

PRESENTED BY



BANK OF AMERICA

Women in Manufacturing

SPEAKER SERIES

SEPTEMBER 26

2024

5:00pm - 7:30pm



REGISTER NOW!

- Copy of Speaker's Book + Book Signing
- Heavy Hors d'oeuvres
- Networking & Open Bar Reception (beer & wine)

LISA LUTOFF-PERLO

PRESIDENT & CEO, FIFA WORLD CUP 2026

MIAMI HOST COMMITTEE

AUTHOR, *MAKING WAVES*

FORMER CEO, CELEBRITY CRUISES

\$95
per person

Lauderdale Yacht Club

1725 SE 12th St, Fort Lauderdale, FL 33316



SOUTH FLORIDA MANUFACTURERS ASSOCIATION

SFMA WOMEN IN MANUFACTURING

FIRESIDE CHAT WITH LISA LUTOFF-PERLO

DATE

Thursday, September 26, 2024

TIME

5:00pm to 6:00pm – Networking & Cocktail Reception

6:00pm to 7:00pm – Fireside Chat

7:00pm to 7:30pm – Book Signing

LOCATION

Lauderdale Yacht Club

1725 SE 12 St, Fort Lauderdale, FL 33316

TICKETS

- \$95 per person
- 5 Ticket Bundle: \$425
- 10 Ticket Bundle: \$850



Join the South Florida Manufacturers Association (SFMA) for an exclusive fireside chat with Lisa Lutoff-Perlo, a global business powerhouse and trailblazer in the hospitality industry. This event is a unique opportunity to hear from one of the most influential leaders in the field and to connect with other professionals dedicated to advancing women in manufacturing while also supporting Junior Achievement of South Florida!



2022 WIM SPEAKER SERIES
WITH RITA CASE

President & CEO
FIFA World Cup 2026 Miami Host Committee



Author, *Making Waves*
Former CEO, Celebrity Cruises

ABOUT THE SPEAKER
LISA LUTOFF PERLO

Global hospitality powerhouse and South Florida Business Journal and Forbes Travel Guide Lifetime Achievement Award recipient, **Lisa Lutloff-Perlo** is President & CEO of FIFA World Cup 2026 Miami Host Committee. Lisa brings her nearly four decades-long leadership, strategic vision, and business success to the “pitch” as the head of the Miami Host Committee. She is responsible for leading the strategy, fundraising, fan activations, and operations for the seven FIFA World Cup matches Miami will host in 2026 at Hard Rock Stadium.

ABOUT JUNIOR ACHIEVEMENT OF SOUTH FLORIDA

With the help of over 5,100 trained corporate and community volunteers and mentors, JA delivers over 20 unique programs to more than 74,000 students in classrooms throughout Broward and south Palm Beach counties and at JA World Huizenga Center at the Lillian S. Wells Pavilion on the Broward College North Campus, a first-class facility housing two JA BizTowns and JA Finance Park.

OVERVIEW

Junior Achievement of South Florida is training the next generation of business leaders, employees and consumers by educating students about financial literacy, entrepreneurship and work readiness.

HISTORY

Junior Achievement of South Florida (JA) has impacted more than 1.2 million students since its inception in 1959, when JA partnered with the Rotary Club of Fort Lauderdale to launch the organization under the umbrella of JA USA. In the first 50 years, JA served 500,000 students, an average of 10,000 a year in classrooms across Broward and south Palm Beach counties.

In 2009, JA World Huizenga Center at the Lillian S. Wells Pavilion, the largest single JA center, was opened on the north campus of Broward College. Through a partnership agreement that continues today, Broward County Public Schools committed that every 5th and 8th grader would participate in this experiential education both in the classroom and in simulations that mimic real life at JA World. Since the opening of JA World, JA has served another 600,000 5th and 8th grade students and thousands of high school students.



**Junior
Achievement™**
of South Florida



JA Values

- Drive and embrace change.
- Be bold, innovative and creative.
- Do it with passion.
- Commit to growth.
- Build awesome relationships.
- Own your actions.
- Deliver the WOW.
- Celebrate uniqueness.
- Bring fun and energy.
- Be true, be you.

PRESENTING SPONSOR - \$5,000

For organizations that pride themselves on empowering women for success, aligning with this program offers a prime opportunity to showcase commitment and involvement. This event, celebrated in the glamour of a red-carpet affair, presents numerous advantages for the Presenting Sponsor, as outlined below:

Co-Branding Opportunities

- Event Titling: The SFMA Women in Manufacturing Speakers Series, presented by [Your Company Name], ensuring prominent visibility.
- Visual Presence: Your company's name and logo will be displayed throughout the event, ensuring attendees associate your brand with excellence.
- Acknowledgment: Special acknowledgment by the SFMA President from the dais, along with a photo opportunity at the Step and Repeat Screen alongside our speaker, highlighted across social media platforms.

Marketing Benefits

- Digital Campaign: From the moment of sponsorship commitment through the event in September, and continuing with post-event exposure, your brand will be featured in e-blasts, press releases, and on social media.
- Regional Outreach: Targeted marketing efforts reach members and manufacturers across the SFMA's geographic reach in South Florida, as well as an extended distribution.
- Exclusive Marketing Materials: Presenting Sponsor's name and logo will be prominently displayed in all marketing materials throughout the event, including SFMA's general e-blasts.
- Social Media: Presenting Sponsor's name and logo will be featured as the Presenting Sponsor in all social media posts.
- Promotional Content: Presenting Sponsor's name and logo will be featured in the press release and program materials. The Presenting Sponsor's logo will be displayed on all materials and correspondence, as well as the program.
- Video Distribution: The Presenting Sponsor can provide a company video to the SFMA to be used for promotion on social media. The video should be supplied by the Presenting Sponsor to the SFMA.

Exclusive Involvements

- Event Participation: Receive 8 tickets to the event, with a privileged role from the dais to introduce your company, its community, and manufacturing contributions, followed by onstage recognition.

Additional Perks

- Appreciation Plaque: A token of appreciation presented during the event, commemorating your support as the Presenting Sponsor.
- Ongoing Recognition: Further acknowledgment from the dais at subsequent SFMA events and prominent media recognition through press releases distributed to major outlets.

SOLD

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GOLD SPONSOR - \$3,000

- Company name and logo appear on event digital marketing campaigns, including e-marketing and social media.
- Receive solo social media marketing as a Gold Sponsor before and after the event. This will be a company-specific social media marketing campaign, with frequency determined by how close the sponsorship is secured to the event.
- Company name and logo appear on all marketing collateral before and after the event, including the SFMA's general e-blasts with sponsor logos present.
- Company name and logo appear on marketing materials during the event.
- 6 tickets to the Speakers Series.



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WITH RITA CASE



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SILVER SPONSOR - \$2,000

- Company name and logo appear on event digital marketing campaigns, including e-marketing and social media.
- Company name and logo appear on all marketing collateral before and after the event, including the SFMA's general e-blasts with sponsor logos present.
- Company name and logo appear on marketing materials during the event.
- Receive 4 tickets to the Speaker Series.





2022 WIM SPEAKER SERIES
WITH RITA CASE

BRONZE SPONSOR - \$1,250

- Company name and logo appear on event digital marketing campaigns, including e-marketing and social media.
- Company name and logo appear on all marketing collateral before and after the event, including the SFMA's general e-blasts with sponsor logos present.
- Company name and logo appear on marketing materials during the event.
- Receive 2 tickets to the Speaker Series.

ASSOCIATE SPONSOR - \$500

- Company name and logo appear on event digital marketing campaigns, including e-marketing and social media.
- Company name and logo appear on all marketing collateral before and after the event, including the SFMA's general e-blasts with sponsor logos present.
- Company name and logo appear on marketing materials during the event.

Secure Your Sponsorship Today!

Lisbeth Pena

Member Experience and Development Manager

lpna@sfma.org



ABOUT THE SFMA

The South Florida Manufacturers Association (SFMA) is a non-profit trade association founded in 1961 to support and promote manufacturers in South Florida. SFMA represents companies in Miami-Dade, Broward, Palm Beach counties, and the Treasure Coast, fostering collaboration, education, and advocacy within the manufacturing community. Since 2016 the SFMA has provided a \$2.5 billion operational impact to manufacturers in South Florida.