



THINK PINEAPPLE
FOUNDATION

2022 EVENTS

Our Mission

In 2020, due to COVID-19, more than 110,000 restaurants had to temporarily or permanently close their doors, leaving over 520,000 hospitality employees without work. With families to support and bills to pay, these individuals were left to struggle and to navigate this crisis with nowhere to turn.

Our Veterans for Hospitality project bridges the gap between veterans looking for a second career and businesses looking for qualified help. The 90 to 120 day career boot camp takes veterans through exclusive one-on-one training with our local hospitality partners. Graduation of the program insures that our veterans receive a certificate of completion, job placement options, and the foundation's support in future career endeavors.

The Think Pineapple Foundation is a socially focused, mission driven organization established to support local hospitality employees, veterans, and minorities.

As part of the hospitality family, we are here to serve those that need us most. If there's a problem, we are committed to finding a solution. If a solution doesn't exist, we will create one.



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OVERVIEW

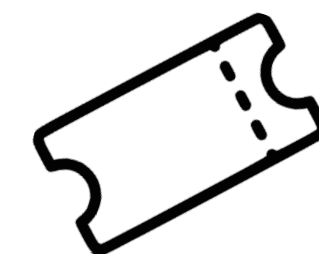
PROCEEDS FROM ALL EVENTS
DIRECTLY BENEFIT HOSPITALITY
EMPLOYEES AND VETERANS THROUGH
OUR GRANT PROGRAMS.



**140+ SPONSORSHIP
OPPORTUNITIES**



**OVER 30,000
ATTENDEES**



**OVER 20 EVENTS
IN SWFL**



EVENTS BY MONTH

JANUARY

- Legends Concert 01/01
- Think Pineapple Block Party 01/15

FEBRUARY

- Legends Concert 02/05

MARCH

- Legends Concert 03/05
- Stilettos in the Boardroom 03/12

APRIL

- Poker on the Princess 04/06
- Summer Beer Fest 04/23 - 04/24

MAY

- Paradise Jam 05/28

JUNE

- Paradise Jam 06/25

JULY

- Freedom Weekend Cup 07/8 -07/10
- Christmas in July 07/21
- Paradise Jam 07/30

AUGUST

- Paradise Jam 08/27

SEPTEMBER

- TPF Pro AM Golf Tournament
09/10 - 09/11

OCTOBER

- Fall Feast 10/21

NOVEMBER

- Feast In Ferrari 11/19
- Feast In Ferrari Donation Day 11/23

DECEMBER

- 12 Days of Hospitality 12/1 - 12/12

LEGENDS CONCERT SERIES


NOV 2021- FEBRUARY 2022 | SUGDEN PARK, NAPLES, FL

The Legends Concerts is a concert series hosted the 1st Saturday of the month from November to February with some of the biggest tribute bands in music! The event includes live music, food, and liquor vendors.

*Proceeds from the concert supports families of fallen 1st responders with the Fallen Officer Foundation.

*Proceeds from the bar supports the Veterans for Hospitality project with the Think Pineapple Foundation.




GENDER
55 MALE/ 45 FEMALE


AVG. HOUSEHOLD INCOME
\$100,000+


AGE RANGE
35 - 65


ATTENDEES
10,000+


SPONSORSHIP RANGE
\$10,000 - \$15,000



THINK PINEAPPLE BLOCK PARTY

JAN 15TH 2022 | NAPLES BEACH BREWING, NAPLES, FL

For our kickoff event for 2022, we're hosting our first ever block party at Naples Beach Brewing!

Guests are invited to an evening of food, live music, a beer pong tournament, and axe throwing. Plus the debut of our 'Hard Water' seltzer, and 2 new Naples Beach Brewing beer flavors.

*Proceeds benefit hospitality employees and veterans during times of crisis!



GENDER
50 MALE/ 50 FEMALE



AVG. HOUSEHOLD INCOME
\$100,000+



AGE RANGE
25 - 55



ATTENDEES
500+



SPONSORSHIP RANGE
\$2,000 - \$10,000



STILETTOS IN THE BOARDROOM

MARCH 12TH | FLORIDA GULF COAST UNIVERSITY, FORT MYERS, FL

This event highlights established female leaders & entrepreneurs in the area.

Featured are delectable dishes from local chefs, 3 industry leading women speakers, and a fashion show from local designers.

Proceeds from the event will support Florida Gulf Coast University's Entrepreneurship Program and The Think Pineapple Foundation's grant programs.



GENDER
ALL WOMEN



AVG. HOUSEHOLD INCOME
\$100,000+



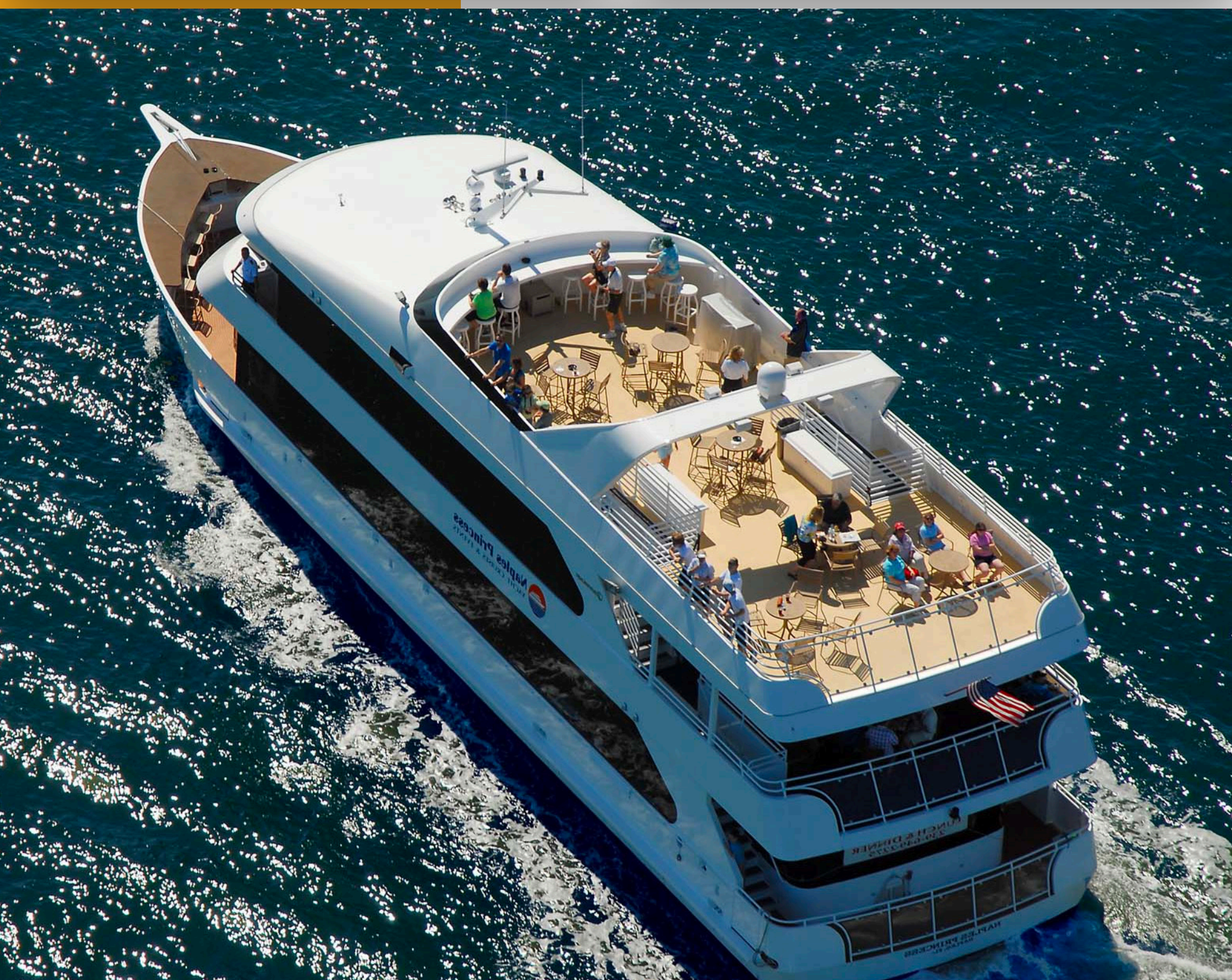
AGE RANGE
30 - 55



ATTENDEES
125+



SPONSORSHIP RANGE
\$500 - \$10,000



POKER ON THE PRINCESS

APRIL 6TH | NAPLES PRINCESS, NAPLES, FL

Invitational private poker tournament, on the luxury yacht Naples Princess. While participants play, they will sail through the Naples Bay, Port Royal and into the Gulf of Mexico with beautiful sunset and million dollar home views. Included will be catered food & apéritifs, & cigar lounge, and a grand prize for first place.

*Proceeds benefit hospitality employees and veterans during times of crisis!



GENDER
70 MALE/ 30 FEMALE



AVG. HOUSEHOLD INCOME
\$200,000+



AGE RANGE
35 - 70



ATTENDEES
120



SPONSORSHIP RANGE
\$500 - \$25,000



SUMMER BEER FEST

APRIL 23RD - APRIL 24TH

BONITA DOG TRACK LOT, BONITA SPRINGS, FL

An outdoors tasting event with live music, food trucks, vendors, raffle prizes, giveaways, and of course, beer!

Each food vendor creates a tasty dish that incorporates or pairs well with beer flavors from local brewers.

*Proceeds benefit hospitality employees and veterans during times of crisis.



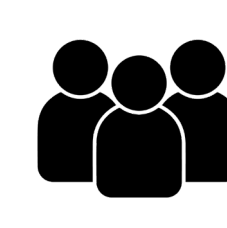
GENDER
60 MALE / 40 WOMEN



AVG. HOUSEHOLD INCOME
\$75,000+



AGE RANGE
24 - 58



ATTENDEES
5,000+



SPONSORSHIP RANGE
\$500 - \$50,000



PARADISE JAM

LAST SATURDAY OF EVERY MONTH MAY - AUGUST
NAPLES BEACH BREWING, NAPLES FL

An outdoor concert event at Naples Beach Brewery with live music, food truck, beer, wine, & liquor vendors, raffle prizes, giveaways and more!

5-part concert series

*Proceeds benefit hospitality employees and veterans during times of crisis.



GENDER
55 MALE/ 45 FEMALE



AVG. HOUSEHOLD INCOME
\$75,000+



AGE RANGE
26 - 48

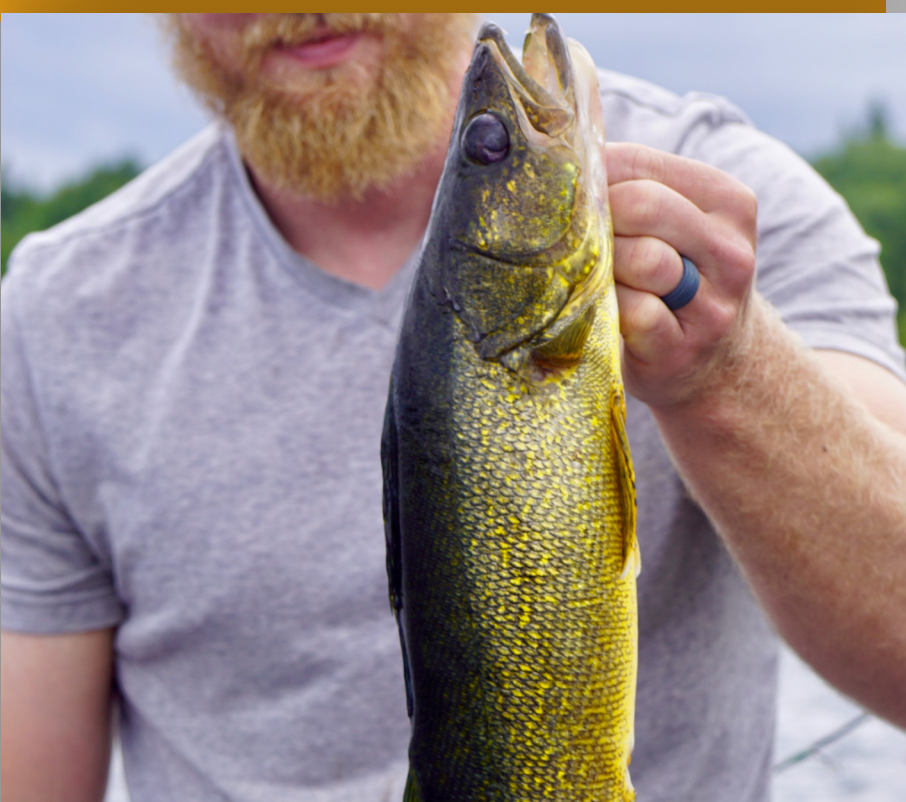


ATTENDEES
1,200+



SPONSORSHIP RANGE
\$500 - \$20,000





FREEDOM WEEKEND

JULY 15TH - JULY 17TH | SWFL LOCATIONS TBD

Day 1: Justice Shoot out

Outdoor skeet shoot out with food & beer vendors, prizes, cigar rollers, and war vehicle exhibition.

Day 2: Freedom Golf Cup

18 holes of golf tournament, 9 holes with food & drink, prize, giveaways, swag bags, and after party.

Day 3: Liberty Catch

All day fishing tournament with prizes for fish category, award ceremony, with food & drink.



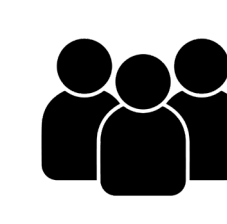
GENDER
75 MALE/ 25 FEMALE



AVG. HOUSEHOLD INCOME
\$200,000+



AGE RANGE
34 - 62



ATTENDEES
300+



SPONSORSHIP RANGE
\$500 - \$25,000



CHRISTMAS IN JULY

JULY 21ST | LOCATION TBD

The Think Pineapple Foundation is collaborate with local bars and restaurants to bring Christmas joy to a hospitality hero this Christmas!

Lucky hospitality recipients will receive a cash prize on from the proceeds raised.



GENDER
50 MALE/ 50 FEMALE



AVG. HOUSEHOLD INCOME
\$55,000+



AGE RANGE
26 - 48



ATTENDEES
120



SPONSORSHIP RANGE
\$200 - \$15,000



TPF PRO AM GOLF TOURNAMENT

SEPTEMBER 10TH | LOCATION TBD

An 18 hole golf tournament with 9 holes offering food & drinks from local restaurants. Additionally, a cigar rolling station, contest prizes, raffles, and silent auction.

*Proceeds benefit hospitality employees and veterans during times of crisis.



GENDER
65 MALE/ 35 FEMALE



AVG. HOUSEHOLD INCOME
\$120,000+



AGE RANGE
34 - 62



ATTENDEES
80+



SPONSORSHIP RANGE
\$500 - \$50,000



FALL FEST

OCTOBER 21ST | LOCATION TBD

Collaboration event with FRLA. Local high school students enrolled in culinary programs bake, cook, and create dishes that incorporate squashes.



GENDER
40 MALE/ 60 FEMALE



AVG. HOUSEHOLD INCOME
\$65,000+



AGE RANGE
16 - 45



ATTENDEES
200+



SPONSORSHIP RANGE
\$200 - \$20,000



FEAST IN FERRARI

NOVEMBER 19TH | FERRARI OF NAPLES, NAPLES, FL

Feast in Ferrari is a tasting and 4-course dinner event that will feature premier chefs, exclusive wines, live music, and silent auctions inside the new Ferrari of Naples dealership.

In partnership with the Boys & Girls Club of Collier County and the Immokalee Foundation.

*Proceeds of the event will help feed children and their families in Immokalee with a goal of providing 2,000 hot meals.



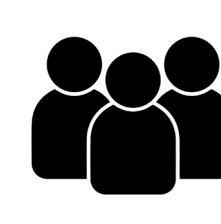
GENDER
45 MALE/ 55 FEMALE



AVG. HOUSEHOLD INCOME
\$200,000+



AGE RANGE
35 - 54



ATTENDEES
200+



SPONSORSHIP RANGE
\$200 - \$20,000



12 DAYS OF HOSPITALITY

DECEMBER 1ST - DECEMBER 12TH | SOUTHWEST FLORIDA

12 Days of Hospitality is a 2 week event with participating restaurants in SWFL. The first 7 days will be a highlighted restaurant week followed by 4 days of private dinner experiences across SWFL's best restaurants with live entertainment, silent auction, live art/NFT gallery and more.

*Proceeds will go to our Foundation & Veterans for Hospitality Program.



GENDER
32 MALE/ 68 FEMALE



AVG. HOUSEHOLD INCOME
\$100,000+



AGE RANGE
30 - 50



ATTENDEES
20,000+



SPONSORSHIP RANGE
\$5,000 - \$100,000

MEET OUR TEAM

THINK PINEAPPLE. THINK HOSPITALITY



RAFAEL J. FELICIANO
President



SASHA LILLION
Senior Vice President



MELVIN J. SILVERIO
Vice President of Branding



GREGORY ALFONSO
Director of Community Relations



OUR NON-PROFIT PARTNERS & AFFILIATIONS

- Immokalee Foundation
- Boys & Girls Club of Collier
- Boys & Girls Club of Lee
- FGCU Resort & Hospitality Management
- FGCU School of Entrepreneurship
- Florida Restaurant & Lodging Association
- Blue Zones of SWFL
- Above Board Chamber of Collier
- Above Board Chamber of Lee
- Greater Naples Chamber
- Paradise Coast Visitors Bureau
- Lee County's Visitors Bureau



CONTACT US!

Let's chat about how we can make this happen.

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Thank You!