cannot attend, but enclosed please find my fully tax-deductible contribution of \$** _____

Payment (please circle): Check Credit Card: **Visa/ MC/ AMEX**

Checks can be made payable to: RMHC South Florida

Credit Card # _____ **Exp. Date:** _____

CVV: _____ **Signature:** _____

Names of Attending Guests: _____

Your contribution is tax deductible to the full extent of the law. Ronald McDonald House Charities of South Florida is a 501(c)3 tax exempt organization of the Internal Revenue Code, Tax ID 59-1899866.

Please send all Sponsorship Participation Forms and Payment to:

Ronald McDonald House Miami

Attn: Christin Naab
1145 NW 14th Terrace
Miami, FL 33136

Or via fax to (305) 324-5689 or email to Christin@rmhcsouthflorida.org

www.rmhcsouthflorida.org/events.php

