

13 UGLY Ψ  
THEN

EVENT  
SPONSORSHIP  
OPPORTUNITIES  
2021-2022



Our mission at the 13 Ugly Men Foundation, Inc. is to support the Tampa Bay Community through hands-on volunteer efforts and large-scale events that raise awareness and funds for local charities.

Over the years we have partnered with amazing sponsors who have helped make our events successful, and we are always looking for new sponsors to join us on our mission. We believe that teamwork raises awareness for all involved so that our partners can showcase their businesses to our supporters while we all raise money for deserving nonprofits.

We would like to invite you to partner with us on some of the biggest and best parties around that raise funds to directly support Tampa Bay charities. After more than 20 years we have raised nearly \$2 million for local non-profits, including St. Joseph's Children's Hospital, The Crisis Center of Tampa Bay, Big Brothers Big Sisters of Tampa Bay, Children's Cancer Center, Humane Society of Tampa Bay, CASA St. Pete, Pepin Academies Foundation, Southeastern Guide Dogs, and many more.

Whether you choose to sponsor one event or partner with us all year, your support benefits countless charitable missions, individuals, and families throughout Tampa Bay.



# 13 UGLY MEN

Our mission is to support the Tampa Bay community through hands-on volunteer efforts and large-scale events that raise awareness and funds for local charities.

## OUR MEMBERS

- Paul Albert Acosta
- Dr. Robert Albergo
- Dr. Robert Churncy
- Ben Dachevall
- Roof Douglass
- Jason Downey
- Richard B. Feinberg
- Dr. Randy Feldman
- Chris Goolsby
- Dan Gorda
- Scott Grebler
- David Gunning
- James Lascano
- Andrew Lehrer
- Stuart Levine
- Jordan Levy
- Matt Loyd
- Dr. August Mauscr
- Dylan McCandless
- Nick McDevitt
- Ean Mendelsohn
- Lee Mezrah
- David Moyer
- Frank Myles
- Miraj Patel
- Niven Patel
- Lance Ponton
- Anthony Rickman
- Dr. AJ Rubano
- Patrick Smith
- Michael Stewart
- Jay Taylor
- John Teixeira Jr.
- Tim Watson
- Brian Wexler
- Matt Winn
- Dr. Brian Wolstein

## OUR AWARDS

Champions for Children  
Award, presented by  
Voices for Children

The Tampa Bay  
Lightning Community  
Hero Honor

2017 Best Social  
Charity Award

The Business Partner of the  
Year Award, presented by  
Tampa Police Department

Dream Maker of the  
Year (Children's Dream  
Fund Annual Award)

Downtown Collaboration  
Award presented by Tampa  
Bay Downtown Partnership

# 13 UGLY HEN

**DONATED MORE THAN  
\$2 MILLION TO LOCAL TAMPA  
BAY CHARITIES SINCE 1998**

- Academy Prep
- Center of Tampa
- Achieve Tampa Bay
- Alpha House of Pinellas
- American Cancer Society
- American Foundation of Suicide Prevention
- Big Brothers Big Sisters of Tampa Bay
- Birdies 4 Tampa Bay
- Bolesta
- Boys & Girls Club of Tampa
- CASA
- Child Abuse Council
- Children's Cancer Center
- Children's Dream Fund
- Children's Home Network
- Crisis Center of Tampa Bay
- Cystic Fibrosis SRN
- Elite-K9
- End 68 Hours of Hunger
- Feeding Tampa Bay
- Firehouse Project
- Florida Aquarium
- Hands Across the Bay
- HCSO Charities
- Healing Hands of Arthritis
- Julie Weintraub's Hands Across the Bay
- Local YMCAs
- Lowry Park Zoo
- Mary Lee's House
- Misc. Meals for Military Shelters
- More Health
- National Pediatric Cancer Foundation
- Pepin Academies
- Foundation
- Shallow Creek Kennels
- Southeastern Guide Dogs
- Special Olympics
- Special Operations Warrior Foundation
- St. Joseph Children's Hospital Foundation
- Starting Right, Now
- SWAT
- Sydney School for Autism
- Tampa General Hospital Foundation
- Tampa Theatre
- The Academies Inc
- The Junior League of Tampa Bay
- The Skills Center
- University of Tampa
- Voices for Children



# 2021-2022 UPCOMING EVENTS



## HALLOWEEN PARTY

BENEFITING CHARITY: **TAMPA THEATRE**

DATE: **OCTOBER 23, 2021**

PROJECTED ATTENDANCE: **3,000**

The 13 Ugly Men Halloween Party has been a community staple of Tampa Bay for years. Each year the party is sold out, attracting more than 3,000 individuals from Tampa Bay and beyond. Our sponsors help make the event as extravagant as possible, and there are numerous opportunities to advertise in the months leading up to and during the event. The Halloween Party takes place at the Cuban Club and turns this historic space into a one-of-a-kind experience each year complete with specialty lighting, sound, decor, photo opportunities, music, and so much more.



# 2021-2022 UPCOMING EVENTS



## UGLY SWEATER PARTY

BENEFITING CHARITY: **TBD**

DATE: **DECEMBER 2021**

PROJECTED ATTENDANCE: **1,000**

13 Ugly Men rounds out each year out with The Ugly Sweater Party. More intimate than our other events, this celebration is nonetheless widely anticipated throughout Tampa Bay. The Ugly Sweater Party attracts both the younger crowd as well as the older, more affluent market. The event offers a sponsored photo with Santa, photo booths, games, music, food and libations, and more. This event wouldn't be possible without sponsors, and we provide ample opportunity to advertise before and during the event.



# 2021-2022 UPCOMING EVENTS



## WHITE PARTY

BENEFITING CHARITY: **BEST BUDDIES**

DATE: **APRIL 9, 2022**

PROJECTED ATTENDANCE: **2,000**

The White Party is arguably one of the most notorious of the 13 Ugly Men events. This event is for the elite who are looking to give back to their community and have fun while doing so. The White Party will take place at the newly transformed Seminole Hard Rock Hotel & Casino of Tampa Bay, a space filled with opportunities for sponsored tables, photo backdrops, brand advertisement, and so much more. Every year we anticipate a quick sellout and see a massive following for event information on our social media. Sponsors are featured early and often on our social media leading up to and during the event, making it a perfect opportunity to reach new audiences.





## DERBY PARTY

**Benefiting Charity:** Glazer Children's Museum

**Date:** May 7, 2022 | **Projected Attendance:** 1,500

One of our newer events, The Derby Party is the perfect way to celebrate the Kentucky Derby. Each year an exclusive crowd of 1,500+ attends this massive celebration to enjoy live entertainment, games, music, mingling, and more. Marketing and social media play a massive role before and during the event as we roll out sponsorship integration on all fronts. As with every celebration, we maximize the frequency and impressions for each sponsor among our target audiences, and each sponsor is presented with ample opportunity for increased social engagement and exposure before, during and after the event.



## THE INVITATIONAL

**Benefiting Charity:** TBD | **Date:** February 18, 2022 | **Projected Attendance:** TBD

The newest event in our portfolio, The Invitational is a day of golf, mingling, and fun, hosted in partnership with **Bern's Steak House**. Sponsorship opportunities range from hole sponsors to host partners. Please contact us for details, as this is not currently part of these sponsorship packages.



# CREATING RESULTS

Reach an entirely new audience with our 13 Ugly Men parties. All of our guests value a good time and doing good — so make the most of the opportunity to treat your brand to more exposure and positive vibes! The 13 Ugly Men events attract luxury brand consumers who are affluent and professional men and women.

## AUDIENCE

**ADULTS AGE 25-55** socially conscious and community-minded professionals



**RADIUS OF INFLUENCE 35+ MILES**  
in Tampa Bay

**TOP 10 FLORIDA FUNDRAISING EVENTS**



## AVERAGE RESULTS



**1,000-3,000 TICKETS - EVENTS SELL OUT EVERY YEAR**



**\$25,000 AVERAGE DONATION TO LOCAL CHARITIES**

**250,000 IMPRESSIONS** pre/post-event



**MEDIA COVERAGE** Facebook (10,334), Instagram (1,863), Online (12,000)

## MEDIA RECOGNITION

- iHeart Radio
- CW44
- WTSP CBS
- WFLA NBC
- Creative Loafing
- South Tampa Magazine
- 813area.com
- 102.5 The Bone
- FOX 13
- District Magazine
- Tampa Bay Times
- Patch.com

A group of people are standing on a rooftop bar with a large '13' logo on the side. The people are waving and smiling. The background is a clear blue sky.

# **SPONSORSHIP BENEFITS WITH 13 UGLY MEN**

13 Ugly Men makes a statement with every party, highlighting and supporting the amazing work of local charities throughout the Tampa Bay area. We believe that by working together, our platform will provide you with an influx of brand awareness, new sign-ups, and more social media interaction.

## **SHOWCASING YOUR BRAND**

As both fun-loving and charitable in a unique and engaging experience for thousands of people.

## **FEATURED ON OUR WEBSITE & SOCIAL MEDIA AS A CHARITABLE SPONSOR**

## **PROMOTED LEADING UP TO AND AFTER THE EVENT ON OUR SOCIAL MEDIA**

With impressions of approximately 250,000, variable with sponsorship level.

## **PROFESSIONALLY DESIGNED EMAIL BLASTS**

Get highlighted as a key contributing partner on our polished, high-quality email blasts promoting events and sharing news with subscribers. (*Title Sponsors & Community Partners*)

## **FEATURED ON MARKETING MATERIALS AS A SPONSOR**

## **CALL-OUTS ON PROMOTIONAL COLLATERAL**

## **POTENTIAL EARNED MEDIA VALUE OF \$900K - \$1.89M**

Shared across social media by thousands of party guests (including social influencers)



# SPONSORSHIP PACKAGE BREAKDOWN

Check out our Partner Package Breakdown for details of each sponsorship tier. We'll ensure your brand is featured as much as possible, according to your package details, and all sponsorship levels will receive social media & logo recognition at their sponsored event.

## TITLE SPONSOR LEVEL

You're invited to the biggest party — or parties — of the season!

	\$	SPONSORSHIP LEVEL	BENEFITS INCLUDED IN SPONSORSHIP
<b>SOLD</b>	\$30,000	The Halloween Party - Tier 1 (1 available)	VIP Table at all Events, 10 GA Tickets to All Events, Step & Repeat at Sponsored Event
<b>SOLD</b>	\$30,000	The White Party - Tier 1 (1 available)	VIP Table at all Events, 10 GA Tickets to All Events, Step & Repeat at Sponsored Event
<b>SOLD</b>	\$30,000	The Derby Party - Tier 1 (1 available)	VIP Table at all Events, 10 GA Tickets to All Events, Step & Repeat at Sponsored Event
	\$15,000	The Ugly Sweater Party - Tier 2 (1 available)	VIP Table to Title Event, 10 GA Tickets to All Events, Step & Repeat at Sponsored Event



The Halloween Party 2021 Title Sponsor: **Castellano Cosmetic Surgery Center**

The White Party 2022 Title Sponsor: **Seminole Hard Rock Hotel & Casino of Tampa Bay**

The Derby Party 2022 Title Sponsor: **Jerry Ulm**

\* 10% Discount for Previous Year Sponsor

# ANNUAL SPONSORSHIPS

Annual Sponsorships run from July 1 - June 30

\$	SPONSORSHIP LEVEL	SPONSORSHIP BENEFITS
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## LEVEL 1

\$100,000	Community Partner (3 available)	Media buy promotions leading up to each event, 3 VIP Tables for each Event, Rest negotiated
\$50,000	Community Partner (3 available)	Media buy promotions leading up to each event, 2 VIP Tables for each Event, Rest negotiated
\$35,000	Community Partner (3 available)	Media buy promotions leading up to each event, 2 VIP Tables for each Event, Rest negotiated

## LEVEL 2

<b>SOLD</b>	\$10,000	Annual - Beverage Cup	2 Total VIP Tables, 8 GA to all Events
	\$10,000	Annual - Photo Booth (1 available)	2 Total VIP Tables, 8 GA to all Events
	\$10,000	Annual - Entertainment (1 available)	2 Total VIP Tables, 8 GA to all Events
	\$10,000	Annual - Step & Repeat - Entrance (2 available)	2 Total VIP Tables, 8 GA to all Events
	\$10,000	Annual - Gold Sponsor - (5 Available)	1 Large VIP Table & 8 GA Tickets to all Events

## LEVEL 3

	\$8,000	Annual - Silver Sponsor - (5 Available)	1 Small VIP Table & 6 GA Tickets to all Events,
	\$7,500	Annual - Koozies (1 available)	1 Total VIP Table, 6 GA to all Events
<b>SOLD</b>	\$7,500	Annual - Wristband	1 Total VIP Table, 6 GA to all Events
	\$7,500	Annual - Water Bottle (1 available)	1 Total VIP Table, 6 GA to all Events
	\$7,500	Annual - Transportation (1 available)	1 Total VIP Table, 6 GA to all Events
<b>SOLD</b>	\$6,000	Annual - 13 UM Outreach Activities	1 Total VIP Table, 6 GA to all Events
	\$5,000	Annual - Valet & Check-In	1 Total VIP Table, 6 GA to all Events
	\$4,000	Annual - Bronze Sponsor - (10 Available)	10 GA Tickets to all Events

Annual Beverage Cup Sponsor: **Impact Medical Group**

Annual Wristband Sponsor: **Impact Medical Group**

Annual Outreach Sponsor: **Rickman Law Group**

\* 10% Discount for Previous Year Sponsor



## EVENT SPECIFIC SPONSORSHIPS

\$	SPONSORSHIP LEVEL	BENEFITS INCLUDED IN SPONSORSHIP
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### THE HALLOWEEN PARTY

Date: October 23, 2021 | Benefiting Charity: Tampa Theatre

\$5,000	Glow-in-Dark Cheer Sticks	10 GA Tickets to Event
\$2,500	Signature Drink	6 GA Tickets to Event
\$3,000	Gold	1 VIP Table to Event (seats 10), 6 GA Tickets to all Events
\$2,250	Silver	1 VIP Table to Event (Seats 6), 4 GA Tickets to Event
\$1,250	Bronze	8 GA Tickets to Event



### THE UGLY SWEATER PARTY

Date: December, 2021 | Benefiting Charity: Ronald McDonald House Charities Tampa Bay

\$7,500	North Pole "Santa's Workshop"	1 VIP Table to Event (Seats 10), 20 GA Tickets to Event
\$5,000	Glow-in-Dark Glowsticks	10 GA Tickets to Event
\$2,500	Signature Drink	6 GA Tickets to Event
\$2,500	Gold	1 VIP Table to Event (Seats 10), 10 GA Tickets to Event
\$1,750	Silver	1 VIP Table to Event (Seats 6), 6 GA Tickets to Event
\$1,000	Bronze	6 GA Tickets to Event

\*10% Discount for Previous Year Sponsor

## EVENT SPECIFIC SPONSORSHIPS (CONT.)

\$	SPONSORSHIP LEVEL	BENEFITS INCLUDED IN SPONSORSHIP
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### THE WHITE PARTY

Date: April 9, 2022 | Benefiting Charity: Best Buddies

	\$7,500	VIP Table Area	1 VIP Table - White Party
	\$6,000	Raffle	1 VIP Table - White Party
<b>SOLD</b>	\$5,000	Glowsticks	10 GA Tickets - White Party
	\$5,000	Step & Repeat - Entrance (1 available)	1 VIP Table - White Party
	\$3,000	Signature Drink	6 GA Tickets to Event
	\$3,500	Gold	1 VIP Table to Event
	\$2,500	Silver	12 GA Tickets
	\$1,250	Bronze	6 GA Tickets to Event

### THE DERBY PARTY

Date: May 7, 2022 | Benefiting Charity: Glazer Children's Museum

	\$7,500	VIP Lounge	12 All-Inclusive Lounge Tickets
	\$6,000	Raffle	10 All-Inclusive Lounge Tickets
	\$6,000	Bourbon Sponsor	10 All-Inclusive Lounge Tickets
	\$4,000	Derby Game Sponsor	6 All-Inclusive Lounge Tickets
	\$4,000	Champagne Sponsor	6 All-Inclusive Lounge Tickets
	\$2,500	Cigar Lounge Sponsor	4 All-Inclusive Lounge Tickets
	\$3,000	Gold	8 All-Inclusive Lounge Tickets
	\$2,000	Silver	4 All-Inclusive Lounge Tickets or 10 GA Tickets
	\$1,250	Bronze	2 All-Inclusive Lounge Tickets or 8 GA Tickets

The White Party 2022 Glowstick Sponsor: **Shalimar Jewelers**

\* 10% Discount for Previous Year Sponsor


# 13 UGLY HEN

## JOIN OUR PROUD SPONSORS



TAMPA





Thank you for considering our proposal  
for community partnership.

We are excited to work with you and look  
forward to continuing the conversation.

13 UGLY  
MEN

CREATE A SPONSORSHIP SPECIFICALLY DESIGNED TO BEST  
FULFILL YOUR COMPANY NEEDS. CONTACT US TODAY!

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[INFO@13UGLYMEN.COM](mailto:INFO@13UGLYMEN.COM)