



ISLAND HOP

Saturday, October 22, Gaylord Palms Resort

Presented by



Benefitting



Noreen Henry | Island Hop Honorary Chairperson | Senior Vice President, Partner Marketing | Travelocity

Bobby Sweet | Island Hop Chairperson | Director of Sales, Travel Industry | Grande Lakes Orlando, Ritz-Carlton & JW Marriott

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Noreen Henry, Travelocity (Honorary Chairperson)

Bobby Sweet, Grande Lakes Orlando, Ritz-Carlton & JW Marriott (Chairperson)

Jennifer Trevino

Kristin Glass, The Leading Hotels of the World

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Johann Krieger, Gaylord Palms Resort & Convention Center

Matthew Levy, Special Olympics Florida

Chris Shimkus, Reunion Resort & Club

Some Of Our Supporters

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Cruise Holidays

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Gaylord Palms Resort

Florida Distributing

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Chris Mayr, Auction Anything

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Gabe Uhrig, Exchange International

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Waldorf Astoria

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Jimmy Buffett's Margaritaville

Triumvirate Consultation, LLC

Waste to Energy Partners

Black Pearl Intelligence



What is The Island Hop?

The Third Annual Island Hop is an evening of island adventures benefitting **Special Olympics Florida** on Saturday, October 22 from 6:00- 10:00PM.

Set on the lush, landscaped grounds of the Gaylord Palms Resort, this year's **South Pacific themed** Island Hop is a strolling adventure filled with delectable regional cuisine, refreshing cocktails, live entertainment, and casino gaming.

The Island Hop will feature vacation packages to locations all over the globe in the **Silent Auction**. Our premier packages will be offered in the **Live Auction** and, for the first time, we will offer packages in the **Online Auction**.

Who are our guests?

Floridians with discretionary income and a propensity for travel. Attendance is expected to be 500 guests. Island Hop tickets are limited and in demand.

TheIslandHop.org

TheIslandHop.org invites the world to preview incredible vacation packages and bid on selected items in our online auction.

The website will:

- Showcase trips offered in the auction
- Offer trips in an online auction
- Provide recognition for our sponsors
- Provide event details
- Promote Special Olympics Florida

www.theislandhop.org





Marketing Island Hop

The Island Hop is driven by a coordinated marketing effort.

TV - ABC WFTV Channel 9 to run 30 (:30) PSA's for one month

Web Presence - www.theislandhop.org will showcase all elements of the event in an engaging and easy to navigate environment

Email campaign - Utilizing our partners databases, the event reach is hundreds of thousands.

Digital Billboards - Clear Channel Outdoor is donating space in highly trafficked areas.

Social Media - Facebook and Twitter

Radio - TBD

Sponsorship Opportunities

All Sponsors receive:

- Recognition on event website
- Event signage
- Sponsor gift package
- Two time opportunity to market to event database

Gold Sponsor

- 25 Tickets.....\$5,000
- Corporate logo included in all collateral
- Full page ad in event program
- Exhibition space at the event

Silver Sponsor

- 12 Tickets.....\$2,000
- Corporate logo included in all collateral
- Half page b/w ad in event program

Bronze Sponsor

- 6 Tickets.....\$1,000
- Corporate name included in print & web
- Quarter page b/w ad in event program

Individual Ticket\$75



Wine Experience Sponsor

Be the sponsor of the Island Hop wine tasting experience. The tasting will focus on a specific wine region. Guests will have the opportunity to bid on lodging packages to vineyards in the selected region in the auction.

Wine Experience Sponsor

15 Tickets.....\$3,000

Recognition on event website

Event signage

Sponsor gift package

Two time opportunity to market to event database

Corporate logo included in all collateral

Full page ad in event program

Exhibition space at the event

www.theislandhop.org

Casino Sponsor

The Island Hop Casino is a themed area with blackjack, roulette, craps and the incredibly popular crab racing.

Guests win “funny money.” Prizes are awarded for those raising the most money.

Casino Sponsor

15 Tickets.....\$3,000

Recognition on event website

Event signage

Sponsor gift package

Two time opportunity to market to event database

Corporate logo included in all collateral

Full page ad in event program

Exhibition space at the event

www.theislandhop.org



Contact

To get involved in the Island Hop, contact:

Bobby Sweet, Island Hop Chairman

Director of Sales, Travel Industry

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