



PRESENTS

**A NIGHT IN
TINSELTOWN**

SATURDAY, OCTOBER 5, 2024
BONNET SPRINGS PARK

DIRECTED BY

**THE
Ruthvens**



**SPONSORSHIP
OPPORTUNITIES**



A LETTER FROM OUR CEO



When you think of Central Florida Speech & Hearing Center, most people think of children learning to speak clearly or someone with a hearing loss, whether young or old, being able to hear again. That may be the result of our testing and therapies, but the most important outcome for all who receive help is CONNECTION.

“Connection is why we’re here; it is what gives purpose and meaning to our lives”

- Brene Brown

Effective communication is always our ultimate goal. It is how we connect to the world around us. For adults it keeps our bodies strong and dementia at bay. For children, it is learning language, then to learn to become being within society, learn to read and then to write - all skills that contribute to success and happiness.

I am grateful for the support we have from you. Our job is never done, we need your continuing support to help all CONNECT!

Sincerely,

Roxann K. Bonta
President/CEO



What's in a NAME

For over a decade, the Central Florida Speech & Hearing Center's annual fundraiser has been a staple in the community, known as Mr. Lakeland and more recently as Mr. Central Florida. While we have cherished every moment of this event, we felt that it was time for a fresh start in 2024. The most significant change? Opening up the competition to all who wish to participate!

Join us for an unforgettable evening under the glitz and glamour of Hollywood lights as we unveil the next chapter in our story. While "Mr. Central Florida" remains a beloved classic, the sequel promises to be even more exciting. Ultimately, our goal remains unchanged - to raise vital funds and awareness that will enable us to continue helping individuals improve their communication.

THE STARS A NEW ERA OF THE SHOW

We are thrilled to announce that this year's Central Florida Speech and Hearing Center gala will be a semi-formal, fast-paced, upbeat event like no other. The stars of the show will be our very own 'local celebrities' - current and former patients of the Center. This event will not only celebrate the fundraising efforts of our contestant teams but will also shine a spotlight on the incredible impact that Central Florida Speech and Hearing Center has had on the lives of our patients. Join us for an unforgettable evening filled with heartwarming stories, lively entertainment, and the chance to make a difference.

CFSHC

SET THE SCENE

In 1959, The Junior Women's Club identified a community need for speech, language and physical therapy services after asking community members. In 1960, the Children's Rehabilitation Ranch was established and provided services in Lakeland to 60 children the first year.

In 1967, the name was changed to Central Florida Speech & Hearing Center (CFSHC) and audiology was added to their existing speech-language services. CFSHC was on their way to becoming the region's leading provider of compassionate care in the identification, diagnosis and treatment of articulation, speech, language, and fluency delays, stroke/head injury rehabilitation, hearing loss, middle ear conditions and tinnitus.

In 2012, CFSHC moved to a new building on Lakeland Highlands Road and expanded the speech, language and literacy services already offered, implemented new programs to reach more patients. The new facility and state of the art technology for hearing testing and hearing aid fittings allowed more people to receive services.

Central Florida Speech and Hearing Center stays true to their original roots and establishment. Like the Junior Women's Club did, the team continues to monitor the needs of the community and proactively seeks to provide those services. Today, CFSHC not only provides top notch speech, language and hearing care, but offers support, hope, and encouragement to those that are seeking ways to improve their communication and enrich their lives.

Last year, CFSHC began implementing several new programs, including a Communication Station mobile outreach unit, vestibular testing and treatment, a family resource center, a dedicated pediatric audiologist, a bilingual speech-language pathologist, adult specialized speech-language services, outreach education, and support groups.

For 64 years, Central Florida Speech and Hearing Center has provided a spark in the lives of many - committed to helping give adults and children a voice, the opportunity to hear their loved ones, and a path to lifelong success.





WHY SUPPORT SPEECH & HEARING CARE?



75% of children experience at least one ear infection by their third birthday



Falls are the leading cause of fatal and nonfatal injuries among older adults. The prevalence of falls in people over 65 is 30%.



Before children learn to read, they learn the sounds of language by listening and speaking. These skills provide the foundation for literacy.



Hearing loss is a critical public health issue affecting two-thirds of people over 70.



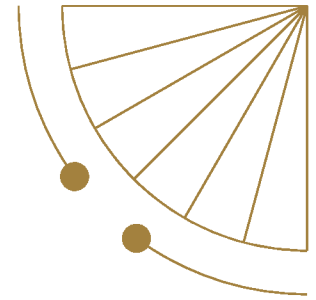
A student with a speech sound disorder is at risk for being bullied, struggling with friendships, and enjoying school less.



84.1% of people make a connection between stroke and brain injury and difficulties with communication.



Hearing loss can make it more difficult to interact with peers and can lead to decreased social engagement, depression, or bad moods.



A toddler with a speech sound disorder is at increased risk for later academic difficulties during the school years



Untreated hearing loss increases the risk for dementia. Hearing loss demands extra cognitive resources, which limits the cognitive resources that are available for memory and thinking. People with a *mild* hearing loss double their risk for dementia compared to those without hearing loss. Hearing aids have shown to slow cognitive decline in people at high risk.

◆ 2023-2024 IMPACT ◆



3,736
AUDIOLOGY
PATIENTS SEEN



568
SPEECH-LANGUAGE
PATIENTS SEEN



17,499
PATIENT
VISITS



FOR EVERY \$1 INVESTED IN CFSHC,
\$117 IS RETURNED TO THE COMMUNITY.



AN AWARD-WINNING CAST



ROAD TO SUCCESS

Didi, a vibrant, hard-working truck driver confronted the challenges of her worsening hearing loss. She suddenly had to find a place to live for her and her daughter, was in the process of changing jobs and didn't pass her required physical, due to a hearing loss. She was in crisis.



"A Triumphant Storyline!"

She found CFSHC and was quickly seen; they knew her job was in jeopardy. She was fit with hearing aids the same day. Now, Didi has a new home, a stable job and reclaimed her confidence!

HEAR TO SPEAK

Zanna, a bright and bubbly girl, struggled with a history of ear infections and was referred for a hearing test after placement of tubes. Zanna was diagnosed with an asymmetric hearing loss. To show off her bubbly personality, she decided she wanted hearing aids with sparkly purple molds!

Zanna also began her speech/language journey at CFSHC. She started therapy, focusing on soft sounds she couldn't hear before. She excelled, graduated therapy and is now a thriving student!



"A Stellar Supporting Cast!"

MEMORABLE STARS



FINDING A VOICE

Ayden, a friendly boy with lots of energy, started babbling and vocalizing like most kids, but did not develop into using words. His behavior was a challenge as he couldn't convey his wants and needs.

Ayden's story continued at CFSHC and within six months, he showed play skills, followed directions, and copied words. Ayden soared in speech and language, culminating in his graduation from therapy after 7 years.



"An Inspiring Performance!"

OUT OF ISOLATION

Armida, a native of Puerto Rico, struggled to keep up with her friends and family members. She no longer went dancing and stopped spending time with friends. She knew she had a hearing loss but had limited resources.

Armida moved to Florida and met Dr. Perez, a bilingual audiologist at CFSHC. After an emotional appointment and new hearing aids, Armida got a sense of happiness back.



"A Tear Jerking Story!"



A NEW ERA OF PARTNERSHIPS

We are thrilled to present opportunities for businesses to support our mission and make a lasting impact on our community. By becoming a sponsor, you gain visibility and recognition among esteemed guests and directly contribute to the vital services provided to those with communication challenges.

EXCLUSIVE OPPORTUNITIES

THE GALA PRESENTING SPONSOR

All materials and press releases will refer to the event as "A Night in Tinseltown, presented by **The Ruthvens**." Company name/logo (when applicable) will be highlighted in all social media, as well as radio announcements, print ads, and feature stories. Company name/logo will be included on all promo materials. Includes (16) tickets to the event, standalone logo on large screen, full-page ad in event program, and direct link to sponsor website from event website.



THE GALA DINNER SPONSOR

\$12,000

Get your business recognized in a way that piques appetites!

Includes recognition as the "Dinner Sponsor" (catered by Frescos Southern Kitchen & Bar)

- ★ (8) tickets to the event
- ★ Logo on all food stations
- ★ Standalone logo on large screen
- ★ Full-page ad in event program
- ★ Direct link to sponsor website

Provides 200 Speech Therapy Sessions



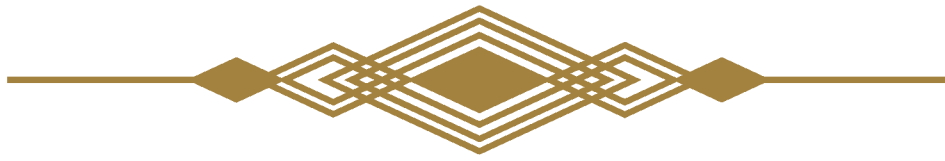
CELEBRITY APPEARANCE SPONSOR

\$12,000






















Give your business high visibility PLUS make it possible for our "local celebrities" to attend the event. These honored guests are patients of CFSHC whose stories we want to tell.

- ★ (8) tickets to the event
- ★ Logo on celebrity signage
- ★ Standalone logo on large screen
- ★ Full-page ad in event program
- ★ Direct link to sponsor website

Provides 145 Hearing Evaluations



PREMIER OPPORTUNITIES

	RED CARPET ROYALTY	SILVER SCREEN STAR	HOLLYWOOD ICON	MOVIE MOGUL
				
INVESTMENT	\$10,000	\$7,500	\$5,000	\$1,500
EVENT TICKETS				
BIG SCREEN DISPLAY	 <i>Standalone logo</i>	 <i>Shared logo</i>	 <i>Shared name</i>	 <i>Shared name</i>
PROGRAM AD	 <i>1/2 Page</i>	 <i>1/4 Page</i>	 <i>1/8 Page</i>	
WEBSITE LINK				
SOCIAL MEDIA SPOTLIGHT		 <i>Shared spotlight</i>	 <i>Shared name listing</i>	
IMPACT TO THE COMMUNITY	Provides 167 Speech Therapy Sessions	Provides Hearing Evaluations for 91 Adults	Provides Hearing Tests for 20 Children	Provides Speech Evaluations for 10 Children

UNIQUE SPONSORSHIP OPPORTUNITIES

We offer limited-availability partnership opportunities for your company. In keeping with this year's theme of duos, we've created the following sponsorship opportunities that are sure to get you noticed.

\$2,500 each, limited to two sponsors per category

In addition to the exclusive recognition noted below, all two-of-a-kind sponsorship levels include (4) event tickets, recognition via slides on large projection screen and in event program, and direct link to sponsor website from official event website.



BAR SPONSOR

Welcome guests at the bar during the event by featuring your company signage everywhere drinks are served.



SIGNATURE COCKTAIL SPONSOR

Tag along with guests as they sip on our signature cocktails, served in cups bearing your logo with naming rights included!



COCKTAIL NAPKIN SPONSOR

Welcome guests at the bar during the event by featuring your company on cocktail napkins given out with each drink.



VALET SPONSOR

You'll be the star of the red carpet as guests arrive.



REGISTRATION/CHECK-OUT SPONSOR

Be one of the first to greet guests as they register and the last to say goodbye as they check-out.



ENTERTAINMENT SPONSOR

You'll be the talk of the town with your name announced over the mic.



TECHNOLOGY SPONSOR

Have your logo placed on all contestant bidding sites for optimal clicks.



PHOTO BOOTH SPONSOR

Attendees will take your logo home on their commemorative photos.



2024 PARTNERSHIP COMMITMENT FORM

PARTNER INFORMATION

Company or Donor Name *(how you'd like to be recognized)*

Contact Name *(if different than Donor Name)*

Street Address

City

State

Zip

Phone

Email

Website

Contestant team to attribute sponsorship to

EXCLUSIVE PARTNER OPPORTUNITIES



Presenting | SOLD!



Dinner | \$12,000



Celebrity Appearance | \$12,000

PREMIER PARTNER OPPORTUNITIES



Red Carpet Royalty | \$10,000



Silver Screen Star | \$7,500



Hollywood Icon | \$5,000



Movie Mogul | \$1,500

SPECIALIZED PARTNER OPPORTUNITIES

\$2,500 EACH

- ★ Bar Sponsor
- ★ Signature Cocktail Sponsor
- ★ Cocktail Napkin Sponsor
- ★ Valet Sponsor
- ★ Registration/Check-Out Sponsor
- ★ Entertainment Sponsor
- ★ Technology Sponsor
- ★ Photo Booth Sponsor

INDIVIDUAL TICKETS

One Ticket \$150 Each X _____ Number of Tickets = \$ _____ Total

Pair of Tickets \$275 Each X _____ Number of Pairs = \$ _____ Total

TOTAL COMMITMENT \$ _____

PAYMENT INFORMATION

- Check enclosed Credit card (*We will contact you to make payment*)
- Please send invoice

Payments can also be made at www.cfshcgala.org

Please make checks payable to: Central Florida Speech and Hearing Center.
Mailing Address: 3020 Lakeland Highlands Rd., Lakeland, FL 33803

For more information regarding The Gala, sponsorship opportunities, tickets or ways to volunteer, please contact Tiffany Taylor at 863.245.8078 or ttaylor@cfshc.org.



FORM AND NAME/LOGO DUE BY SEPTEMBER 5, 2024.



Central Florida Speech and Hearing Center is a premier, world-class speech, language and hearing disorders treatment facility in the beautiful heart of Central Florida and Polk County. Just as we have for 62 years, we welcome every patient and celebrate the dedication of our professional staff who have answered the call for outstanding, compassionate care.

Central Florida Speech & Hearing Center is a 501(c)3 not-for-profit organization dedicated to helping people communicate better and connect with one another.



3020 Lakeland Highlands Road
Lakeland, FL 33803
www.cfshcgala.org