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December 20, 2017

Ladies and Gentlemen:

Mike Jackson is the Chairman, CEO and President of AutoNation, America’s largest automotive retailer. Based in Fort Lauderdale, it serves as one of the City’s largest employers and helps drive the local economy. As a Fort Lauderdale resident and man who came from humble beginnings, Mr. Jackson makes sure to give back to the community. His leadership in the transformation of the Museum of Art, Huizenga Plaza, and continued support of the IMAX theatre and the Broward Center for Performing Arts, are just some of the many ways in which Mr. Jackson gives back to the growing Riverwalk District and Fort Lauderdale.

We are pleased to announce that the Eighteenth Annual *Riverwalk Fort Lauderdale Tribute* will be honoring **Mike Jackson** for his contributions to the growth and development of the City of Fort Lauderdale and the Riverwalk District.

This distinctive event will take place on Thursday, **March 8, 2018**, from 5:00 PM to 8:00 PM at the Riverside Hotel. Exquisite food, sensational spirits, and festive entertainment will delight approximately 350 of Fort Lauderdale's elite. There will be an exclusive VIP reception for the honored guest, sponsors, and VIP ticket holders.

We have outlined our sponsorship opportunities for your consideration.

The deadline for inclusion in promotion in the March issue of Go Riverwalk Magazine is February 1st.

We hope you will join us as we pay tribute to Mike Jackson.

Sincerely,

Eugenia Duncan Ellis
 President/CEO

**EIGHTEENTH ANNUAL RIVERWALK FORT LAUDERDALE TRIBUTE
HONORING MIKE JACKSON OF AUTONATION**

Sponsorship Opportunities

DIAMOND PACKAGE - \$25,000

- Presenting Sponsor on invitation, ads, press releases, website, Facebook and all other promotional listings and printed materials)
- Speaking opportunity at the Riverwalk Fort Lauderdale Tribute
- 15 VIP tickets to the private cocktail hour and Tribute
- 10 general admission tickets to the Riverwalk Fort Lauderdale Tribute
- Logo prominently displayed on Riverwalk Fort Lauderdale Tribute invitation
- Logo inclusion in March ad in *Go Riverwalk Magazine* (monthly distribution 20,000)
- Logo displayed on an individual slide in Riverwalk Fort Lauderdale Tribute continuously looped slide show presentation
- 200-word feature on you or your organization in March *Go Riverwalk Magazine**
- Full-page ad in *Go Riverwalk Magazine*- your organization must provide hi-resolution, print ready artwork *
- Logo recognition in *Go Riverwalk Exclusive* following the Tribute
- Photo with your key executives in *Go Riverwalk* following the Tribute
- Logo displayed on www.GoRiverwalk.com with link to your website
- Mention in press releases as a major sponsor

RUBY PACKAGE - \$15,000

- 10 VIP tickets to the private cocktail hour and Tribute
- 10 general admission tickets to the Riverwalk Fort Lauderdale Tribute
- Logo prominently displayed on Riverwalk Fort Lauderdale Tribute invitation
- Logo inclusion in March promotional ad in *Go Riverwalk Magazine* (monthly distribution 20,000)
- Logo displayed in Riverwalk Fort Lauderdale Tribute continuously looped slide show presentation
- 150-word feature on you or your organization in March *Go Riverwalk Magazine**
- Full-page ad in *Go Riverwalk Magazine*- your organization must provide hi-resolution, print ready artwork *
- Logo recognition in the Riverwalk Exclusive coverage following the event in *Go Riverwalk Magazine*
- Photo with your key executives in the Riverwalk Tribute coverage following the event in *Go Riverwalk Magazine*
- Logo displayed on www.GoRiverwalk.com with link to your website
- Listing in press release as a major sponsor

EMERALD PACKAGE - \$10,000

- 8 VIP tickets to the private cocktail hour and Tribute
- 8 general admission tickets to the Riverwalk Fort Lauderdale Tribute
- Logo prominently displayed on Riverwalk Fort Lauderdale Tribute invitation
- Logo inclusion in March ad in *Go Riverwalk Magazine* (monthly distribution 20,000)

EIGHTEENTH ANNUAL RIVERWALK FORT LAUDERDALE TRIBUTE HONORING MIKE JACKSON OF AUTONATION

Sponsorship Opportunities

- Logo displayed in Riverwalk Fort Lauderdale Tribute continuously looped slide show presentation
- 100-word feature with logo on you or your organization in March *Go Riverwalk Magazine**
- Full-page ad in *Go Riverwalk Magazine*- your organization must provide hi-resolution, print ready artwork *
- Logo displayed on www.GoRiverwalk.com with link to your website
- Listing in press release as a major sponsor

SAPPHIRE PACKAGE - \$5,000

- 6 tickets to the Riverwalk Fort Lauderdale Tribute
- 6 VIP tickets to the private cocktail hour and Tribute
- Listing on Riverwalk Fort Lauderdale Tribute invitation
- Logo inclusion in March ad in *Go Riverwalk Magazine* (monthly distribution 20,000)
- 75-word feature with logo on you or your organization in March *Go Riverwalk Magazine**
- Half-page ad in *Go Riverwalk Magazine*- your organization must provide hi-resolution, print ready artwork *
- Listing displayed in Riverwalk Fort Lauderdale Tribute continuously looped slide show presentation
- Logo displayed on www.GoRiverwalk.com with link to your website
- Mention in press release

PEARL PACKAGE - \$2,500

- 6 VIP tickets to the private cocktail hour and Tribute
- Listing on Riverwalk Fort Lauderdale Tribute invitation
- Listing in March promotional ad in *Go Riverwalk Magazine* (monthly distribution 20,000)
- Listing displayed in Riverwalk Fort Lauderdale Tribute continuously looped slide show presentation
- Listing on www.GoRiverwalk.com with link to your website

TOPAZ PACKAGE - \$1,250

- 2 tickets to the Riverwalk Fort Lauderdale Tribute
- 2 tickets to the private cocktail hour for VIP guests
- Listing on Riverwalk Fort Lauderdale Tribute invitation
- Listing displayed in Riverwalk Fort Lauderdale Tribute continuously lo looped slide show presentation
- Listing on www.GoRiverwalk.com Riverwalk Fort Lauderdale Tribute page

***Subject to Editor's discretion and availability**

**EIGHTEENTH ANNUAL RIVERWALK FORT LAUDERDALE TRIBUTE
HONORING MIKE JACKSON OF AUTONATION**

Indicate your choice(s) of participation below. Please reserve your participation **by January 23, 2018** to ensure inclusion on the invitation.

Sponsorship Levels

___ **Diamond - \$25,000**

___ **Ruby - \$15,000**

___ **Emerald - \$**

10,000

___ **Sapphire - \$5,000**

___ **Pearl - \$2,500**

___ **Topaz - \$1,250**

Friend Listing

- \$300 Name Listing** Your name(s) will be listed as a supporter on a continuously looped slide show presentation at the event.

Tickets

___ **\$150 (Non-member)**

___ **\$125 (Member)**

___ **\$200 (VIP Non-member)**

___ **\$175 (VIP Member)**

Please indicate how many tickets of each level you would like to purchase. You will need to contact Riverwalk Fort Lauderdale at Karly@GoRiverwalk.com to put your guests' names on the RSVP list.

Raffle or Silent Auction Donation

- In Kind Contribution Value: \$ _____ Raffle/Auction Item Description:

Contact Information

Organization/Individual Name _____

Contact Person _____

Phone _____ E-Mail _____

Address _____

City, State, Zip _____

Invoice Required YES NO

**EIGHTEENTH ANNUAL RIVERWALK FORT LAUDERDALE TRIBUTE
HONORING MIKE JACKSON OF AUTONATION**

Payment Information

Name on Credit Card _____

Credit Card # (VISA, MasterCard, AMEX) _____

Expiration Date _____ CVV Code _____ Total Amount _____

Signature _____

Email for receipt _____

A copy of the official registration and financial information may be obtained from the division of Consumer Services by calling 1-800-435-7352. Registration does not imply endorsement, approval, or recommendation by the State of Florida. Riverwalk Fort Lauderdale is a 501(c)(3) not for profit organization and as such some contributions may be tax deductible.

PLEASE EMAIL TO KARLY@GORIVERWALK.COM

or mail to Riverwalk Fort Lauderdale at

**Riverwalk Fort Lauderdale
200 SW 1ST Ave. Suite 101
Fort Lauderdale, FL 33301**