

A couple in formal attire walking through a modern gallery space. The woman is wearing a black dress and sneakers, and the man is wearing a black suit and sneakers. They are walking away from the camera. The background features large digital art displays on the walls, palm trees, and a city skyline at night. The floor is polished and reflects the lights.

Sneaker Ball 2027

SPONSORSHIP DECK

Saturday, January 30, 2027

Inter Grove Gallery

At The Underline

THE UNDERLINE SNEAKER BALL | SPONSORSHIP DECK

Party!

Be a Sneaker Ball sponsor to benefit The Underline's mobility, resilience and community impact.

WHERE The Underline's Inter Grove Gallery
SW 27th to 24th Avenues

WHEN Saturday, January 30, 2027
Cocktails 6-7 PM
Dinner, Program & Dancing 7-10 PM

ATTIRE Sneakers only cocktail & semi-formal

FORMAT Fun, fashionable event with pop up food and performance and dance experiences

GUESTS 500

Video or 2026 Sneaker Ball <https://tinyurl.com/3ps8b5y7>

Video of 2024 Sneaker Ball <https://tinyurl.com/mr4e24f2>



Mission

Friends of The Underline's mission is to deliver and activate a 120-acre, first-class linear park spanning 10-miles below Miami's Metrorail that will transform regional mobility and celebrate diversity, culture and lifelong learning.

Through innovative urban trails and creative programming, we are connecting people to their environment and each other to create a safe, healthy, equitable, and sustainable community.



Venue

Presented for the first time ... Outdoors on The Underline!

- Sneaker Ball 2027 will transform The Underline's Inter Grove Gallery into an outdoor space for cocktails, camaraderie, seated dinner and dancing.
- The Inter Grove Gallery is a 150,000 square foot open space between SW 27th and 24th Avenues featuring art, nature and recreation.
- Experience The Underline by night creating a magical opportunity for people to connect to each other, their city and The Underline mission.



A vibrant night-time outdoor event, likely a corporate gala or networking event. The scene is filled with people in formal attire, including suits and dresses. In the foreground, a man with glasses and a beard is smiling towards the camera. To his right, a man in a dark suit is seen from the back, leaning over a bar counter. The bar is well-stocked with bottles of liquor and glasses. In the background, a large crowd of people is gathered, and the city lights of a modern urban environment are visible, including a tall skyscraper and palm trees. The overall atmosphere is lively and sophisticated.

EXPERIENCE

Fun!

- Live Music
- Live Performances
- Get Moving with dance and activations



Sneaker Ball 2026 VIP Lounge

Engage!

- One of a kind exhibits and experiences
- Silent Auction
- Partner programs



Sneaker Ball 2026 Shoe Museum,
History of the Sneaker exhibit

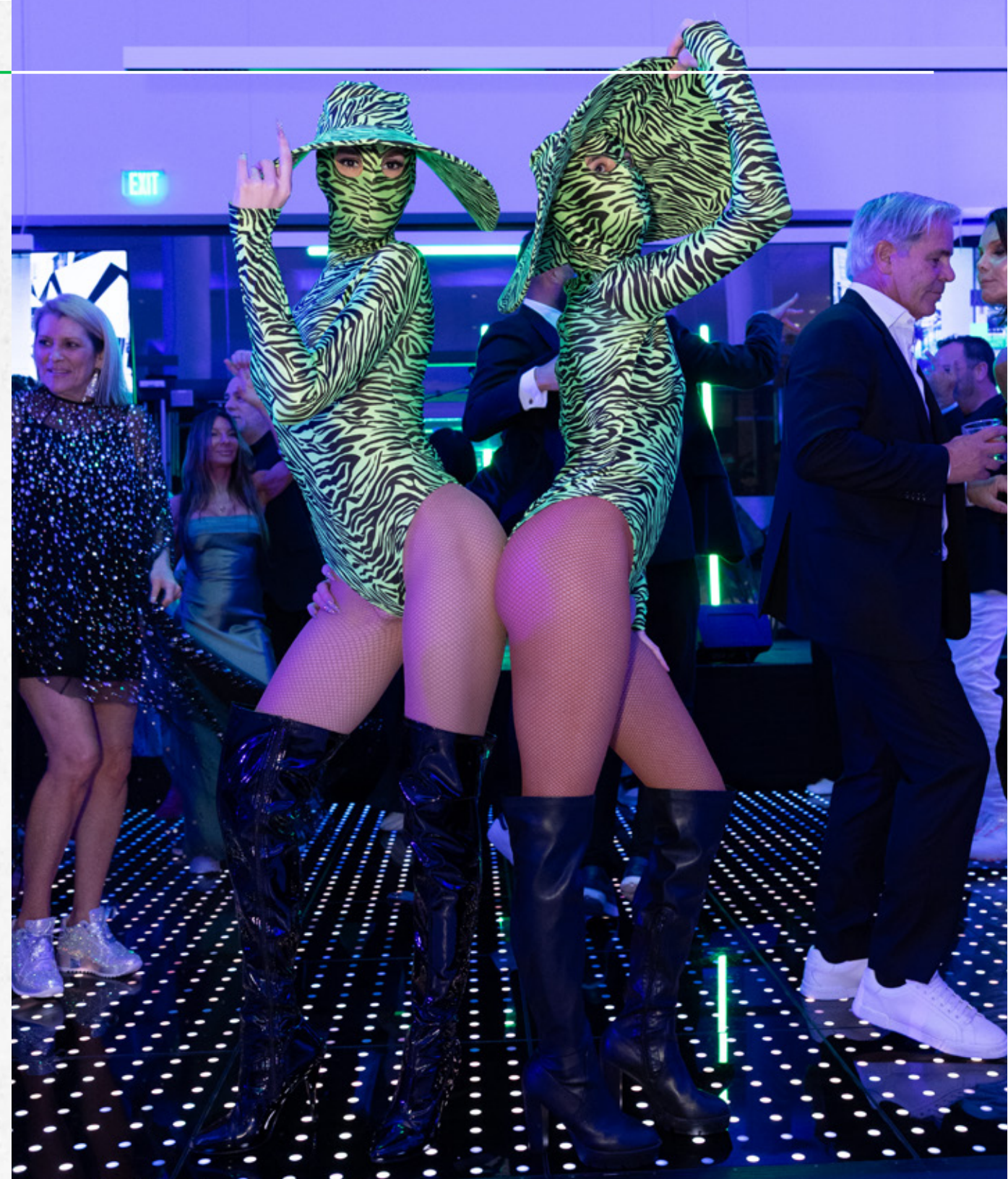
Dine!

Embark on an immersive, culinary journey with a moveable feast featuring local food purveyors.



Dance!

Get on the dance floor to celebrate raising much needed funds for The Underline's operations and maintenance of 10 miles of parks and trails.



SPONSORSHIP



Support!

Support Miami's premiere moveable feast and luxe urban sneaker experience.

- **SPONSOR PACKAGES**

\$15,000 - \$100,000

- **TABLES**

\$10,000 table

- **TICKETS**

\$1,000 per person

- **SILENT AUCTION**

Merchandise \$500 and up



Title Sponsor

\$100,000

RECOGNITION

- Most prominent and exclusive recognition as the Title Sponsor of Sneaker Ball 2027
- Opportunity for representative to speak during the program

RESERVE SEATING

- Two (2) tables of 10 guests (20 total) Tier 1 VIP seating
- 20 tickets to the Sneaker Ball Sneaker Ball 2026 VIP Lounge access

PROMOTIONAL MATERIALS

Logo prominently featured in all promotional materials including invitation, program, digital presentation, website, silent auction page, emails and press releases

MEDIA COVERAGE

Recognition in paid media including SFBJ, Miami Herald, SocialMiami.com and all Underline social media channels



THE UNDERLINE SNEAKER BALL | SPONSORSHIP TIER

MVP Sponsor

\$50,000

RECOGNITION

- Prominent recognition as an MVP Sponsor of Sneaker Ball 2027

RESERVE SEATING

- One (1) table of 10 guests Tier 1 VIP seating
- 10 tickets to the Sneaker Ball Sneaker Ball 2027 VIP Lounge access

PROMOTIONAL MATERIALS

Logo prominently featured in all promotional materials including invitation, program, digital presentation, website, silent auction page, emails and press releases

MEDIA COVERAGE

Recognition in paid media including SFBJ, Miami Herald, SocialMiami.com and all Underline social media channels.



All Star Sponsor

\$25,000

RECOGNITION

- Prominent recognition as an All Star Sponsor of Sneaker Ball 2026

RESERVE SEATING

- One (1) table of 10 guests Tier 2 VIP seating
- 10 tickets to the Sneaker Ball Sneaker Ball 2026 VIP Lounge access

PROMOTIONAL MATERIALS

Logo prominently featured in all promotional materials including invitation, program, digital presentation, website, silent auction page, emails and press releases

MEDIA COVERAGE

Recognition in paid media including SFBJ, Miami Herald, SocialMiami.com and all Underline social media channels.



THE UNDERLINE SNEAKER BALL | SPONSORSHIP TIER

A-Team Sponsor

\$15,000

RECOGNITION

- Prominent recognition as an A-Team Sponsor of Sneaker Ball 2027

RESERVE SEATING

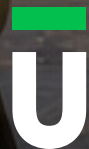
- One (1) table of 10 guests Tier 3 VIP seating
- 10 tickets to the Sneaker Ball Sneaker Ball 2027 VIP Lounge access

PROMOTIONAL MATERIALS

Logo prominently featured in all promotional materials including invitation, program, digital presentation, website, silent auction page, emails and press releases

MEDIA COVERAGE

Recognition in paid media including SFBJ, Miami Herald, SocialMiami.com and all Underline social media channels.



Sneaker Sponsor

Official Sneaker Sponsor

We seek a sneaker sponsor whose mission aligns with our project's goals to improve community health and wellness.

SPONSORSHIP

- \$25,000 cash sponsorship
- Minimum 50 pairs of sneakers for Sneaker Ball event

RECOGNITION

- Prominent recognition as exclusive Sneaker Sponsor of Sneaker Ball 2027

RESERVED SEATING

- One (1) table of 10 guests Tier 3 VIP seating
- 10 tickets to the Sneaker Ball Sneaker Ball 2027 VIP Lounge access

PROMOTIONAL MATERIALS

Logo prominently featured in all promotional materials including invitation, program, digital presentation, website, silent auction page, emails and press releases

MEDIA COVERAGE

Recognition in paid media including SFBJ, Miami Herald, SocialMiami.com and all Underline social media channels.

Spirits Sponsor

Official Spirits/Alcohol

We seek a spirits sponsor partner whose mission aligns with our project's goals to connect and celebrate community.

SPONSORSHIP

- \$25,000 cash sponsorship
- In-kind donation of product for Sneaker Ball Jan. 2027, 500 attendees

RECOGNITION

- Prominent recognition as exclusive Spirits Sponsor of Sneaker Ball 2027

RESERVED SEATING

- One (1) table of 10 guests Tier 3 VIP seating
- 10 tickets to the Sneaker Ball Sneaker Ball 2027 VIP Lounge access

PROMOTIONAL MATERIALS

Logo prominently featured in all promotional materials including invitation, program, digital presentation, website, silent auction page, emails and press releases

MEDIA COVERAGE

Recognition in paid media including SFBJ, Miami Herald, SocialMiami.com and all Underline social media channels.

Underwriting

ENTERTAINMENT	\$25,000
DÉCOR	\$15,000
ENTRANCE	\$10,000
STAGE	\$10,000
IN-KIND FOOD	\$5,000 in-kind



HOST COMMITTEE



THE UNDERLINE SNEAKER BALL | HOST COMMITTEE

Host Committee

Meg Daly, Sneaker Ball 2027 Chair

Brian Goldmeier, Co-Chair

Alice Bravo

Alfred Bunge and Pam Giganti-Bunge

Laura and Jim Capestany

Meg and John Daly

Jose Felix and Therese Diaz

Jose Keichi Fuentes

Jane Wooldridge and Stetson Glines

Brian and Nicole Goldmeier

Sara Barli Herald

Ira and Cynthia Leesfield

Sebastian Loor

David and Christina Martin

Salma and Adil Rahmathulla

Miriam and Ozzy Ramos

Jorge and Angelica Santibanez

Josh and Luciane Schertzer

Jessi Berrin and Benjamin Sherman

Rudy and Lydia Touzet

Debi and Jeffrey Wechsler

Christine and Adam Yormack





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