Braman Miami

Presents...

2019 POLICE CHIEF’S GALA

Benefitting

DO THE RIGHT THING

MIAMI NICE

MAGIC HAPPENS WHEN YOU

DO THE RIGHT THING

JW Marriott Marquis
255 Biscayne Boulevard Way
Miami, FL 33131

BACARDÍ®
It is an honor and privilege to, once again, be hosting the highly anticipated Miami Police Chief’s Gala. This year, all proceeds will benefit another wonderful law enforcement program known as Do The Right Thing (DTRT).

It is with great enthusiasm that we invite you to support the 2019 Miami Police Chief’s Gala titled “MIAMI NICE – MAGIC HAPPENS WHEN YOU DO THE RIGHT THING” on Saturday, September 21, 2019, at the award-winning JW Marriott Marquis Hotel in beautiful downtown Miami.

The evening’s program includes a spectacular cocktail reception, dinner, live entertainment, a live auction, and celebrity guest. In attendance will be business owners, philanthropists, civic-minded guests, elected officials, law enforcement, and friends and family of our magic city.

The Do The Right Thing Program was born in 1990 during a Miami Police Department awards ceremony when a teenager was recognized by the chief of police for turning in a loaded gun found at his school. Community volunteers, who witnessed the impact the positive recognition had on this teenager, decided to join forces with the Miami Police Department and develop an ongoing recognition program for students which brings police officers and youths together in a positive encounter. Today, the program boasts 63 national chapters and four international chapters in England and Germany, proudly patterned after our Miami initiative. The proceeds of this event will allow DTRT to expand its community outreach in order to service more schools and therefore more youths throughout Miami-Dade County. Do The Right Thing, Inc. is a 501(c)(3), not-for-profit organization. All contributions to Do The Right Thing, Inc. are tax deductible as allowed by law.

Your help is needed in order to make this event a success. Below you will see different sponsorship packages available to your company or organization. This is a great opportunity for you to showcase your business as a reliable supporter of our community.

Please join me as we celebrate the accomplishments of our youth and everything that makes “Miami Nice”..... its beauty, its culture, its magic, and its people like you! We appreciate your generosity and hope you will help us make this yet another memorable experience and successful event.

Should you have any questions, please contact Sandra Colina at 305-321-4664 or Jodi Atkison at 305-603-6957 or jatkisondtrt@aol.com. Thank you for your support!

Sincerely,

Jorge R. Colina
Chief of Police
SEPTEMBER 21, 2019

A BLACK TIE EVENT

6:00 PM  VIP COCKTAIL RECEPTION
6:30 PM  MAIN COCKTAIL RECEPTION
8:00 PM - 12:00 AM  DINNER & DANCING

PRESENTED BY

Braman
Miami

JW Marriott Marquis
Miami
ABOUT DO THE RIGHT THING

MISSION

Do The Right Thing is a non-profit organization dedicated to recognizing and rewarding school-age youths for their positive behavior, accomplishments, and good deeds in conjunction with the City of Miami Police Department and other local law enforcement. The program ensures that young people are not only rewarded for “doing the right thing,” but also publicly recognized as role models for their peers which, in turn, improves their self-esteem as well as fosters positive relationships with law enforcement.

THE PROGRAM

Each month for close to 30 years, up to 1,000 students in Miami-Dade County are nominated by teachers, parents, police officers, and other adults in the community for doing the right thing. From stopping a bully to saving a life, these students inspire peers and adults alike with their exemplary actions and good citizenship. Every nominee is considered a winner therefore, every student is rewarded with prizes such as t-shirts, letters of congratulations as well as personalized certificates of recognition from the Miami Chief of Police. With the assistance of a selection committee, ten students are selected as top winners each month. They are invited to a special ceremony at Miami Police headquarters where the Chief of Police awards them with a host of amazing prizes such as mini tablets, plaques, passes to area attractions donated by local businesses and letters of commendation from Senators Marco Rubio and Rick Scott as well as Superintendent of Miami-Dade County Public Schools Alberto Carvalho. The top monthly middle or high school winner receives an all-expenses-paid educational trip to Washington, D.C. In addition to its awards component, Do The Right Thing hosts an array of other activities to help youths in our community which include anti-violence youth rallies, an awards dinner, and an on-field recognition ceremony hosted by the Miami Marlins.
POLICE SCHOLARSHIP

Since 2012, DTRT has proudly provided a scholarship to the City of Miami Police Academy awarded annually to one deserving high school senior. The scholarship was created in memory of Angel Calzadilla, a beloved Miami Police sergeant who fought cystic fibrosis yet managed to remain dedicated to Do The Right Thing and cheerfully serve his community for decades.

OFFICER DO RIGHT INITIATIVE

Three years ago, the program launched the highly successful Officer Do Right initiative which allows program nominees in select schools to experience one-on-one interaction with police officers. Each month, DTRT nominees share donated McDonald’s Happy Meals with their very own Officer Do Right and are then awarded their DTRT prizes in front of their peers. The Officer Do Right visits are eagerly anticipated each month by participating schools who witness firsthand the bond established between the officers and the students.

INTERNATIONAL REACH

The Do The Right Thing concept, which originated at the City of Miami Police Department, has been so successful, the program now has chapters in 63 police departments throughout the United States and four chapters internationally in England and Germany. It works!
SPONSORSHIP OPPORTUNITIES

$25,000 PRESENTING SPONSORSHIP (1 Available)  SOLD

- 2 VIP tables for 20 (10 each) in premium location with signage
- Listing as Presenting Sponsor of the “2019 Miami Police Chief’s Gala-Benefitting Do The Right Thing” with your Name/Organization on all PR and marketing materials leading up to the gala
- Name or Logo on all printed gala materials such as programs, tickets, and Step & Repeat
- Welcome letter in program welcoming guests as the Presenting Sponsor
- Full-page, full-color ad in gala program
- VIP Cocktail Reception Meet & Greet with Miami Police Chief and Celebrity Guest
- Champagne offering at your table for your guests
- Podium recognition at the gala announcing your Name/Organization’s support
- Acknowledgement in post-event Miami Police Department social media platforms which reach over 300,000 combined followers, with pictures of gala
- Inclusion in the Do The Right Thing Program’s gala webpage
- Display area for your Organization or Company at the gala
- A one-night hotel stay at the JW Marriott Marquis for the night of the gala
- Souvenir gift

$15,000 DIAMOND SPONSORSHIP (4 Available)

- 2 VIP tables for 20 (10 each) in premium location with signage
- Listing as Diamond Sponsor on all PR and marketing materials related to the gala, including Step & Repeat
- Full-page, full-color ad in gala program
- VIP Cocktail Reception Meet & Greet with Miami Police Chief and Celebrity Guest
- Champagne offering at your table for your guests
- Podium recognition at the gala announcing your Name/Organization’s support
- Acknowledgement in post-event Miami Police Department social media platforms which reach over 300,000 combined followers, with pictures of gala
- Inclusion in the Do The Right Thing Program’s gala webpage
- Display area for your Organization or Company at the gala
$10,000 PLATINUM SPONSORSHIP (6 Available)
- 1 VIP table for 10 in premium location with signage
- Promote as Platinum Sponsor on PR social media platforms related to the gala, including Step & Repeat
- Full-page, full-color ad in gala program
- VIP Cocktail Reception Meet & Greet with Miami Police Chief and Celebrity Guest
- Champagne offering at your table for your guests
- Podium recognition at the gala announcing your Name/Organization’s support
- Acknowledgement in post-event Miami Police Department social media platforms which reach over 300,000 combined followers, with pictures of gala
- Inclusion in the Do The Right Thing Program’s gala webpage

$7,500 GOLD SPONSORSHIP (10 Available)
- 1 VIP table for 10 with signage
- Promote as Gold Sponsor on PR social media platforms related to the gala, including Step & Repeat
- Half-page, full-color ad in gala program
- VIP Cocktail Reception Meet & Greet with Miami Police Chief and Celebrity Guest
- Podium recognition at the gala announcing your Name/Organization’s support
- Acknowledgement in post-event Miami Police Department social media platforms which reach over 300,000 combined followers, with pictures of gala
- Inclusion in the Do The Right Thing Program’s gala webpage

$5,000 SILVER SPONSORSHIP (10 Available)
- 1 VIP table for 10 with signage
- Promote as Silver Sponsor on PR social media platforms related to the gala
- Half-page, B/W ad in gala program
- Acknowledgement in post-event Miami Police Department social media platforms which reach over 300,000 combined followers, with pictures of gala
$3,000 BRONZE SPONSORSHIP
- A table for 10
- Listing as Bronze Sponsor in the gala program

$300 INDIVIDUAL SEATS

$500 GALA PROGRAM AD
- Half-page, B/W

$300 GALA PROGRAM AD
- Quarter-page, B/W

AUCTION ITEMS:
Companies making an in-kind donation to our auction will be listed in the gala program.
To donate an item, please click on the auction item donation form located at www.dotherightthinginc.org.

TO SPONSOR OR PURCHASE TICKETS, PLEASE CONTACT SANDRA COLINA AT 305-321-4664 OR JODI ATKISON AT 305-603-6957 or jatkisondtrt@aol.com.