



# Fort Myers Beach "BACK BAY BASH"



Florida Helps Foundation



# Florida Helps Foundation

- State of Florida and IRS-approved **501(c)(3) Non-Profit**
- **Dedicated to Raising Funds** for our **PADLS** Program
  - *"Persons with Autism or Disabilities Learn to Swim"*
- **Annual Fundraiser:** **Fort Myers Beach "BACK BAY BASH"**
- We Also **Provide Services and Support to Others** That Want to Raise Funds For Their Own Causes ...



*We Help U Help Others!*



# Persons With Autism or Disabilities Learn to Swim (**PADLS**)



- Hosted by the **Florida Helps Foundation** ([www.flhelps.org](http://www.flhelps.org))
- Fundraising to Establish and Expand the **PADLS** Program:
  - Received **AUTISM SPEAKS** Grant to Start Lee Co. Pilot Program!
  - Pilot Program Starts June 2015 at the **Cape Coral Yacht Club** Pool
  - Expand to Other Area Community Pools as Additional Funding is Raised
    - Ft. Myers, Bonita Springs, Lehigh Acres, Port Charlotte, Sarasota, ...
- See [www.flhelps.org/PADLS](http://www.flhelps.org/PADLS)



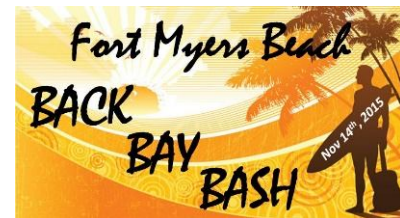


# Ft. Myers Beach **BACK BAY BASH!**

- **BACK BAY BASH** Raises Funds for:
  - **PADLS Program**: Swim Lessons for Autistic & Special Needs Kids
  - **Taberrini Foundation & My Autism Connection**
- This is a “**Destination Festival**” to also Promote FMB Lodging and Businesses During the Off-Season
  - Festival Date: **November 13<sup>th</sup> – 14<sup>th</sup>, 2015**
  - Negotiating Packages With Beach Hotels & Condos
    - Tickets – Lodging – Rental Car – Air Fare
  - Recruiting Large Corporate Sponsors for Support ...
    - Galloway Ford, Seminole Casino, Suncoast Beverages, etc.
  - Recruiting Other Non-Profits for Their Involvement & Support
- Where: Bootleggers Waterfront BBQ @ Salty Sam's Marina



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  - Negotiating Event Packages With Beach Hotels & Condos
    - Tickets – Lodging – Rental Car – Air Fare
  - Recruiting Large Corporate Sponsors for Support ...
- Location: **Bootleggers Waterfront BBQ / Salty Sam's**
  - **Reggae / Trop Rock** Music from 12 - 10 pm
  - **KIDZ ZONE** with Attractions, Pirate Ship Rides, Bay Boat Rides, ...
  - Charity “**Awareness Alley**”, **Sponsors Row**, Arts & Craft Vendors, **VIP Tent** and MORE!
  - **Plenty of Parking** on Grounds & Across the Street



# BACK BAY BASH – Saturday, Nov. 14

## Bootleggers Waterfront BBQ / Salty Sam's Marina





## Extensive Local & Regional BASH Marketing



# BACK BAY BASH Sponsors!

## EVENT Sponsors



## PLATINUM Sponsors



## GOLD Sponsors



DIVERSIFIED  
YACHT SERVICES, INC.



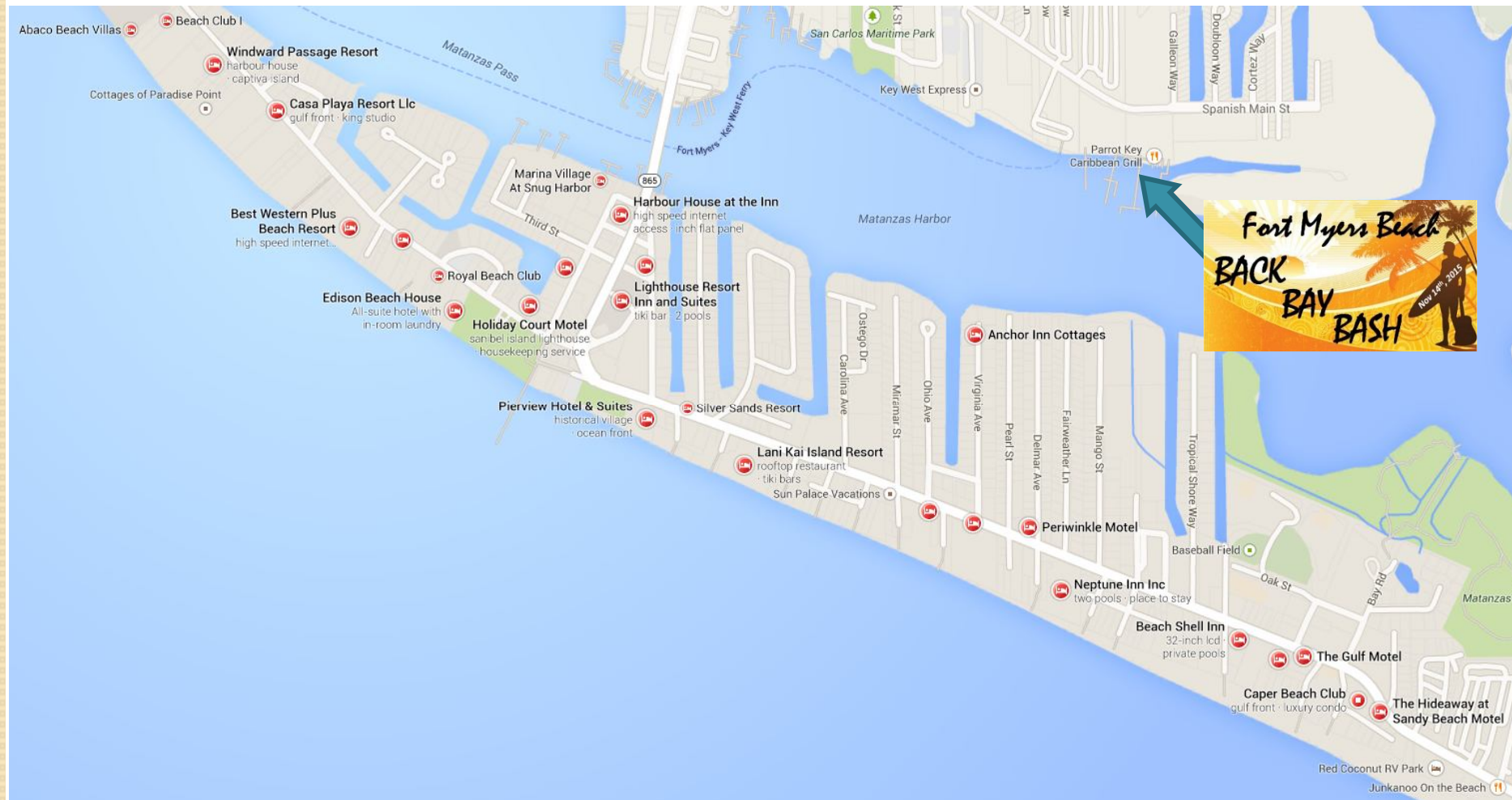
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# Lodging Options Near **BEACH BASH** Location

- Fort Myers Beach Offers a Wide Variety of Lodging Options Within Easy Walk or Short Island Trolley Ride
- See Our Event Website for Full List of Lodgings, Contact Information and Event Package Discounts ... [www.flhelps.org](http://www.flhelps.org)





# Experienced & Knowledgeable Leaders

- **Florida Helps Foundation** Has a Very Experienced and Knowledgeable Board to Plan & Execute Large Events
  - **Mike VonPlinsky** – Executive Director & Board Chairman
    - 30+ years of professional management experience (Military & Civil.)
    - Operations Director of 2 Large Downtown “Surf & Song Festivals”
  - **Jesse Morgan** – Board Member & Security Director
    - Owns & Manages SW FL Tactical Weapons and Security in Fort Myers
    - Over 25 Years of Large Event Security & Crowd Control
  - **Ben Heatherington** – Board Member, Food & Bev. Director
    - 20+ years in the Hospitality business, 9 years as the GM of The Club at Barefoot Beach in North Naples
  - **Sr. Advisory Committee**: Jo List, Angel Sanchez (Tabarrini Foundation), Popeye Dearden, Kimber Phillips, Fran Hart-Chalmers, Cyndi Head, Paula Kambros (Sun Broadcasting), Keri Hendry, Deanna Bos (Savvy Productions)



# Summary



- **BACK BAY BASH** Will Become the Flagship Charity Music Festival on the Beach Every Year!
  - This Year's Musical Theme ... **Reggae & Trop Rock!**
- This "**Destination Festival**" Concept Will Bring Significant Patrons and Business to FMB & Lee County in an Otherwise Slower Off-Season Period
- We Have a Great Team That Has Significant Experience With Successful Planning and Running of Large Festivals
  - History of success recruiting sponsors and huge media exposure!
- **BEACH BASH** Chairman, Mike VonPlinsky
  - Email: [mvp@flhelps.org](mailto:mvp@flhelps.org)
  - Web Site: [www.flhelps.org](http://www.flhelps.org)