

OIC OF SOUTH FLORIDA MIDDLE CLASS SUMMIT

IMAGINE. INNOVATE.
ELEVATE.

2026

Sponsor Guide

OIC of South Florida
Middle Class Summit

September 9-10, 2026

Seminole Hard Rock
Hotel & Casino
Hollywood, FL

MIDDLECLASSSUMMIT.COM

25
YEARS
20IC
OF SOUTH FLORIDA

OICSFL.ORG

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.

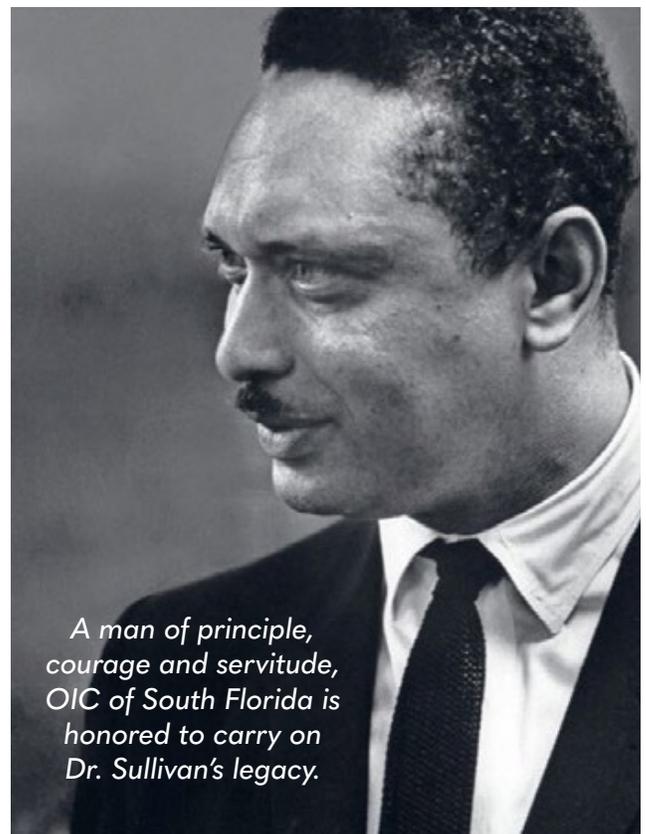


Dr. Sullivan addresses the crowd in Philadelphia during the grand opening of the first OIC.

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.



A man of principle, courage and servitude, OIC of South Florida is honored to carry on Dr. Sullivan's legacy.

Strategy & 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.

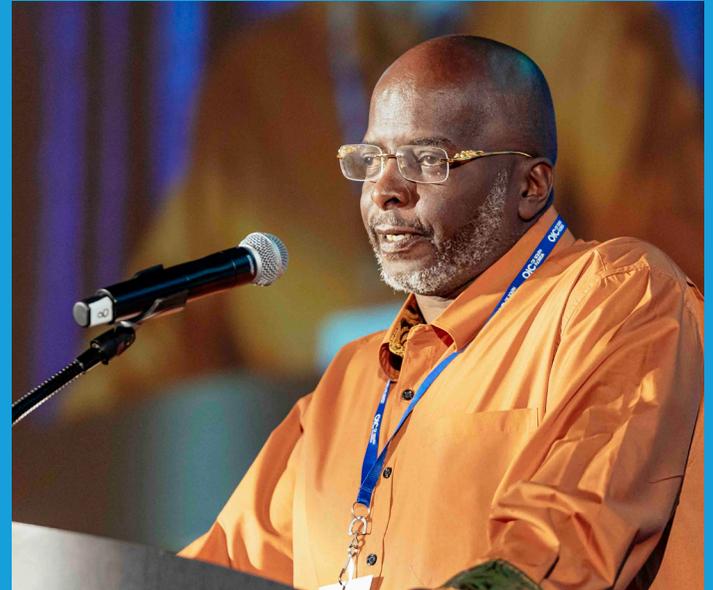
Our Goals

- 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.

"I never lost hope."

— Sidney Holmes, an OIC of South Florida client

Impact in Action



Sidney Holmes shares his story at the 2024 Middle Class Summit where he received the Perseverance Award.

From Wrongful Imprisonment to Empowerment

With the help of OIC of South Florida, Sidney Holmes turned 34 years of wrongful incarceration into to a whole new beginning — an unbelievable journey of forgiveness and transformation.

On March 13, 2023, Sidney Holmes, then 57, walked out of prison a completely exonerated and free man — finally. He walked right into the open arms of his family who never wavered in their support. For that he says he is grateful. "I never lost hope," he said. "My Christian faith wouldn't let me. I also can't have hate. Just have to keep moving."

Click or scan to read Sidney's story at oicsfl.org.



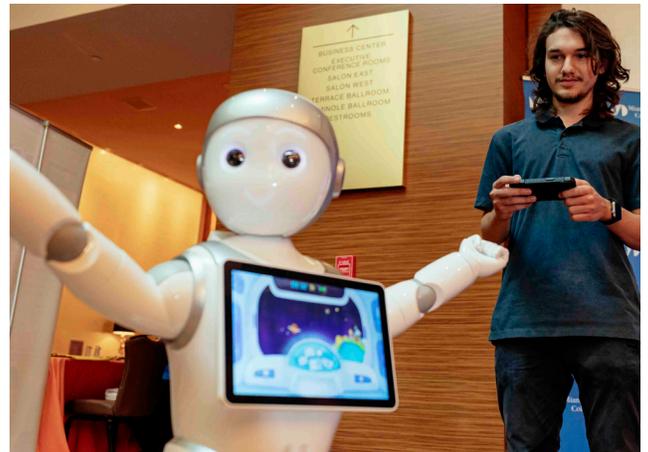
About the Middle Class Summit

As OIC of South Florida proudly celebrates 25 years of service, impact and economic mobility, the 2026 Middle Class Summit stands as a signature milestone in our anniversary year. This two-day conference is designed for educators, workforce and economic development professionals, youth advocates, employers, community members, human services leaders and policymakers – all united by a shared commitment to strengthening the middle class and expanding pathways into it.

For a quarter century, OIC of South Florida has worked to advance opportunity and economic stability. The Middle Class Summit carries that legacy forward by focusing squarely on the employment and economic development needs of today's middle class – and those striving to reach it. Our goal: to spark open, solutions-oriented dialogue that tackles the real barriers families face, from rising health care costs to unaffordable housing and the growing pressures of inflation. We'll also delve into the implications of Artificial Intelligence and what it means for the workforce today, tomorrow and beyond.

By convening a diverse network of regional and national leaders, the Summit serves as a catalyst for aligning research, funding opportunities, strategic practices, labor market trends and the talent pipeline. Together, these elements help build an ecosystem where individuals, families, communities, municipalities, states – and ultimately, the nation – can benefit from a strong, resilient and expanding middle class.

Outcomes from the Summit will inform forward-thinking policies, innovative practices and collaborative approaches that maximize resources and deepen community impact. In this landmark 25th anniversary year, OIC of South Florida is committed to elevating the strengths, voices and contributions of our partners across South Florida and beyond.



We invite you to join us as a featured Silver sponsor of the 2026 Middle Class Summit.

Together, we can honor **25 years of progress** while laying the foundation for the next generation of opportunity, prosperity and economic mobility.

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A Higher Level of Partnership

INTRODUCING THE ALL-NEW

Annual Signature Event Sponsor Package

2026 marks a milestone year for OIC of South Florida and a powerful moment to stand with an organization shaping opportunity across the region. The **Annual Signature Event Sponsor Package** gives partners a **year-long presence** across all five of OIC of South Florida's 25th anniversary events, connecting your brand to the programs, people and progress driving South Florida forward.

This exclusive package positions your organization as a committed champion of education, workforce development and community advancement, with sustained visibility and engagement from start to finish.

This is more than a sponsorship. It's a chance to help shape the next 25 years of possibility.

This Premier Package Includes:

- Middle Class Summit
- STEAMFest
- Partner Breakfast
- Grassroots Pastor's Breakfast
- Career Graduation Ceremony

STEAMFest Inspiring the Next Generation of Innovators



STEAMFest is one of OIC of South Florida's most dynamic youth events, an immersive hands-on experience that introduces hundreds of K-12 students to science, technology, engineering, arts and mathematics. Through interactive demonstrations, emerging technologies and real-world exploration, students gain early exposure to fields that are shaping the future economy.

For many young participants, STEAMFest is a defining moment that broadens their vision of what is possible. By supporting this signature event, partners help open doors for students of every background and strengthen South Florida's future workforce.

Investing in STEAMFest means investing in the next generation of creators, thinkers and innovators.

Learn more at OICSouthFloridaSTEAMFest.org.

2026 Sponsor Packages

SPONSOR BENEFITS	PRESENTING	ALL NEW! ANNUAL SIGNATURE	CELEBRATE WITH US SILVER VISIONARY	FUTURIST	INNOVATOR	COLLABORATOR	CONTRIBUTOR
	\$100,000+	\$75,000	\$25,000	\$10,000	\$5,000	\$2,500	\$1,500
Introduce opening program on either day of event	●	●					
Full sponsorship benefits across all five 25th anniversary events in 2026	●	●					
Sponsorship recognition award	●	●	●				
30-second video ad played during session transitions	●	●	●				
Logo displayed on screen during Keynote Speaker event	●	●	●				
Logo on all 2026 Summit print & 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 & soft drinks included)	16	16	8	6	4	2	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	●	●	●	●	●	●	●

2024 Summit Outcomes



525+

attendees



220

organizations



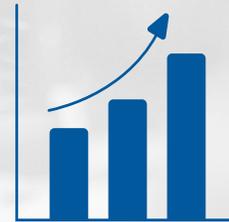
39

local & national
media stories



2.96M

press views



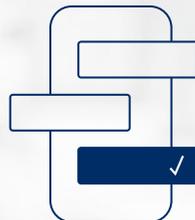
\$58,000+

equivalent ad value



24k

organic social
media views



48,000+

digital ad
impressions



27,000+

website page views

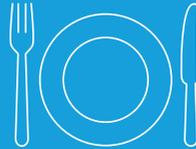
Additional Sponsorship Opportunities

VIP Reception Sponsor



\$10,000

DAY 1 OR 2
Lunch or Networking
Event Sponsor



\$7,500

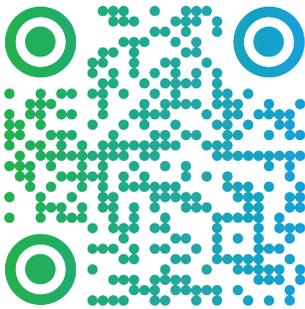
DAY 1 OR 2
Breakfast Sponsor



\$5,000

Sponsor today!

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



Click or scan to visit
MiddleClassSummit.com and
complete the sponsor 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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SEPTEMBER 9-10, 2026

Seminole Hard Rock Hotel & Casino
Hollywood, FL

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REGIONAL CAMPUS

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

HEADQUARTERS

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

TECH & SKILLED TRADES CAMPUS

**Workforce Training Center
at the Housing Authority of the
City of Fort Lauderdale**
500 W Sunrise Boulevard
Fort Lauderdale, FL 33311
(954) 556-4100



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