

OIC OF SOUTH FLORIDA
MIDDLE CLASS

SUMMIT

ASPIRE. PREPARE. ACHIEVE.

2024

SPONSORSHIP
OPPORTUNITIES

OIC of South Florida
Middle Class Summit

OIC
OF SOUTH FLORIDA

OCTOBER 2-3, 2024 • SEMINOLE HARD ROCK HOTEL & CASINO • HOLLYWOOD, FL

OUR HISTORY

From an abandoned jailhouse in north Philadelphia at the height of the 1960s Civil Rights movement, Rev. Dr. Leon H. Sullivan founded the first Opportunities Industrialization Center — OIC. The purpose was to provide fundamental training, talent and skill development, employment readiness — and economic opportunity — in the most impoverished communities in the city. Dr. Sullivan believed that jobs were the key to the economic development and true empowerment of individuals living in these communities.



Dr. Sullivan addresses the crowd in Philadelphia during the grand opening of the first OIC.

Under his leadership, OIC became an international organization providing employment training and workforce development services on a global scale. Today, OIC continues to operate in nearly 20 states and some countries abroad.



Rev. Dr. Leon Sullivan (1922–2001) and his wife, Grace, say goodbye to church members after his last sermon as pastor of Zion Baptist Church in Philadelphia, June 26, 1988.

OIC OICSFL.ORG
OF SOUTH FLORIDA

VISION | MISSION | IMPACT

our Vision

Communities in which all individuals and families are prosperous.

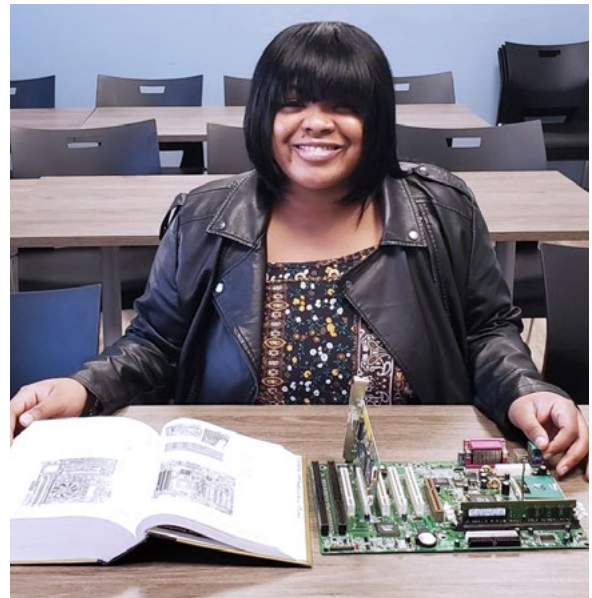
our Mission

Our mission is to provide training and skill development to youth and adults who lack opportunity and resources, providing access to meaningful careers so they become self-sufficient, valued and confident members of their communities.



“As youth, we need to speak up. You can’t be influencing policies that are going to be specific to me without my input.”

— Christina Duncan, Vice President, OIC of South Florida Youth Leadership Council, speaking at the 2022 Middle Class Summit.



Amber was one of the first enrollees when the **CompTIA A+ IT** professional certification training program launched.

our Goals

- Prepare job seekers for 20th century careers.
- Improve youth and adult decision-making skills to foster a thriving workforce.
- Heighten youth awareness of healthy relationships, academic proficiency and emotional and social development.
- Contribute to Miami-Dade and Broward Counties’ tax base via job placements.

ABOUT

The Middle Class Summit

OIC of South Florida's 2024 Middle Class Summit is a two-day conference designed especially for educators, workforce and economic development professionals, youth, community members, employers, human services stakeholders, policymakers and others who want to take an active role in addressing the challenges facing the middle class and those aspiring to enter it.

The Summit's purpose is to focus on the employment and economic development needs of the middle class with the intent to foster open and ongoing dialogue that drives progress to remove or abate obstacles like rising health care costs, unaffordable housing and inflation, among others, that threaten the realization of a thriving middle class.

By bringing together diverse leaders, the Middle Class Summit works to galvanize research, funding opportunities, strategic practices, labor market trends and the talent pipeline to create an ecosystem where individuals, families, communities, states and the nation all benefit from a strong and formidable middle class.

Outcomes from the Summit should inform policies and practices for improving community collaboration and maximizing resources. In doing so, OIC of South Florida seeks to highlight, harness and enhance the operational strengths of stakeholders in South Florida – and beyond. We encourage and welcome you to join us in this endeavor by becoming a featured sponsor for the 2024 Middle Class Summit.

Together, we can build the necessary foundation to truly empower people to aspire, prepare and achieve.



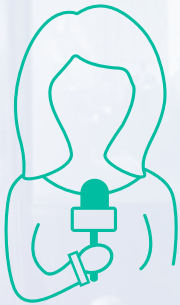
2022 Middle Class Summit **BY THE NUMBERS**



500
attendees



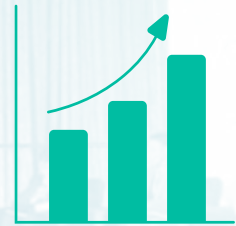
192
organizations



25
*local & national
media stories*



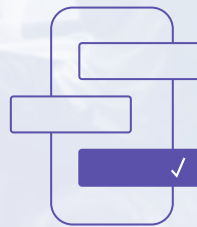
110,000
press views



\$37,000+
equivalent ad value



1.9B
*social media
impressions*



45,000+
*digital ad
impressions*



16,000+
website page views

OIC OF SOUTH FLORIDA
MIDDLE CLASS
SUMMIT

2024 Sponsorship Levels

ASPIRE. PREPARE. **ACHIEVE.**

BENEFITS OF SPONSORSHIP	PRESENTING	TITLE	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE
	\$100,000+	\$50,000+	\$25,000	\$10,000	\$5,000	\$2,500	\$1,500
Introduce opening program on day of event	●	●					
Sponsorship recognition award	●	●	●				
30-second video ad played during session transitions	●	●	●				
Logo displayed on screen during Keynote Speaker event	●	●	●				
Logo on all 2024 Middle Class Summit print and digital marketing materials including on-site signage	Premium size and placement	●	●				
VIP reserved tables for 2-day event	2	2	1				
Complimentary tickets to event (meals, snacks and soft drinks included)	16	16	8	6	4	2	
Ad in Summit Event Guide and Souvenir Journal	Full-page, full-color, inside front cover	Full-page, full-color, inside back cover	Full-page, full-color	Half-page, full-color	Half-page, full-color	Quarter-page, full color	Business card, full-color
Inclusion of promo items in Summit bag	●	●	●	●			
Logo displayed on all Summit advertising materials including social media	●	●	●	●			
Recognition on OIC of South Florida website after the event	●	●	●	●			
Acknowledgement of Sponsorship at Summit	●	●	●	●	●	●	●
Logo inclusion in sponsor carousel on event website	●	●	●	●	●	●	●

additional Sponsorship Opportunities

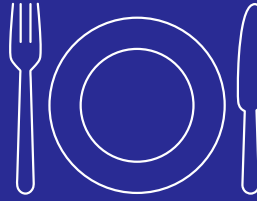
VIP Reception Dinner Sponsor

Day 1 or 2 Lunch Sponsor

Day 1 or 2 Breakfast Sponsor



\$10,000



\$5,000



\$2,500

Sponsor today!

Complete the sponsorship application and provide your preferred method of payment.



Click or scan
this code to
complete the
sponsorship
application.

Thank you for your generous support of this groundbreaking event. If you have questions or need assistance with your application, contact Whitney Larmond, Community Outreach and Events Manager, at wlarmond@oicsfl.org or (954) 368-5652.

Want your sponsorship to live beyond the Middle Class Summit and make an even bigger impact?

We have custom sponsorship packages that continue making an impact long after the curtain closes on the Summit. Contact our team to discuss a custom sponsorship package.

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OCTOBER 2-3, 2024
Seminole Hard Rock Hotel & Casino
Hollywood, FL

MiddleClassSummit.com



BROWARD COUNTY

3407 NW 9th Avenue, Suite 100
Fort Lauderdale, FL 33309
(954) 563-3535

MIAMI-DADE COUNTY

5120 NW 24th Avenue
Miami, FL 33142
(305) 638-4880



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