



Dear Friends,

Here is an opportunity to participate in the most highly anticipated social event of the year at one of Forbes' "25 Most Exclusive Golf and Country Clubs in the U.S." while gaining direct exposure to Club members.

Hidden away on acreage in the islands below Miami, Ocean Reef Club has three golf courses, a private airport, and dockage for large yachts – the combination of these three being a rarity. Ocean Reef's seclusion and warm sunshine attracts celebrities, past and current CEOs, and generations of families from circles of success to spend weeks or months at the resort each winter.

All Charities, the Heart of Ocean Reef, engages the Club's most active and philanthropic families to support this marquee event, **All Charities Weekend**, to be held February 11 and 12, 2022. Please know your generous support of this event enables the Ocean Reef Community Foundation to fulfill grant requests to over 50 non-profits each year, improving the quality of life for thousands in the communities where Ocean Reef employee families live - Key Largo, Homestead and Florida City. It also strengthens the entities that enhance Ocean Reef's Unique Way of Life – The Medical Center, Academy, Cultural Center, Conservation Association, ORCAT and Art League. To those ends, All Charities has united the Ocean Reef community and raised almost \$50 million since 2008.

You will have Club members' captive attention with your item featured in the auction which is showcased three ways: in a high quality color catalog, interactive bidding web site, and a professional display in the Carysfort Center, with wine reception on Friday evening and luncheon on Saturday. Gala attendees will also visit our Silent Auction again Saturday evening before dinner.

With your in-kind donation to the Ocean Reef Community Foundation, you will join donors like NetJets and Lexus who get positive awareness for their brands through priceless exposure:

- 3,800 copies of the auction catalog distributed in the Ocean Reef Press – pre Gala issue
- 1,000 additional printed catalogs distributed during the weekend event
- 6,000+ views of auction catalog via electronic mail to all club members
- Auction display and signage for 1,000 event attendees (100 couples are Trustees who give \$15,000+ to attend).
- Thank you advertisement in the Ocean Reef Press – post Gala issue
- Word of mouth from the winning bidders in this very high net worth community

Thank you for your consideration, and we look forward to hearing from you soon.

Gratefully,

Adele Acheson and Diane Hill
2022 Ocean Reef All Charities Co-Chairs