



**HISTORY**  
Fort Lauderdale

– 2023 –

# HISTORY MAKERS

*Wine & Spirits • Hors d'oeuvres • Entertainment*

**Wednesday, November 15 • 6 - 8 p.m.**

**Galleria Fort Lauderdale**

2414 E. Sunrise Blvd., Fort Lauderdale

**HONORING**



**Kelley Shanley**

*President & CEO, Broward Center for the Performing Arts*

**Galleria Fort Lauderdale**

Represented by



**Mark Trouba**  
*General Manager*



**Melissa Milroy**  
*Senior Marketing Manager*

*Presented by*



**HISTORY**  
Fort Lauderdale

**History Fort Lauderdale Campus**

231 SW 2nd Avenue, Fort Lauderdale, FL 33301

## 2023 FORT LAUDERDALE HISTORY MAKERS



### – ABOUT HISTORY FORT LAUDERDALE –

History Fort Lauderdale, originally known as the Fort Lauderdale Historical Society, was established by a group of forward-thinking community leaders in 1960 who set about collecting stories from pioneer families and preserving artifacts, news articles, countless books, documents, and photographs that have become the foundation of the History Fort Lauderdale collection. History Fort Lauderdale’s mission to provide a resource for education about the city’s history is not passive in nature; it uses its collections to bring awareness to the community through multiple exhibits, including Women Trailblazers, Fort Lauderdale - the Early Years, the African American Experience, Fashion & Musical Theatre, From Dugouts to Dream Yachts: the story of boat-building along the New River, Seminole Arts & Culture, New River Archaeology, a yearly Visual Arts Series tied to National Heritage Months, and, most recently, Take PRIDE, a retrospective on LGBTQ life in South Florida.

History Fort Lauderdale receives thousands of visitors each year to its campus on the New River, which includes the main History Museum, housed in the 1905 New River Inn, the 1907 Pioneer House Museum, and the Hoch Research Library. Through events such as our annual History Makers celebration, History Fort Lauderdale honors pioneering members of our community and exposes the city’s history to new audiences.

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## PAST HISTORY MAKER'S (FOUNDER'S) HONOREES

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<b>2022</b>	Drum/Cox Family and History Fort Lauderdale
<b>2021</b>	Denison Family and MIAAF
<b>2019</b>	Forman Family and Commissioner Steve Glassman
<b>2018</b>	Dev Motwani
<b>2017</b>	Brightline
<b>2015</b>	Businesses that Built Greater Fort Lauderdale
<b>2014</b>	Winterfest
<b>2013</b>	Ed Morse and Ed Morse Automotive Group
<b>2012</b>	“Alligator Ron” Bergeron
<b>2010</b>	H. Wayne Huizenga
<b>2009</b>	Broward General Medical Center
<b>2008</b>	E. Clay Shaw and Emily Shaw
<b>2007</b>	Ray Ferrero, Jr., and Nova Southeastern University
<b>2006</b>	Charles Palmer and the Gore Family Legacy
<b>2005</b>	The Sun Sentinel
<b>2004</b>	Debbie and Walter Banks
<b>2003</b>	Susan and Buddy Lochrie
<b>2002</b>	Elizabeth Freeman
<b>2001</b>	Chris Evert and Jimmy Evert
<b>2000</b>	Dr. JC and Carry Jean Gilbert
<b>1999</b>	James D. Camp, Jr.
<b>1998</b>	William F. Leonard
<b>1997</b>	George Gill
<b>1996</b>	Hamilton and Dr. Charles Forman
<b>1995</b>	Russell M. Gardner
<b>1994</b>	Welcome Watson



## SPONSORSHIP LEVELS

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### PRESENTING SPONSOR

**\$15,000**

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Your support is the cornerstone of the 2023 History Makers Celebration honoring Kelley Shanley and Galleria Fort Lauderdale, represented by Mark Trouba and Melissa Milroy.

#### BENEFITS INCLUDE:

- Presenting Sponsor will be referred to on all event materials and promotions as History Fort Lauderdale's History Makers 2023 event honoring Kelley Shanley and Galleria Fort Lauderdale, represented by Mark Trouba and Melissa Milroy, presented by [your Company Name here].
- Presenting Sponsor will be listed for one year as Exhibit Sponsor on the exhibit of your choice in History Fort Lauderdale's main museum, presented by [your Company Name here].
- Inside cover, full-page color ad in commemorative History Makers program book
- Opportunity to welcome guests during stage presentation
- Company logo inclusion as presenting sponsor on event invitation, web/media platforms, press materials and event signage
- Fifteen (15) event tickets - VIP seating area for your guests included
- Specific Presenting Sponsor recognition in History Fort Lauderdale social media promotion and communications relating to History Fort Lauderdale's History Makers 2023 event
- Year-long recognition on the History Fort Lauderdale website

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— 2023 —

**HISTORY MAKERS**

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### PLATINUM SPONSORS

\$10,000

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Platinum Sponsors' generous support helps us create an unforgettable celebration raising important funding for History Fort Lauderdale. You will receive premium recognition on all event materials and promotions of History Fort Lauderdale's History Makers 2023 honoring Kelley Shanley and Galleria Fort Lauderdale, represented by Mark Trouba and Melissa Milroy

#### BENEFITS INCLUDE:

- Company logo inclusion as platinum-level sponsor on invitation, web/media platforms, press materials and event signage
  - Recognition during event program/presentation
  - Ten (10) VIP event tickets
  - Specific Premium Sponsor highlights in social media promotion and communications relating to History Fort Lauderdale's History Makers 2023 event
  - Year-long recognition on the History Fort Lauderdale website
  - Full-page color ad in commemorative History Makers program book
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### VISIONARY SPONSORS

\$5,000

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Our visionary sponsors help us bring to life our celebration supporting our mission to preserve and share our history for present and future generations to come.

#### BENEFITS INCLUDE:

- Company logo inclusion as sponsor on invitation, web/media platforms and press materials, and event signage
- Six (6) event tickets
- Sponsor mentions in social media promotion and communications relating to History Fort Lauderdale's History Makers 2023 event
- Half-page color ad in commemorative History Makers program book



## SPONSORSHIP LEVELS

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### TRAILBLAZING SPONSORS

\$2,500

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Trailblazing Sponsors' generous support helps us keep our history alive.

#### BENEFITS INCLUDE:

- Company logo inclusion as sponsor on invitation, web/media platforms and press materials, and event signage
  - Four (4) event tickets
  - Sponsor mention in social media promotion and communications relating to History Fort Lauderdale's History Makers 2023 event
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### FRIENDS OF SPONSORS

\$1,000

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Help support History Fort Lauderdale's mission and receive recognition as a friend-level sponsor of History Fort Lauderdale's History Makers 2023

#### BENEFITS INCLUDE:

- Two (2) event tickets
- Name/Company recognition on event signage night of event



For more information on this event or to become a sponsor, please contact

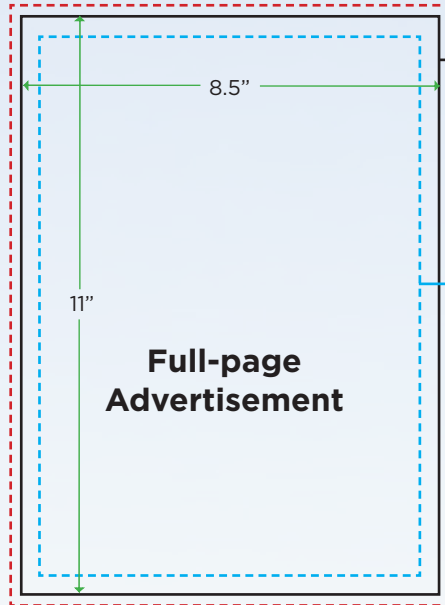
**Patricia Zeiler**  
*Executive Director,*  
History Fort Lauderdale  
[pzeiler@flhc.org](mailto:pzeiler@flhc.org)

## AD SPECS & INFORMATION

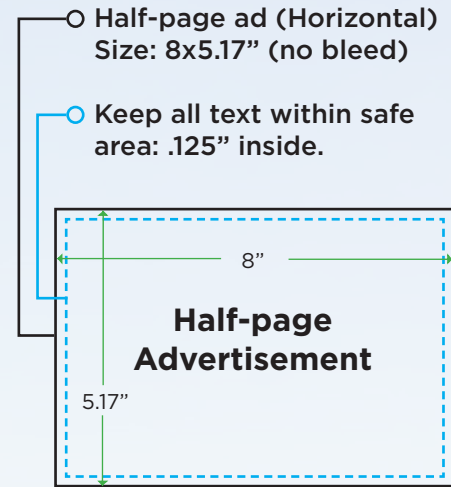
There are two ad sizes available in the 2023 History Makers Commemorative Program:

1) Full-Page ads - 8.5x11" (8.75x11.25" with bleed)

2) Half-Page ads - 8x5.17"



- Full-page ad Size: 8.5x11"
- Add .125" around all four sides for bleed. Final size: 8.75x11.25"
- Keep all text within safe area: .25" inside.



- Half-page ad (Horizontal) Size: 8x5.17" (no bleed)
- Keep all text within safe area: .125" inside.

### CONSIDERATIONS:

Ad submissions should be in the following formats; JPG, PDF, TIF or PNG file formats only  
 Ads must be high-resolution; 300 dots per inch (dpi).  
 Ads must be designed in CMYK color mode.

### DEADLINES:

Ads must be received by **October 15 at 5 p.m.** to be included in the commemorative program.  
 For questions or to submit your ads; [michael@goodmanpr.com](mailto:michael@goodmanpr.com) or call 954-806-2869

Checks may be made out to **History Fort Lauderdale**

Send payment to: 231 SW 2nd Avenue, Fort Lauderdale, FL 33301

**COST** (Check one):     Full-Page ad - \$400         Half-Page ad - \$250

Full Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_