

## 2026 Sponsorship Proposal



We're a South Florida 501(c)3 non-profit organization dedicated to raising awareness and funds to support the One-in-Five Youth who identify as LGBTQ+.

**Our signature June event is USA's largest LGBTQ+ Pride-on-Water fundraiser.**

Floatarama makes grants to agencies providing services to LGBTQ+ Youth, including Homelessness, Health & Wellness, Suicide & Bullying Prevention, Education & Arts.

**Over \$400,000 total to date**

**\$160,000 in 2025**

[Floatarama.org](http://Floatarama.org)

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# FLoatarama's Mission

## #HaveFunDoGood

1. Maximize fundraising to support LGBTQ+ Youth in South Florida.
2. Foster philanthropy & networking through FLoatarama Founder's Club.
3. Create captivating & fun events to increase community engagement and enhance Fort Lauderdale, Wilton Manors & Oakland Park's appeal as a safe, welcoming and vibrant LGBTQ+ destination & home location.

Build strategic partnerships with aligned local & national organizations, including businesses, non-profits, foundations, local government, etc. to achieve these objectives.

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# FLOATARAMA Philanthropy



- Annual **FLOATARAMA LGBTQ Youth Fund** grant award
  - Lifting up LGBTQ+ Youth in South Florida
  - **\$160,000 in 2025**
  - **\$400,000+ total to date** (first 4 years of FLOATARAMA Inc.)
- **2025: \$160,000** awarded to 12 worthy local agencies
  - **SunServe** - \$20,000 (critical health & wellbeing services)
  - **South Florida Pride Youth Band** - \$20,000 (youth band & scholarship)
  - **Jewish Community Services** - \$20,000 (LGBTQ+ Youth program)
  - **Big Brothers Big Sisters** - \$15,000 (GSA Mentoring program)
  - **N.V.E.E.E** - \$15,000 (AFFIRM program)
  - **Safe Schools South Florida** - \$15,000 (Health Education program)
  - **Sunshine Pride House** - \$10,000 (Homeless LGBTQ+ Youth)
  - **PRISM** - \$10,000 (Content Creation Task Force)
  - **The Humanity Project** - \$10,000 (Anti-Bullying program)
  - **Brévo Theatre** - \$10,000 (Rooted & Resilient Monologue)
  - **TransEd** - \$10,000 (GED Certification support)
  - **Alliance for LGBTQ Youth** - \$5,000 (ChangeMakers program)



THE  
**OUR  
FUND**  
FOUNDATION



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# Why Sponsor FLoatarama?

- **Critical funding support for LGBTQ+ Youth**
  - Extensive data highlights urgent need
- **Positive Brand Association**
  - FLoatarama's strong philanthropic reputation and established track record
- **Extensive Media Inclusion**
  - Local & national press, TV, social media, etc.
- **Engaged Event Participants**
  - 400-500 attendees, 3,000+ Facebook group, and ~2,000 mailing list
- **Well Qualified Founder's Club Demographics**
  - 80+ households / 150 members donating \$1,000+/yr

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Americans are two times more likely to buy & use brands that support LGBTQ+ rights; and 71% of LGBTQ+ adults in the U.S. are more likely to buy products from companies that purposefully reach out to the LGBTQ+ community. ([GLAAD/Edelman research](#))

# 7<sup>th</sup> Annual FLoatarama



The largest LGBTQ+ Pride-on-Water fundraiser in America!

- Presented by Seminole Hard Rock Hotel & Casino
- Saturday 13<sup>th</sup> June 2026
- Mimosa Reception at Bokamper's ~10:00-11:00am
  - South Florida Pride Jazz Band, VIP Guest Remarks
- Brunch Cruise on Yacht Catalina ~11:00am-1:30pm
  - 400-500 celebrants, DJ Trevor Oldroyd + Included Brunch & Bar
- Waterfront Tea Dance at Bokamper's ~1:30-4:30pm
  - DJ Matt Consola + Included Bar



# 2026 Sponsorship (June event)

\* All levels can be customized to fit your unique objectives.



## Presenting Sponsor

**\$30,000**

- Logo co-branding throughout 2026
- 10 event tickets
- Engagement opportunities at June event and October check presentation & reception for grant recipients
- Inclusion on all press and marketing materials (ship & land)
- Stand-alone signage & flag
- Dedicated social media and email blast to Floatarama's database

## Platinum Sponsor

**\$15,000**

- Logo co-branding during day-long Floatarama celebration
- 6 event tickets
- Logo prominently featured on banners and signage (ship & land)
- Inclusion on all press and marketing materials
- Inclusion in social media and email blasts to Floatarama's database

## Gold Sponsor

**\$7,500**

- Logo co-branding during day-long Floatarama celebration
- 4 event tickets
- Logo featured on banners and signage (ship & land)
- Inclusion on all press and marketing materials
- Inclusion in social media and email blasts to Floatarama's database

## Silver Sponsor

**\$5,000**

- Logo co-branding during day-long Floatarama celebration
- 2 Event tickets
- Logo featured on banners and signage (ship & land)
- Inclusion on all press and marketing materials
- Inclusion in social media and email blasts to Floatarama's database

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# Founder's Club

- FLoatarama's core supporters who share interest in building our community & fostering philanthropy to better serve LGBTQ+ youth
- **80+ Households** comprising **~150 Members & Mates**
- Each Household donating **\$1,000 - \$10,000+** per annum
  - “Admiral Level” (\$10,000+)
  - “Commodore Level” (\$5,000-\$9,999)
  - “Captain Level” (\$2,500-\$4,999)
  - “Commander Level” (\$1,000-\$2,499)
- Quarterly exclusive Founder's Club events
- **Sponsorship opportunities available!**

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# Philanthropic Travel

- Significant incremental FLoatarama fundraising opportunity
  - FLoatarama acts as travel agent & host to earn commission
- **December 2024: German Holiday Markets River Cruise**
  - In partnership with SunServe, sold out!
- **August 8-15, 2025: Rhine Redefined**
  - In partnership with SunServe, sold out!
- **July 31–August7, 2025: Amsterdam Pride**
  - Late addition, sold out!
- **2027 in planning**
- **Sponsorship opportunities available!**

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Thank you!

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# FLoatarama, Inc.

- FLoatarama is a registered 501(c)3 non-profit organization
  - Incorporated NOV-2021, EIN: 87-3441222, FDACS: CH68025, DUNS: 044839391, GuideStar/Candid Platinum 2026
- FLoatarama is dedicated to raising awareness & funds to lift up LGBTQ+ Youth through engaging events with integrity and transparency
- FLoatarama Founder's Club
  - 80+ active & accomplished households with a shared interest in building our community and fostering philanthropy to better serve LGBTQ youth, each donating \$1,000-10,000+/annum to FLoatarama.
- Board of Directors
  - [Scott Schramm](#) - President      [Roderick MacKenzie](#) - VP, Treasurer      [Diana Hanford](#)
  - [George Kowalski](#)      [Tom Boyd](#)      [Gary Mudd](#)
  - [Wayne Jarvis](#)      [Randi Adler](#)
- 2026 plans
  - Signature Pride-on-Water FLoatarama Fundraiser – 13<sup>th</sup> June 2026
  - Annual Check Awards Party – October 2026
  - Quarterly exclusive Founder's Club events & receptions
  - Other plans in development





# 2025 Sponsors



HOLLYWOOD, FL THE GUITAR HOTEL\*

