



TO LIFE

THE FLORIDA HOLOCAUST MUSEUM
ANNUAL BENEFIT

'21

APRIL 12, 2021 @ 7:00 PM
VIRTUAL PROGRAM

Event Co-Chairs

**RUTH ROSS &
DR. MICHELLE ROOK**

For Sponsorship Questions

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SPONSORSHIP PACKAGE

BECOME A SPONSOR

We invite you to join us as a sponsor of To Life 2021

The pandemic has certainly taken an economic toll on so many including The Florida Holocaust Museum. As we dealt with the economic fall-out of having the Museum's physical doors shut for eight months, we also witnessed a sharp rise in Holocaust denial and distortion and the highest level of antisemitic and racist incidents in our country's recent history.

This is why Holocaust Education is so important. This is why you are so important.

While most things have changed in our daily lives, what has remained constant is the fact that To Life has always been our largest single source of unrestricted operating funds and supported capital projects. It also provides a wonderful opportunity for us to connect and share in our mission of honoring the past to create a better tomorrow for all.

It became increasingly clear that it is inappropriate to host an in-person event this year, but that does not mean we cannot gather to celebrate and raise much needed funds as a community, we will just do it virtually.

This year we need your support more than ever, because the demand for our resources is higher than ever.

To Life 2021 will be held as a virtual event

MONDAY, APRIL 12TH AT 7:00 PM

THE
FLORIDA
HOLOCAUST
MUSEUM



I left Poland September 1939. After the evacuation I came to America. After serving in the U.S. Army I started working and became successful in this land of opportunity. I'm proud to support the Florida Holocaust Museum.
Leah Goldberg
8-11-01



Our survival, our struggles and our success!
Hellow even nightmare.
The Jewish people will continue to flourish and prosper
as the prophecy predicts.
Loni Rade
4/1/01



If there is a purpose to my survival, it is my duty to give
testimony in honor of my parents, two sisters, a brother and
all the millions who were silenced by the Nazi murderers.
Mary Wigodski
3/22/01

IMPACT OF YOUR SPONSORSHIP

TO LIFE

'21

EDUCATION

Education is at the heart of our work as we engage youth and adults to speak out for justice, fairness, and respect, using the tragic lessons from the past as a foundation for learning. Right now, Holocaust denial and distortion is rising at an alarming rate. Antisemitic and racist incidents have also reached their highest levels in recent years. During this time of fear and uncertainty, our commitment to *never forget* and to educate remains strong. This is a moment in history when we all need the lessons that Holocaust Survivors have shared with us: lessons of hope and resilience.

OUTREACH PROGRAMS FOR STUDENTS

The Florida Holocaust Museum's Annual To Life Benefit supports the multi-faceted educational and outreach programs provided to students and educators, at no cost, throughout Tampa Bay, the entire state of Florida, and the country. Using the lessons of the Holocaust, The FHM encourages people to make a positive change in today's volatile world through the promotion of acceptance, inclusion, and diversity. Although the doors to the physical Museum were shut for eight months during the pandemic, The Florida Holocaust Museum found unique ways to deliver on its mission and lift the community. The FHM moved its educational programs, exhibitions, and offerings online. *Between July - December 2020, 1,208 teachers and 54,582 students participated in online trainings, educational workshops, virtual tours, and programs.* The online educational pages at TheFHM.org were accessed tens of thousands of times. Through these programs we...

- Teach Holocaust history through the permanent exhibition History, Heritage and Hope - now also available online.
- Learn from Survivors through virtual testimonials to students and visitors of all ages.
- Educate the community on genocides through the Genocide and Human Rights Awareness Movement Lecture Series.
- Recognize exemplary high school students through The Anne Frank Humanitarian Award.
- Inspire middle school students to be "Upstanders" through the Speak Up/Speak Now® program.
- Ship Teaching Trunks of educational materials to schools throughout Florida and the country.
- Instruct teachers and law enforcement professionals through specialized trainings such as Law Enforcement and Society: Lessons of the Holocaust program (LEAS).
- Host Inspiring and Educational Exhibitions such as:
 - [Beaches, Benches and Boycotts: The Civil Rights Movement in Tampa Bay](#)
 - [Let Me Be Myself: The Life Story of Anne Frank](#)
 - [Justice, Justice You Shall Pursue: The Art and Propaganda of Arthur Szyk](#)

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$50,000

- Industry Exclusive Presenting Sponsor
- Prominent listing as Presenting Sponsor on all promotional materials - electronic, printed, social media, and website
- Opportunity to provide a :30 sponsor provided message to air before the virtual program
- Opportunity to provide a :15 sponsor provided message to be housed prominently on the registration page for the event at www.theFHM.org
- Link to sponsor's website from event website
- Twenty (20) event attendee e-tickets
- Dedicated screen recognition during the virtual program
- Prominent Full-page ad in the digital event program book
- Press release thanking Presenting Sponsor
- Appreciation basket delivered prior to virtual event

VISIONARY \$25,000

- Industry Exclusive Visionary Sponsor
- Listing as Visionary Sponsor on all promotional materials - electronic, printed, social media, and website
- Opportunity to provide a :15 sponsor provided message to air before the virtual program
- Link to sponsor's website from event website
- Fifteen (15) event attendee e-tickets
- Dedicated screen recognition during the virtual program
- Full-page ad in the digital event program book
- Appreciation basket delivered prior to virtual event

CHAMPION \$15,000

- Industry Exclusive Champion Sponsor
- Listing as Champion Sponsor on all promotional materials - electronic, printed, social media, and website
- Opportunity to provide a :10 sponsor provided message to air before the virtual program
- Link to sponsor's website from event website
- Ten (10) event attendee e-tickets
- Dedicated screen recognition during the virtual program
- Full-page ad in the digital event program book
- Appreciation basket delivered prior to virtual event

HUMANITARIAN \$10,000

- Listing as Humanitarian Sponsor on all promotional materials - electronic, printed, social media, and website
- Link to sponsor's website from event website
- Ten (10) event attendee e-tickets
- Screen recognition during the virtual program
- Half-page ad in the virtual event program book
- Appreciation basket delivered prior to virtual event

UPSTANDER \$5,000

- Listing as Upstander Sponsor on all promotional materials - electronic, printed, social media, and website
- Link to sponsor's website from event website
- Ten (10) event attendee e-tickets
- Quarter-page ad in the digital event program book
- Logo/name recognition during the virtual program

AMBASSADOR \$3,000

- Listing as Ambassador Sponsor on electronic promotional materials
- Ten (10) event attendee e-tickets
- Prominent listing in digital event program book
- Recognition during the virtual program

ACTIVIST \$1,500

- Listing as Activist Sponsor on electronic promotional materials
- Two (2) event attendee e-tickets
- Listing in the digital event program book

UNIQUE PROMOTIONAL SPONSORSHIP TECHNOLOGY SPONSOR \$15,000

- Visibility on all technology used for the event, including the event registration page
- Half-page ad in the digital event program book
- Four (4) event attendee e-tickets

SPONSORSHIP FORM



NAME: _____

BUSINESS NAME: _____

NAME TO BE USED ON PROMOTIONAL MATERIALS: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

SPONSORSHIP LEVELS

- \$50,000 PRESENTING \$10,000 HUMANITARIAN \$1,500 ACTIVIST
 \$25,000 VISIONARY \$5,000 UPSTANDER
 \$15,000 CHAMPION \$3,000 AMBASSADOR

PROMOTIONAL SPONSORSHIP: _____

I/WE ARE UNABLE TO PARTICIPATE IN THE EVENT, PLEASE ACCEPT MY/OUR DONATION OF \$ _____

I/WE WOULD LIKE TO SPONSOR A SURVIVOR OR STUDENT AT \$250.00 EACH TO PARTICIPATE IN THE EVENT

#STUDENTS _____ #SURVIVORS _____

NUMBER OF ADDITIONAL TICKETS REQUESTED AT \$250 PER PERSON _____

PLEASE FIND MY CHECK ENCLOSED IN THE AMOUNT OF \$ _____

ALL CHECKS MADE PAYABLE TO: THE FLORIDA HOLOCAUST MUSEUM

PLEASE SEND AN INVOICE TO THE ABOVE ADDRESS

PLEASE CHARGE MY CREDIT CARD \$ _____

CARD NUMBER: _____ EXP DATE: _____ CVV: _____

NAME AS IT APPEARS ON CREDIT CARD: _____

SIGNATURE: _____

BILLING ADDRESS FOR CARD, IF DIFFERENT

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PLEASE RESPOND BY 2/26/21 TO ENSURE RECOGNITION ON INVITATION • BY 3/22/21 FOR VIRTUAL PROGRAM RECOGNITION

Email to: sboyes@thefhm.org

or mail to: The Florida Holocaust Museum,
55 5th St South, St. Petersburg, FL 33701
or go online to: www.thefhm.org-to-life-annual-benefit

Contact Sharon Boyes

727.820.0100, ext.239 / sboyes@thefhm.org

Arthur Sanchez

727.820.0100, ext.251 / asanchez@thefhm.org

The Florida Holocaust Museum, Inc., is a private, non-profit 501(c)(3) corporation registered with the Florida Department of Agriculture & Consumer Services, Registration Number CH6448 and receives 100% of all donated funds. A copy of the official registration and financial information may be obtained from the division of consumer services by calling toll-free 1-800-435-7352 within the state or online at www.freshfromflorida.com. Registration does not imply endorsement, approval, or recommendation by the state.

WWW.THEFHM.ORG/TO-LIFE-ANNUAL-BENEFIT