

THE  
FLORIDA  
HOLOCAUST  
MUSEUM

30  
— YEARS —

#UniteAgainstHate

FOR ETERNITY  
SPONSORSHIP PACKAGES

TO LIFE

THE FLORIDA HOLOCAUST MUSEUM  
ANNUAL BENEFIT

'22

FEBRUARY 3, 2022 AT 7:00 PM  
6:30 PRE-SHOW  
VIRTUAL PROGRAM

### Event Chairs

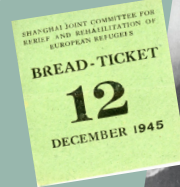
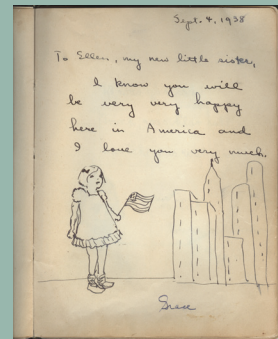
ANITA TREISER BERNSTEIN &  
ROBIN WARREN

### For Sponsorship Questions

TONI RINDE, SPONSORSHIP CO-CHAIR  
tonirinde@gmail.com

ANDREA SILVERMAN, SPONSORSHIP CO-CHAIR  
andrea.b.silverman@gmail.com

SHARON BOYES  
sboyes@thefhm.org • 727.820.0100, ext. 239



# BECOME A SPONSOR

TO LIFE 2022 WILL BE HELD AS A VIRTUAL EVENT.

Thursday, February 3<sup>rd</sup> at 7:00 pm.

6:30 pm. Pre-Show

To Life 2022 will mark 30 years for The Florida Holocaust Museum and our mission has never been more important. Holocaust denial and distortion continue to rise at alarming rates along with antisemitic incidents. On May 27, 2021, The Florida Holocaust Museum was targeted by antisemitic vandals who painted swastikas on its walls with the words, "The Jews are guilty." In October 2021, a Texas school administrator instructed teachers to balance Holocaust education with books denying the atrocities.

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

To Life has always been The Florida Holocaust Museum's largest single source of unrestricted operating funds and supported capital projects. It also provides a wonderful opportunity for us to connect and **remember those we lost, celebrate those who survived** and **honor all for eternity**.

Although we would love to gather and celebrate our 30<sup>th</sup> anniversary in person, the uncertainty that still surrounds the transmission of COVID-19, led to us making a difficult choice to hold the event virtually again this year. We know based on last year's success that we can count on you to join us online and raise the necessary funding to continue our mission to prevent future genocides.

## REMEMBER THOSE WE LOST.

## CELEBRATE THOSE WHO SURVIVED.

## HONOR ALL FOR ETERNITY.



# IMPACT OF YOUR SPONSORSHIP

# TO LIFE '22

## 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 are on the rise and we are witnessing the highest level of antisemitic incidents in our country's recent history. 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 AND THE COMMUNITY

The Florida Holocaust Museum's annual To Life Benefit supports the multi-faceted free educational and outreach programs provided to students and educators 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. Over this past year, thanks in large part to To Life donors, The Florida Holocaust Museum has invested in unique ways to deliver its mission and lift the community. The FHM now offers many of its educational programs and offerings online. Visit [www.TheFHM.org](http://www.TheFHM.org) to see a brand new website. Visit our museum in person to interact with our exhibits and artifacts in new ways too. A new downloadable app guides guests through the permanent exhibition: *History, Heritage and Hope*. It also features Survivor clips, 3D renderings of artifacts and more. Plus, we've also added a new cutting-edge permanent exhibition that allows students and visitors to ask Holocaust Survivors questions that prompt real-time responses. Through all these programs we...

- Teach Holocaust history through the permanent exhibition *History, Heritage and Hope* - now also available online.
- Learn from Survivors through virtual testimonials for schools 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 with educational materials to schools throughout Florida and the country.
- Instruct teachers and law enforcement professionals through specialized trainings.
- Host Inspiring and Educational Exhibitions such as:
  - **Response: Women Artists from the Permanent Collection**
  - **Reflections on Man's Fate: Artwork by Judith Weinsall Liberman**
  - **Stitching History from the Holocaust**

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# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR \$50,000

- Industry-exclusive Presenting Sponsor
- Prominent listing as Presenting Sponsor on invitation and all promotional materials - printed, social media and website
- Opportunity to provide a :30 sponsor provided commercial to air before the virtual program
- Opportunity to provide a :15 sponsor provided commercial to be housed on the registration page for the event at [www.TheFHM.org](http://www.TheFHM.org)
- Link to sponsor's website from event website
- Twenty (20) event attendee e-tickets
- Dedicated screen recognition during the virtual program
- Full-page ad and recognition in the digital program book
- Press release thanking Presenting Sponsor

## VISIONARY \$30,000

- Industry-exclusive Visionary Sponsor
- Listing as Visionary Sponsor on invitation and all promotional materials - printed, social media and website
- 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 program book

## CHAMPION \$18,000

- Industry-exclusive Champion Sponsor
- Listing as Champion Sponsor on invitation and all promotional materials - printed, social media and website
- 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 program book

## HUMANITARIAN \$10,000

- Listing as Humanitarian Sponsor on invitation and all promotional materials - 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 digital program book

## UPSTANDER \$5,000

- Listing as Upstander Sponsor on invitation and all promotional materials - 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 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
- Listing in digital program book
- Recognition during the virtual program

## ACTIVIST \$1,800

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

# 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       \$1,800 ACTIVIST  
 \$30,000 VISIONARY       \$5,000 UPSTANDER  
 \$18,000 CHAMPION       \$3,000 AMBASSADOR

I/WE ARE UNABLE TO ATTEND, PLEASE ACCEPT MY/OUR DONATION OF \$ \_\_\_\_\_

I/WE WOULD LIKE TO SPONSOR A SURVIVOR OR STUDENT AT \$250.00 EACH TO VIRTUALLY ATTEND

#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 JANUARY 14, 2022**

**Email to:** [sboyes@thefhm.org](mailto: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/ToLife](http://www.TheFHM.org/ToLife)

**Contact Sharon Boyes**

727.820.0100, ext.239

[sboyes@thefhm.org](mailto:sboyes@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](http://www.freshfromflorida.com). Registration does not imply endorsement, approval, or recommendation by the state.

[WWW.THEFHM.ORG/TOLIFE](http://WWW.THEFHM.ORG/TOLIFE)