30 YEARS

Veritage MIAMI

PRESENTED BY City National Bank

Corporate Sponsorship Packages

United Way Miami

30 YEARS

VeritageMIAMI

PRESENTED BY City National Bank

Cheers to 30 YEARS OF FLAVOR AND PHILANTHROPY

For three decades, **VeritageMiami** has brought together the best of South Florida's culinary scene for a vibrant celebration where food, wine and giving come together for an unforgettable cause. Each year, more than 1,000 guests, from business and civic leaders to passionate young professionals, gather to savor incredible flavors and make a lasting impact.

Through every shared toast and delicious bite, **guests and sponsors help power United Way Miami's mission** to strengthen families through quality early education, build financial stability, lead emergency response and relief and prepare residents for the jobs of tomorrow.

Come raise your glass and be part of the next chapter. **Together, we're a force for Miami's future!**

Wine and Food Experience

Wednesday, March 18, 2026
6-9 pm, The Hangar at Regatta Harbour

Wine and food lovers embark on a delightful journey for the palate in this laid-back evening of culinary exploration. Wineries from every corner of the globe share their best bottles, local eateries offer their favorite bites, and guests mingle and chat. Sharing an exciting night with others who enjoy trying new dishes and vintages, guests learn from experts and vote for their favorite winery and culinary purveyor.

Interactive Dinner

Friday, April 17, 2026
6:30-11 pm, InterContinental Miami

Premier wineries and a celebrity chef take center stage at this exclusive and exhilarating event. It's an exquisite setting and an unforgettable experience, as Miami's civic and business leaders delight in preparing gourmet meals with the guidance of food maestros. Each dish is complemented by leading wineries' finest bottles, and the evening includes an auction of unique and exclusive experiences, wines, spirits and more.

30 YEARS VeritageMIAMI

PRESENTED BY City National Bank

2026 Interactive DINNER Chef

NORMAN VAN AKEN

Norman Van Aken, hailed by numerous sources as “Florida’s Culinary Icon,” is acclaimed for introducing "fusion" into the lexicon of global cookery. He is also known as “the founding father of New World Cuisine,” a celebration of Latin, Caribbean, Asian, American and African flavors, pioneering a new, visionary way of cooking in America. He is the only Floridian chef inducted into the prestigious James Beard Foundation’s list of “Who’s Who in American Food and Beverage.”

Chef Van Aken is a James Beard semi-finalist for “Best Chef in America” and his original namesake restaurant, NORMAN’S, was a finalist for “Outstanding Restaurant in America.” He founded the second outpost of NORMAN’S in Orlando in 2003, which was a semi-finalist for “Outstanding Restaurant in America” in 2019. He is a James Beard semi-finalist for his cookbook, *New World Kitchen,* and his Orlando restaurant was voted “Best New Restaurant in Florida” by *Southern Living* magazine and “Best in Orlando” by *Orlando* magazine.

He has received a myriad of accolades over his storied career and has represented the United States with international recognitions, including being honored alongside Alice Waters, Paul Prudhomme and Mark Miller as one of the “Founders of New American Cuisine” at Spain’s International Summit of Gastronomy, Madrid Fusión, in 2006. He represented Florida at the USA Pavilion at EXPO Milano/World’s Fair.

Chef Van Aken has shared his cooking and career, authoring a memoir and six cookbooks, hailed by the late Anthony Bourdain, Charlie Trotter, Thomas Keller, Emeril Lagasse, Dr. Jessica Harris and more. His memoir received a finalist nomination from the prestigious IACP/Julia Child Award committee. His latest book, *Norman Van Aken's My Florida Kitchen*, was selected to represent the USA in the local category of the Gourmand International World Cookbook Awards and was awarded the Florida Book Award’s Gold Medal.

In 2020, he began donating his personal collection of papers, menus, photographs and letters to the Otto G. Richter Library’s special collections at the University of Miami. He serves as the Culinary Director for the non-profit Get Cooking, an endeavor to help food insecure families of Florida. In 2025, Chef Van Aken became the newest board member of The Trotter Project, a non-proft focused on developing the culinary, hospitality and agricultural talent of the future.

He is the co-creator of the streaming series *Norman’s Florida Kitchen*, airing on Amazon Prime and Blackstone YouTube. Chef Van Aken has appeared on various television shows: CNN's *Anthony Bourdain: Parts Unknown, Emeril,* and *Jimmy Kimmel Live.* He is cited as a culinary expert in publications including *The New York Times* and *Saveur*. He co-stars with Emeril, Wolfgang Puck and Grant Achatz in the James Beard award nominated documentary, *Love, Charlie*, on the life of his dear friend, Charlie Trotter.

When he is not in the kitchen, he can be found spending time with his wife, son and granddaughter. For more information, visit www.normanvanaken.com.

30 YEARS

VeritageMIAMI

PRESENTED BY City National Bank

*Veritage*MIAMI *at a Glance*

VeritageMiami will host more than 1,000 guests over two events in Spring 2026.

Wine and Food Experience at The Hangar at Regatta Harbour - Serves up an audience that is both young and adventurous, professional and connected; seeking new, quality experiences to share with their friends:

- College-educated
- $50,000+ annual income
- 24 - 45 years of age
- Estimated attendance: 600

Interactive Dinner at InterContinental Miami - Attracts an exclusive cross-section of business and civic leaders, and food and wine aficionados:

- College-educated
- Income predominantly $250,000+
- Sophisticated
- Well-traveled
- Estimated attendance: 500
- Past celebrity chefs include Diego Oka, Jeremy Ford, Bradley Kilgore, Amaris Jones, Giorgio Rapicavoli, Eileen Andrade, Adrianne Calvo, Michael Schwartz, José Mendín, Fabio Trabocchi, Dena Marino, Cesar Zapata, Todd English, Marcus Samuelsson, among others.

All guests must be 21+ to attend.

Benefits	Presenting	Sovereign	Jeroboam	Magnum	Sommelier	Vintner
Hospitality Interactive Dinner	SOLD OUT **Interactive Dinner:** 10 tables of 8 (80 guests)	**Interactive Dinner:** 4 tables of 8 (32 guests)	**Interactive Dinner:** 3 tables of 8 (24 guests)	**Interactive Dinner:** 2 tables of 8 (16 guests)	**Interactive Dinner:** 1 table of 8 (8 guests)	**Interactive Dinner:** 1 table of 8 (8 guests)
Hospitality Wine and Food Experience	**Wine and Food:** 30 tickets **Private Lounge:** 30 tickets	**Wine and Food:** 24 tickets **Private Lounge:** 20 tickets	**Wine and Food:** 24 tickets **Private Lounge:** 12 tickets	**Wine and Food:** 20 tickets **Private Lounge:** 8 tickets	**Wine and Food:** 12 tickets **Private Lounge:** 6 tickets	**Wine and Food:** 10 tickets **Private Lounge:** 4 tickets
Logo on Step & Repeat	As Presenting Partner	As Title Sponsor				
VIP Lounge Host (Wine and Food Experience only)	✓					
Acknowledgement on-stage during each event	✓	✓				
Opportunity to provide a guest gift at each event (pre-approved by UWM)	✓	✓				
Opportunity to provide additional on-site branding (pre-approved by UWM)	✓	✓	✓			
Inclusion in post-event "Thank You" ad in Miami Herald/South Florida Album	✓	✓	✓	✓	✓	
Logo and/or name recognition on the following*: • Email invites and post-event communications to United Way Miami contributors • VeritageMiami webpage with direct link • United Way Miami social media channels • Event advertising, which may include Miami Herald, Ocean Drive among other publications • Series of event-related press releases directed to local and national media • Event-related signage and projection screens	✓	✓	✓	✓	✓	
Investment	SOLD OUT	**$75,000**	**$50,000**	**$35,000**	**$25,000**	**$15,000**

*per production timeline

30 YEARS

VeritageMIAMI

PRESENTED BY City National Bank

United Way Miami HIGHLIGHTS

Website

- Monthly Views: **32K+**
- Annual Views: **394,146***
- Engaged Sessions: **218,968****
- **64%** of users are geographically located in Florida, with the majority in the city of Miami

Social Media

- **42K+** on Facebook, Instagram, LinkedIn and X combined
- Average Monthly Impressions: **173K*****

Email

- Average open rate for FY24-25: **43%**
  - Industry average open rate: **26%**

---

* Views: Each time a page on the website is looked at either by opening or reloading a page
** Engaged Sessions: Visit to the website where the user spends typically 10 seconds or more
*** Impressions: The total number of times a piece of content has been displayed on users' screens.

*Veritage*MIAMI HIGHLIGHTS

Email

VeritageMiami promotional emails achieved a **28% open rate** across a mailing list of more than **26K** community leaders and donors. The highest-performing campaign, the Interactive Dinner Chef Announcement, generated a **43% open rate** and a **68% click-through rate** across the full list.

Website

The VeritageMiami website garnered **24,720 views, 19,684 sessions** and **16,767 total users**.

Social Media

Event day engagement soared during the two events, with guests and sponsors contributing extensively to user-generated content. The combined total reached more than **300,000 views**.

Ads

- Miami Herald Weekend section print ads reached an estimated **935K readers.**
- South Florida Business Journal print ads reached an estimated **34K readers**.
- Coral Gables Chamber of Commerce newsletter ad reached more than **1.6K members.**

30 YEARS

VeritageMIAMI

PRESENTED BY City National Bank

2025 VeritageMIAMI PHOTOS

30 YEARS

Veritage MIAMI

PRESENTED BY City National Bank

United Way Miami

veritagemiami.com | events@unitedwaymiami.org
305 -646-7028 | @UnitedWayMiami