



**CHARITY
CHALLENGE
XXVII**

MAY.19.2012 • FLORIDA CITRUS BOWL • DOWNTOWN ORLANDO
TEAM / SPONSORSHIP INFORMATION

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History

Charity Challenge was founded to bring the Central Florida community together by providing an opportunity for young adults to have fun and give back to local charities at the same time. Under the direction of Former Florida State Senator Lee Constantine, the founder of Charity Challenge, it has been able to maximize the effectiveness of every dollar contributed through volunteerism.

Throughout the years, Charity Challenge continues to bring together co-ed teams from the hospitality and apartment industries for a full day of spirited athletic competition in six exciting sporting events including: basketball hotshots, canoe relay, obstacle course, tubing relay, volleyball and tug-of-war tournaments.

Charity Challenge has evolved from a four-team, backyard event into a multi-media extravaganza with nearly 100 teams competing and the loyal support of more than 200 sponsors. Since its inception, Charity Challenge has awarded nearly \$5 million to local charities, including \$220,000 to 73 charities in 2011, making it the largest independent charity in Central Florida.

For many businesses, Charity Challenge has proven to be a remarkable way of becoming more involved in the community while achieving high visibility for such a positive undertaking. Companies are able to receive positive community exposure while providing valuable philanthropic resources to the charity of their choice. The Charity Challenge staff, volunteers and participants work together to provide charities with the outlet they need to make a bright future for the community.

Event Details

Come out and join us on **Saturday, May 19, 2012** at the **Florida Citrus Bowl** for our **27th year** and be a part of the splendor that is Charity Challenge.

Time: 10 a.m. – 6 p.m.

Locations: Florida Citrus Bowl – Southern Grounds

The following pages will answer many questions regarding ways you can participate, either as a team or sponsor, in Charity Challenge XXVII. Whichever way you choose to get involved, we are confident you will be pleased with the benefits this event will bring to your organization and community.

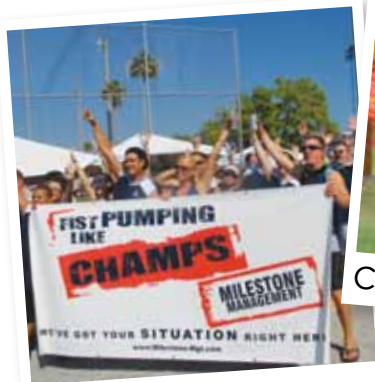


2011 Charities included, but are not limited to:

AAGO Foundation	Coalition of the Homeless Central Florida	Kids House of Seminole County
Acts Foundation	Community Coordinated Care for Children (4C)	Kidworx
Agape Perfecting Ministries	Dream Flight USA	Leukemia and Lymphoma Society
American Cancer Society	Epilepsy Association of Central Florida	Make-A-Wish of Central/Northern Florida
American Heart Association	Finding the Lost Sheep	Model U.N.
Annunciation Catholic Church	Florida Citrus Bowl Foundations, Inc.	National Transplant Association Fund (NTAF) in honor of Aaron Teel
Arnold Palmer Medical Center Foundation	Florida Hospital Foundation	New Hope for Kids
Athletes for Hearts	Florida Hospital SHARES International	Orlando Magic Youth Foundation
Back to Nature Wildlife Refuge	Forgotten Ones, Inc.	Orlando Minority Youth Golf Association
Beta Center	Fredreich Ataxia Research Alliance	Pediatric Cancer Foundation
Boy Scout Troop 200	Friend of the Wekiva River	Quest, Inc.
Boys & Girls Club	FRLA Foundation	Recovery House of Central Florida
Boys Town of Central Florida	Gabriel Mountain Kidney Foundation	Resource for Human Development
Bread of Life Fellowship	Gift for Teaching	Ronald McDonald House
Breast Cancer Research Foundation	Give Kids the World	Rotary Club of Longwood
Center for Drug Free Living	God's Eternal Miracle Ministries	Runway to Hope
Central Florida Children's Home Society	Guys with Ties	Safehouse of Seminole
Central Florida Dream Center	Haynes Family Reunion	Second Harvest Food Bank
CFHLA Educational Trust	Heart of Central Florida United Way	Seminole State College of FL, Automotive Program
Children's Miracle Network	Hope Foundation for the Homeless	SPCA of Central Florida
Christian HELP	Hospice of the Comforter	Springs of Tampa Bay Inc.
City of Life Foundation	Jesus Is 4 Foundations, Inc.	St. Jude Children's Research Hospital
City of Orlando Charities		St. Mary Magdalene Catholic Church
		Suburban Republican Women's Club
		Tee-Lo Golf
		Total Freedom Program
		UCF Foundation
		Victim Service Center
		YMCA - Lake Nona

In 2011, Charity Challenge Inc. was proud to have the opportunity to donate **\$220,000** to Central Florida charities.





TEAM BUILD



CHALLENGE



SYNERGY



GIVE BACK



HAVE FUN DOING IT!

Team Build Camaraderie among your group!

Challenge Yourself, your team and others in your industry!

Synergy Among co-workers and the community!

Give Back To whichever charity you choose!

Have Fun Doing It!



Event Details / Schedule Of Events

Challenge

- Basketball Shootout – Shoot from various distances for most points
- Canoe Relay – Two three-person runs, using best time
- Obstacle Course – Race through series of obstacles, using the best time
- Tubing Relay – Six-person relay, using best overall time
- Tug-of-War Contest – Team with rope marker on their side after 90 seconds wins
- Volleyball Tournament – Team scoring 11 points and a two-point lead wins

Team Participants

- Teams can have as many participants as they wish, as long as they have all registered and signed the insurance waiver.
- Teams must consist of at least three females for each event, except in the tug-of-war, only two females are required.
- Hospitality teams must consist of only paid employees of company.
- Apartment developments must consist of rent-paying residents and/or paid employees of the complex.

Cost

- \$500 tax deductible fee, with at least half going to the charity of your choice!

Additional Information

- All participants are required to sign an insurance waiver prior to competing.
- All teams will be asked to donate at least \$100 in gift certificates that we can distribute to our valued volunteers.

Thursday, May 10, 2012

6:30 – 8:30 p.m.

Kick-off Reception

Varsity Club, Florida Citrus Bowl

Friday, May 18, 2012

10 a.m. – 6 p.m.

Location open for team tent set up

Saturday, May 19, 2012

9 a.m. – 5 p.m.

Team Competition

5 – 7 p.m.

Championship Competition

7 p.m. – ?

Championship Party immediately following competition at the Florida Citrus Bowl's Varsity Club

A television screening party and a charity awards luncheon with check presentations will be held within two months of the event.

Further details on these events will be provided following registration.



2011 TEAMS

54 West/Baby Grands	Fountains Gem	Reunion Resort & Club,
Dueling Piano Bar & Touch	Gaylord Palms Resort & Convention Center	Wyndham Grand Resort
A.G.P.M.	GreyStar Allstars	River Oaks Apartments
AAA Parking	Hard Rock Orlando	Rosen Hotel and Resorts Team I
Absolutely Amazing Refinishing, Inc.	Hawthorne Groves Apartments	Rosen Hotel and Resorts Team II
Ale House - Sanford	Hilton Orlando	Royal American Management
Animal Kingdom Healthy Pursuits - WDW	HMS Host	Royal Court Café
BARS/Valet Waste	Hyatt Place	Sea World
Belfor	Hyatt Regency Grand Cypress	Seasons 52
Boardwalk - WDW	JMG Realty	Silver Cove Apartment
Bonefish Grill	Kilimanjaro Safari - WDW	Sonny's Bar-B-Q I
Bonnet Creek - Hilton & Waldorf Astoria	Lake Weston Apartments	Sonny's Bar-B-Q II
Bubba Gump Shrimp Co.	Lakeview	Sportscape - WDW
Buffalo Wild Wings	Levy Restaurants	Stratford Point Apartments
Camden Club Apartments	LexisNexis	The Beacham
Campus Apartments	Loews Hotels I	Tijuana Flats
Chadwell Supply	Loews Hotels II	United Utility Service
Church Street Entertainment	Madison Apartment Group	Uno Chicago Grill
Comcast	Magic Kingdom Entertainment - WDW	U-Squad (Universal Studios)
ContraVest Management	McKinley Inc.	Vacation Club
Coronado Springs - WDW	Milestone Mayhem I	Villages on Millenia
CORT	Milestone Mayhem II	Wall Street Plaza
Crowne Plaza Orlando Universal	MyRentComps.com - Lake Lawsona	Waste Pro USA
Darden Corporation I	National Personal Training Institute	Water Parks - WDW
Darden Corporation II	Orlando World Center Marriott	Wet n' Wild I
Del Frisco's Prime Steakhouse	OUC-The Reliable One	Wet n' Wild II
Dwell Apartments, LLC	Palm Key Apartments	Wiginton Corporation
EPCOT/FOD - WDW	Parks & Resorts Finance - WDW	Willow Key Apartments
EPOCH Management	Peabody Hotel	Wilson Company
Florida Apartment Association	Red Lobster	
FOS - WDW		

To register your team, please see the application on the back page.





Your business, like most businesses, believes in the rich tradition of giving back to nonprofit organizations to show your support for the community in which you serve. By becoming a Charity Challenge sponsor your company will receive valuable community exposure, while providing much needed philanthropic resources to the charity of YOUR choice!

We have been building this organization for 26 years, and have been fortunate enough to also build relationships with companies that believe in our cause. In the next few pages you will find different levels of Sponsorship opportunities.

Make Your Sponsorship Work For You!

Title	\$30,000 minimum, with some goods/services included
Presenting	\$10,000 minimum, with some goods/services included
Platinum	\$5,000 minimum, with some goods/services included
Gold	\$2,500 minimum, with some goods/services included
Silver	\$1,000 minimum, with some goods/services included
Bronze	\$500 minimum, with some goods/services included
Patron	\$499 or less, with some goods/services included

Each level of sponsorship carries with it a varying degree of advertising and exposure proportionate to the level of contribution. A thorough explanation of these options is contained in the following pages.

Demographic Information

Your sponsorship commitment to Charity Challenge provides a tremendous amount of marketing potential. Our extensive participant surveys indicate that Charity Challenge has an even split of males and females who average 32 years of age, have an mean income of \$49,000 and which 91% have some college education! Your sponsorship will grant you valuable exposure to over 10,000 participants as well as to our statewide television viewers!



Title

\$30,000 minimum, with some goods/services included

- **Primary marketing position** (ex. BUDWEISER's Charity Challenge XXVI, 2011) in all advertising including TV, radio, T-shirts, billboards, brochures, press release, etc.
- **On-air interview** with top company executive during the television program, which is aired in the seven Central Florida counties on Bright House Networks.
- **Free commercial advertising** in Charity Challenge television program (based on availability).
- **Featured sponsor of one of six athletic events** held (ex. "Volleyball Tournament sponsored by YOUR COMPANY NAME").
- **Company name on event program cover.**
- **Company name listed as Title sponsor** on billboards advertising the event.
- **Company name and logo on official event T-shirt.**
- **Prominent name and logo display on posters** distributed throughout Central Florida retailers and offices.
- **Company inflatable placement.**
- **Product exclusivity for event sales.**
- **Prime expo booth location** in the Charity Challenge Expo Park in which your company may display products, distribute literature, offer premium or promotional items, distribute product samples, etc.
- **Mention of company and/or product by announcer** every 15 minutes during event.
- **Your company banners** placed at event.
- **Company name displayed** on sponsor board as Title Sponsor.
- **Company name in event program.**
- **Complimentary VIP invitations** to all celebrations, receptions and parties associated with various phases of the event, which provide excellent exposure for your company and products.
- The money you donate will be **100% tax-deductible.**



Presenting

\$10,000 minimum, with some goods/services included

- **Company mentioned for maximum marketing exposure** (ex. “Charity Challenge XXVI, 2011 presented by YOUR COMPANY NAME”) on TV, radio, T-shirts, billboards, brochures, press release, etc.
- **Free commercial advertising** in Charity Challenge television program (based on availability).
- **Featured sponsor of one of six athletic events** held (ex. “Volleyball Tournament sponsored by YOUR COMPANY NAME”).
- **Company name on event program cover.**
- **Company name listed as Presenting sponsor** on billboards advertising the event.
- **Company name and logo on official event T-shirt.**
- **Prominent name and logo display on posters** distributed throughout Central Florida retailers and offices.
- **Company inflatable placement.**
- **Product exclusivity for event sales.**
- **Prime expo booth location** in the Charity Challenge Expo Park in which your company may display products, distribute literature, offer premium or promotional items, distribute product samples, etc.
- Mention of company and/or product by announcer **every 30 minutes** during event.
- **Your company banner** placed at event.
- **Company name displayed on sponsor board** as Presenting Sponsor.
- **Company name in event program.**
- **Complimentary VIP invitations** to all celebrations, receptions and parties associated with various phases of the event, which provide excellent exposure for your company and products.
- The money you donate will be **100% tax-deductible.**



Platinum

\$5,000 Minimum, with some goods/services included

- **Free commercial advertising** in Charity Challenge television program (based on availability).
- **Featured sponsor of one of six athletic events** held (ex. "Volleyball Tournament sponsored by YOUR COMPANY NAME").
- **Company name on event program cover.**
- **Company name listed as Platinum sponsor** on billboards advertising the event.
- **Company name and logo on official event T-shirt.**
- **Prominent name and logo display on posters** distributed throughout Central Florida retailers and offices.
- **Product exclusivity for event sales.**
- **Prime expo booth location** in the Charity Challenge Expo Park in which your company may display products, distribute literature, offer premium or promotional items, distribute product samples, etc.
- Mention of company and/or product by announcer **every 60 minutes** during event.
- **Your company banners placed at event.**
- **Company name displayed on sponsor board** as Platinum Sponsor.
- **Company name in event program.**
- **Complimentary VIP invitations** to all celebrations, receptions and parties associated with various phases of the event, which provide excellent exposure for your company and products.
- The money you donate will be **100% tax-deductible.**



Gold

\$2,500 minimum, with some goods/services included

- **Product exclusivity for event sales.**
- **Prime expo booth location** in the Charity Challenge Expo Park in which your company may display products, distribute literature, offer premium or promotional items, distribute product samples, etc.
- Mention of company and/or product by announcer **four times** during event.
- **Your company banners placed at event.**
- **Company name displayed on sponsor board** as Gold Sponsor.
- **Company name in event program.**
- **Complimentary VIP invitations** to all celebrations, receptions and parties associated with various phases of the event, which provide excellent exposure for your company and products.
- The money you donate will be **100% tax-deductible.**



Silver

\$1,000 minimum, with some goods/services included

- Mention of company and/or product by announcer.
- Your company banner placed at event.
- Company name displayed on sponsor board as Silver Sponsor.
- Company name in event program.
- **Complimentary VIP invitations** to all celebrations, receptions and parties associated with various phases of the event, which provide excellent exposure for your company and products.
- The money you donate will be **100% tax-deductible.**



Bronze

\$500 minimum, with some goods/services included

- Your company banner placed at event.
- Company name displayed on sponsor board as Bronze Sponsor.
- Company name in event program.
- **Complimentary VIP invitations** to all celebrations, receptions and parties associated with various phases of the event, which provide excellent exposure for your company and products.
- The money you donate will be **100% tax-deductible**.



Patron

\$499 or less, with some goods/services included

- Company name displayed on sponsor board as Patron Sponsor.
- Company name in event program.
- **Complimentary VIP invitations** to all celebrations, receptions and parties associated with various phases of the event, which provide excellent exposure for your company and products.
- The money you donate will be **100% tax-deductible**.





Media Coverage

Charity Challenge provides a tremendous advertising opportunity for participating team/sponsors. The event will be video-recorded and produce a TV Show that will be covered by local and statewide television. The program will air throughout the Florida market on local Bright House channels and other local cable providers. The schedule will include the program being aired numerous times during the summer and fall months with primetime exposure. All sponsors will be listed in the credits of the television show. Title, presenting and platinum sponsors receive free commercial advertisements, based on availability.

So far, hundreds of 15- and 30-second promotional spots have been committed to run in the Central Florida market March through May from the Florida Association of Broadcasters radio and the Florida Cable Telecommunications Association. The spots will emphasize the charity and community involvement aspects of the event.

Radio:

We have confirmed radio promotional advertising/participation for the Central Florida market through the Florida Association of Broadcasters member stations. As they have in past years, stations will do pre-event interviews on a regular basis with Charity Challenge organizers and the morning radio personalities to heighten awareness and enthusiasm prior to the event. In addition, they will do continuous promotions on location, including live remote broadcasts during the event.

Tickets, Parking and Insurance:

Charity Challenge XXVII is a FREE event open to all. No tickets are necessary. Free and ample parking will be available at the event.

All major sponsors are included in a blanket 'special events' insurance policy provided by Charity Challenge Inc.

Design courtesy of Acropolis • www.AcropolisInc.com



“Started as mostly an Altamonte Springs social event, Charity Challenge has grown into a three-county fundraiser.”

“Mr. Constantine has performed a valuable service to his community.”

Opinion

Orlando Sentinel



Charity Challenge Wish List

Purpose:

Charity Challenge, Inc. gives its major donations to charities every year at the Charity Challenge Luncheon during July/August. The Charity Challenge Wish List's purpose is to give individuals or charities in the community a chance to request funds during the year for an emergency need situation outside the normal donation time frame of Charity Challenge, Inc.

Amount:

Average of \$1,000 per month.

Consideration Process:

Any individual or group who would like to be considered for the Charity Challenge, Inc. Wish List will need to submit a request by letter or email.

Your request must include:

1. Name of individual or group to be considered, address, email, and contact person's phone numbers.
2. Short explanation of what is the emergency need situation.
3. Monetary amount of assistance needed.
4. How the funds will be used.
5. Any other pertinent information regarding the emergency situation.

The Selection Committee (made up of Charity Challenge Board members and/or longtime volunteers) will review all applicants. If not selected, any applicant may reapply for consideration again the next month.

Recipients will be notified prior to check being given so that arrangements can be coordinated for a check presentation.

Contact Info:

Office: 407.339.3888 • Fax: 407.339.4888 • Email: info@CharityChallengeInc.org



For additional information about Charity Challenge or a DVD of last year's event, please contact us at 407.339.3888, fax 407.339.4888 or e-mail at info@CharityChallengeInc.org



Since 1987,
Charity Challenge
has awarded
nearly \$5 million
to hundreds of
local charities.

Top from left to right:

Center from left to right: Senator Lee Constantine, Founder; Chuck Carmen, Epilepsy Association of Central Florida; Sandi Vidal, Christian Help; Beatriz Flores, Event Director

*For more information please visit www.CharityChallengeInc.org/legal.

**A copy of the official registration and financial information may be obtained from the division of consumer services by calling toll-free (800-435-7352) within the state. Registration does not imply endorsement, approval or recommendation by the state. Reference #CH1961



Team / Sponsorship Registration

Please register one of the following ways:

- Mail a copy of the registration form to: Charity Challenge Inc., 378 Centerpointe Circle, Suite 1238, Altamonte Springs, FL 32701
- Fax to (407) 339-4888
- Visit our Web site at: www.CharityChallengeInc.org
- E-mail us at: Info@CharityChallengeInc.org

Team: _____

Sponsor: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Fax: (_____) _____

E-mail: _____

Contact Person/Team Captain: _____

Team: \$500

Sponsorship: Title \$30,000 + Presenting \$10,000 + Platinum \$5,000 + Gold \$2,500 + Silver \$1,000 + Bronze \$500 + Patron \$500 Friend Donations

Local charity you wish to receive at least half of your contribution: _____

Charity Address: _____ Charity Phone: (_____) _____

Authorized Signature: _____ Date: _____

Title: _____

This registration constitutes an agreement to participate in Charity Challenge XXVII. It is understood that Charity Challenge Inc. will incur costs as a result of your agreement to participate in Charity Challenge XXVII. Any breach of your agreement to participate will result in Charity Challenge Inc. incurring damages in reasonable reliance upon your agreement to participate and/or sponsor a portion of Charity Challenge XXVII. No money is required at this time; however, an invoice will be sent to you in the appropriate amount for your registration and/or sponsorship indicating the due date of the invoice. A copy of the official registration and financial information may be obtained from the division of consumer services by calling toll-free (800) 435-7352 within the state. Registration does not imply endorsement, approval or recommendation by the state. Reference #CH1961.

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