



**United**  
HOMECARE®

There's just no place like home.

## *Sponsorship Opportunities*

**26th Annual Dinner & Claude Pepper Awards**

**Thursday, November 4, 2021**



*"Life is like riding a bicycle: you don't fall off unless you stop pedaling." – Claude Pepper*

**Jungle Island | 1111 Parrot Jungle Trail, Miami, Florida**

**Cocktails & Silent Auction at 5:45 p.m. | Dinner & Awards Presentation at 7:00 p.m.**

**RSVP: Phone 305.716.0764 | Email: [apalenzuela@unitedhomecare.com](mailto:apalenzuela@unitedhomecare.com)**

**or Phone 305.716.0736 | Email: [bceballos@unitedhomecare.com](mailto:bceballos@unitedhomecare.com)**

**Business and Cocktail Attire**



# CLAUDE PEPPER AWARDS

Throughout his 60-year career of public service at the local, state and national level, Claude Pepper fought for the rights and the welfare of the elderly and the poor. He understood that health care in the home and community was indispensable to the well-being of older Americans and worked tirelessly towards improvements in these and other services until his death in 1989.

In 2021, as we come together for the Twenty-Sixth Annual Claude Pepper Awards, United HomeCare cordially invites the community to celebrate the achievements of exceptional individuals among us who who exemplify the spirit and ideals of the award's namesake.

## 2021 CLAUDE PEPPER AWARD WINNERS

### THELMA GIBSON COMMUNITY SERVICE AWARD

**Carlos R. Fernandez-Guzman**, President and CEO  
Pacific National Bank

### EDUCATION AWARD

**Dr. Ranjan Duara, MD**, Medical Director  
Wien Center for Alzheimer's Disease and  
Memory Disorders at Mount Sinai Medical Center

### HISPANIC LEADERSHIP AWARD

**Liliam M. Lopez**, President and CEO  
South Florida Hispanic Chamber of Commerce

**CORPORATE SOCIAL RESPONSIBILITY**  
GMCC Leadership Miami, All In Miami #41

### CORPORATE SERVICE

**Jesús Quintero**, Founder and CEO  
JQ Group of Companies

### INNOVATOR AWARD

**Pascal J. Goldschmidt-Clermont, M.D.**  
CMO, Lennar Corporation  
President, American Healthcare System, Ltd.  
Founder CEO, UHealth  
Dean Emeritus, UM Miller School of Medicine

### MEDIA AWARD

**Gary Press**, Chairman  
Lifestyle Media Group

### ENTREPRENEUR AWARD

**Irina Vilarino**, Owner  
Las Vegas Cuban Cuisine Restaurant

### ADVOCACY AWARD

**Placing Seniors' First Monument**  
Crime Prevention Alliance of South Florida  
**Barbara E. Sanchez**, President

### PHILANTHROPY

**Remedios Diaz-Oliver**  
President and CEO All American Land

### COMMUNITY BUILDER AWARD,

**Michael A. Finney**  
President and CEO  
Miami-Dade Beacon Council





# CELEBRATING 48 YEARS...

The year 2021 marks a decade of renewal and innovation for United HomeCare® (UHC). The unprecedented Pandemic has made United HomeCare more resilient, and we have remained open since the Pandemic started, as an essential provider of home care services in Miami-Dade. The Pandemic reminds us that there's just no place like home for elder care. Our mission of caring has been made stronger thanks to our volunteers, donors, and employees. We are forever grateful to our dedicated home care heroes, including our home health aides and nurses serving on the frontline.

In 2020, United HomeCare launched a Learn & Work Program to address a local and national caregiver workforce shortage. Learn & Work provides entry-level Home Health Aide employment with 40-hours of in-kind training. Over 100 new Home Health Aides have entered the workforce and are serving our community's older adults. With a live instructor and video training library, UHC prepares individuals to work, teaching them the essential skills needed to provide high quality care in the home environment. We wish to express our sincere gratitude to the Greater Miami Chamber of Commerce, Leadership Miami Team, ALL IN MIAMI #41, Claude Pepper Award Honorees, for their generous philanthropic support of our Learn & Work Video Training Library. In 2020, UHC also became a designated Alzheimer's Disease Initiative (ADI) Lead Agency for Case Management with funding support from the Alliance for Aging. We are proud to assist the community as an ADI provider, helping more family caregivers in need of supports at home.

Reflecting on 48 years of dedicated service, United HomeCare is honored to have improved the quality of life for tens of thousands of elderly and disabled individuals in South Florida. Today, we are a leading non-profit home health and community care organization in the State of Florida, and a home care provider for all Florida Medicaid Managed, Long Term Care Plans. Since our founding by the United Way of Miami-Dade in 1973, United HomeCare's mission has promoted independence and wellness. Our 900 dedicated employees work hard to provide almost 3,500 of our fellow citizens and neighbors with the high quality of care services they need and deserve to live independently in the comfort of their home.

Community support of our mission of caring is vital. Your charitable donations help to fund charity care for our most needy elderly clients with underfunded care plans. Donations and volunteers help United HomeCare to fulfill its mission of caring and strengthens our ability to help older adults where they prefer to live. There's just no place like home. As baby boomers age and retire, and medical advances increase lifespans, the need for home health care is greater than ever. Thank you for your generous support!

## DID YOU KNOW THAT...

- Nationally, there are very few organizations serving Americans 65 or older (Giving USA Foundation)
- The older adult population has outpaced the younger adult population in Miami-Dade and nation-wide.
- There are many Long Term Care service needs not covered by Medicare, Medicaid and health care insurance.
- Seniors depend on home and community-based programs for care yet funding doesn't keep pace with the demand.
- There are currently 42,774 Floridians on the wait list for the Community Care for the Elderly Program, 6,784 for the Home Care for the Elderly Program. Middle income seniors without Medicaid greatly depend on these programs.
- The average annual cost of care per person under the Community Care for the Elderly Program is \$8,418 compared to \$82,128 average annual cost of care per person in a nursing home.

## THERE'S JUST NO PLACE LIKE HOME.

### PLEASE CONTINUE TO SUPPORT OUR MISSION TO MAKE A DIFFERENCE IN THE LIVES OF OLDER ADULTS.

There are many important causes that you can give to, but keep older adults in mind as they are so often forgotten.

- United HomeCare® is the oldest and longest serving designated Community Care for the Elderly (CCE) Lead Agency at the forefront helping families in our community who are facing the challenges of aging since the CCE Act was enacted in 1979 by the Florida Legislature.



# SPONSORSHIP OPPORTUNITIES

## SAPPHIRE \$20,000

- Presenting Sponsor of a Claude Pepper Award on Stage (3 minutes to speak)
- Logo and tagline with prominent placement in Claude Pepper Awards Video
- Corporate logo on Step & Repeat banner
- Two tables of ten with premium seating (20 tickets first row)
- Presenting Sponsor dedicated recognition via e-blast
- Recognition at the podium and onstage acknowledgment
- Corporate name and logo on event invitation
- Corporate name and logo prominently displayed on signage
- Corporate name and logo in event presentation
- Corporate name and logo in event program book
- Exclusive signage at ballroom entrance
- Prominent placement of corporate logo on event web page with link to corporate website
- Sponsorship recognition in all press releases, event newsletter and media coverage
- Sponsor logo inclusion in social media
- Invitations to Special Networking Events
- Full Page Inside Cover Advertisement in Event Program Book (Prominent Placement)

## RUBY \$15,000

- Co-Presenting Sponsor of a Claude Pepper Award on Stage
- One and a-half tables of 15 seats (premium, first row)
- Co-Presenting Sponsor dedicated recognition via e-blast
- Recognition at the podium and onstage acknowledgment
- Corporate name and logo on event invitation
- Corporate name and logo prominently displayed signage
- Corporate name and logo in event presentation
- Corporate name and logo in event program book
- Exclusive signage at ballroom entrance
- Prominent placement of corporate logo on event webpage with link to corporate website
- Sponsorship recognition in all press releases, event newsletter and media coverage
- Sponsorship recognition and logo in social media
- Invitations to Special Networking Events
- Full Page Advertisement in Event Program Book (Prominent Placement)

## EMERALD \$10,000

- One table of 12 seats (premium, first row)
- Recognition at the podium and onstage acknowledgment
- Corporate name and logo on event invitation
- Corporate name and logo prominently displayed signage
- Corporate name and logo in event presentation
- Corporate name and logo in event program book
- Prominent placement of corporate logo on event webpage with link to corporate website
- Special invitations to other United HomeCare events throughout the year
- Sponsorship recognition in all press releases, event newsletter and media coverage
- Sponsorship recognition and logo in social media
- Invitations to Special Networking Events
- Full Page Advertisement in Event Program Book

## PLATINUM \$7,500

- One table of 10 seats (premium, first row)
- Recognition at the podium and onstage acknowledgment
- Corporate name and logo on event invitation
- Corporate name and logo on signage
- Corporate name and logo in event presentation
- Corporate name and logo in event program book
- Prominent placement of corporate logo on event webpage with link to corporate website
- Special invitations to other United HomeCare events throughout the year
- Sponsorship recognition in all press releases, event newsletter and media coverage
- Sponsorship recognition and logo inclusion in social media
- Invitations to Special Networking Events
- Half Page Advertisement in Event Program Book (Prominent Placement)

# SPONSORSHIP OPPORTUNITIES

## GOLD \$5,000

- One table of 10 seats
- Recognition at the podium and onstage acknowledgment
- Corporate name on event invitation
- Corporate name and logo on signage
- Corporate name and logo in event presentation
- Corporate name in event program book
- Special invitations to other United HomeCare events throughout the year
- Sponsorship recognition in all press releases, event newsletter and media coverage
- Sponsorship recognition and logo inclusion in social media
- Invitations to Special Networking Events
- Quarter Page Advertisement in Event Program Book (Prominent Placement)

## AMETHYST \$3,500

- Six Dinner Tickets
- Corporate name in event presentation
- Recognition in Program Book
- Invitations to Special Networking Events
- Business Card Advertisement

## SENIOR PATRON \$2,800

- Four Dinner Tickets
- Corporate name in event presentation
- Recognition in Program Book
- Invitations to Special Networking Events

## FRIEND OF SENIOR DINNER TICKET \$350

## YOUNG PATRON TICKET \$75 (UNDER AGE 25)

## UNDERWRITING OPPORTUNITIES:

Help UHC to defray the costs of the Dinner by underwriting one or more of the items below. This will provide more direct funding for United HomeCare programs that help older adults. Underwriters will receive special recognition in the Event Program Book and two (2) Friend of Seniors Dinner Tickets.

• Audio Visual	\$9,000
• Décor	\$8,000
• Event Program Book	\$7,000
• VIP Reception	\$6,000
• Cocktail Reception	\$5,000
• Favors	\$4,000
• Invitations	\$3,000
• Entertainment	\$2,000
• Awards	\$2,000
• Postage and Signage	\$1,850

## DARE TO DREAM PROGRAM SPONSOR \$300 - \$4,000

This program helps UHC meet basic unmet needs of UHC clients and those on the waiting list – things that are not covered by Medicare, Medicaid or private insurance. Meeting these needs can make life a little easier and mean the difference between existing and thriving. The need may be as simple as a piece of basic furniture or an appliance, or it could include special equipment to allow a client to remain at home rather than going to a nursing home. Dare to Dream Sponsors will receive special recognition in the Event Program Book and two (2) Friend of Seniors Dinner Tickets.



# SPONSORSHIP COMMITMENT FORM

Name

Company Name

Address

City

State

Zip

Phone Number

Email

Please return this commitment form before May 3, 2021 (to be recognized in Event Invitation and Media Releases)  
Kindly make your reservation & payment via UHC secured website or mail, email, fax your completed form to:

**CLICK HERE**

or mail, email, fax your completed form to:

**Alina Palenzuela**  
**United HomeCare**  
**8400 NW 33rd Street, Suite 400, Miami, FL 33122**  
**305.716.0764 • 305.716.0736**  
**www.unitedhomecare.com**

Email: apalenzuela@unitedhomecare.com • bceballos@unitedhomecare.com • Fax: 305.468.0845

## SELECT YOUR SPONSORSHIP

- |  |                 |  |                |
|--|-----------------|--|----------------|
| <input type="checkbox"/> <b>SAPPHIRE</b> | <b>\$20,000</b> | <input type="checkbox"/> <b>AMETHYST</b>               | <b>\$3,500</b> |
| <input type="checkbox"/> <b>RUBY</b>     | <b>\$15,000</b> | <input type="checkbox"/> <b>SENIOR PATRON</b>          | <b>\$2,800</b> |
| <input type="checkbox"/> <b>EMERALD</b>  | <b>\$10,000</b> | <input type="checkbox"/> <b>DINNER TICKET</b>          | <b>\$350</b>   |
| <input type="checkbox"/> <b>PLATINUM</b> | <b>\$7,500</b>  | <input type="checkbox"/> <b>YOUNG PATRON TICKET</b>    | <b>\$75</b>    |
| <input type="checkbox"/> <b>GOLD</b>     | <b>\$5,000</b>  | <input type="checkbox"/> <b>UNDERWRITING DONATION:</b> | <b>_____</b>   |

## SPONSORSHIP LEVEL PAYMENT OPTIONS

- ☐ American Express    ☐ Master Card    ☐ Visa

Credit Card #:

Security Code:

Name On Card

Exp. Date:

Address:

Billing Zip Code:

Signature:

Check#

## ADVERTISING SPECIFICATIONS - DUE DATE BEFORE AUGUST 6, 2021

- |   |   |  |   |
|---|---|--|---|
| <input type="checkbox"/> Full Page AD: \$1,500<br>5.5" Wide x 9" Deep | <input type="checkbox"/> Half Page AD: \$1,000<br>5.5" Wide x 4.375" Deep | <input type="checkbox"/> Quarter Page AD: \$800<br>2.625" Wide x 4.375" Deep | <input type="checkbox"/> Business Card AD: \$200<br>3.5" Wide x 2" Deep |
|---|---|--|---|

**PDF files only. PDF specs:** \* Hi res PDF files (made through Acrobat Distiller is preferred.) Hi res distilled files must have: 1. All fonts embedded. 2. The correct color mode (CMYK for color, grayscale for B&W). Do NOT use RGB, LAB, or embedded color profiles, including ICC. 3. Spot color MUST be converted to CMYK, 4 colors only. 4. Do NOT include OPI in the file. 5. Resolution: 300 dpi for all images and files. For advertising specifications or to email your ad, please email Alina Palenzuela at apalenzuela@unitedhomecare.com.