

A photograph of four women standing outdoors on a grassy area, holding a large white banner. They are all smiling and wearing sunglasses. The woman on the far left is wearing a white cap with 'UVA' on it. The banner they are holding has blue text and a logo. In the background, there are palm trees and buildings, including one with a sign that says 'HOTEL'.

# JUNIOR LEAGUE OF MIAMI HERStory Festival

Sponsorship Information





# Our Project Vision

The **People** We Work With.  
The **Sights** We See.  
The **Projects** We Establish.  
The **Communities** We Serve.  
The **Support** We Raise.  
The **Goals** We Reach.  
The **Lessons** We Learn.  
The **Friendships** We Cherish.  
The **Memories** We Savor.



# About the HERStory Festival

**March 2021:** Is NATIONAL WOMEN'S HISTORY MONTH.

In conjunction with our upcoming 2026 Centennial, the Junior League of Miami seeks to launch an annual **HERStory Festival**, which celebrates **100 years of the Junior League of Miami** and the **founding of Miami by a woman, Julia Tuttle**, in 1896 and the many female achievements ever since.



## HERSTORY FESTIVAL: PROGRAMMING

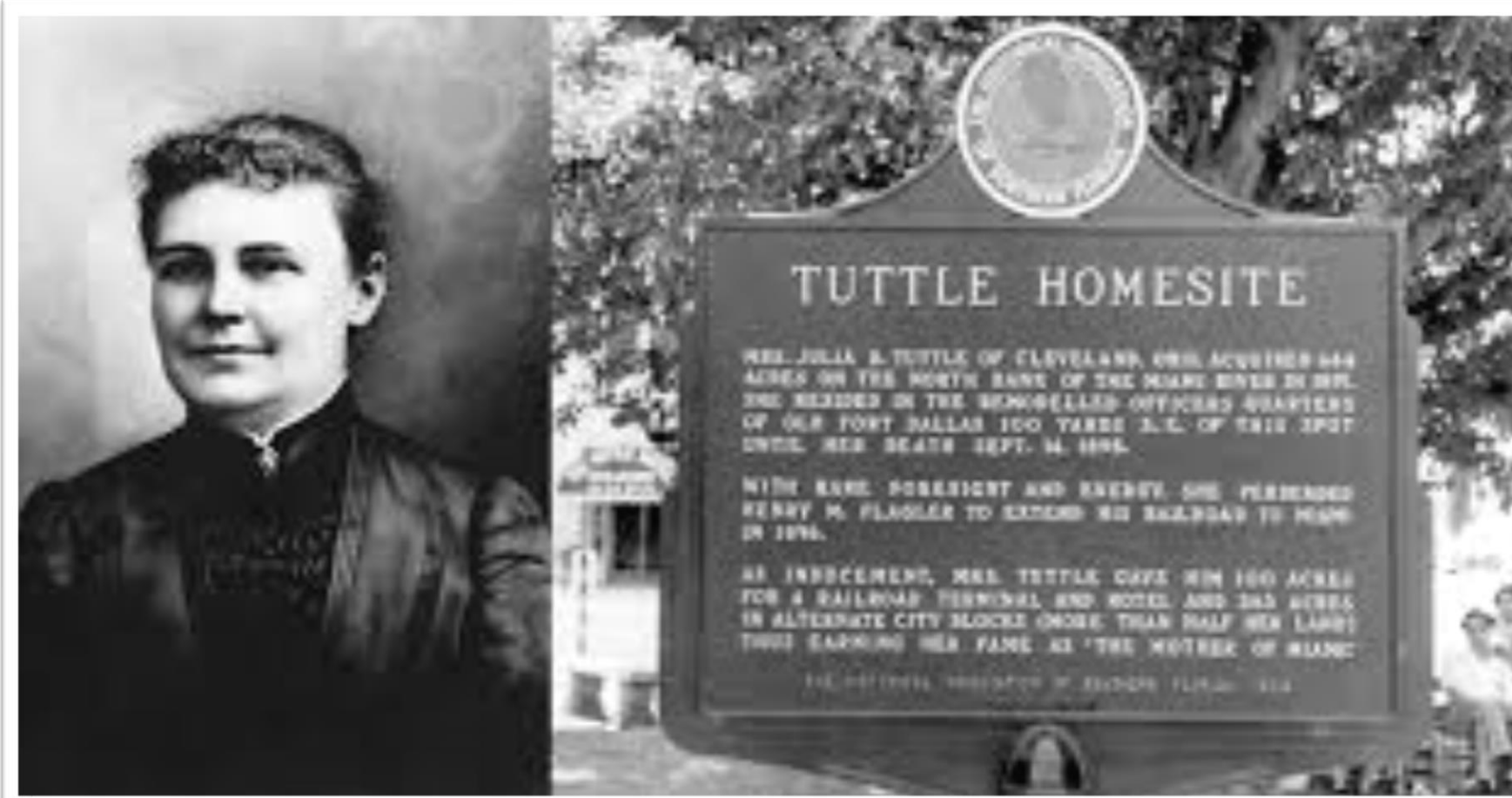
1. Film Production & Screening  
**“Miami: Founded by a Woman & Making Magic Ever Since”**
2. Film Screenings: **“Our Miami: The Magic City”**, produced by JLM
3. Archive: **Arva Moore Parks McCabe Memorial Archive**
4. Oral History Project



# 1. World Premiere Documentary Film: Julia Tuttle Episode

## “MIAMI: FOUNDED BY A WOMAN & MAKING MAGIC EVER SINCE”

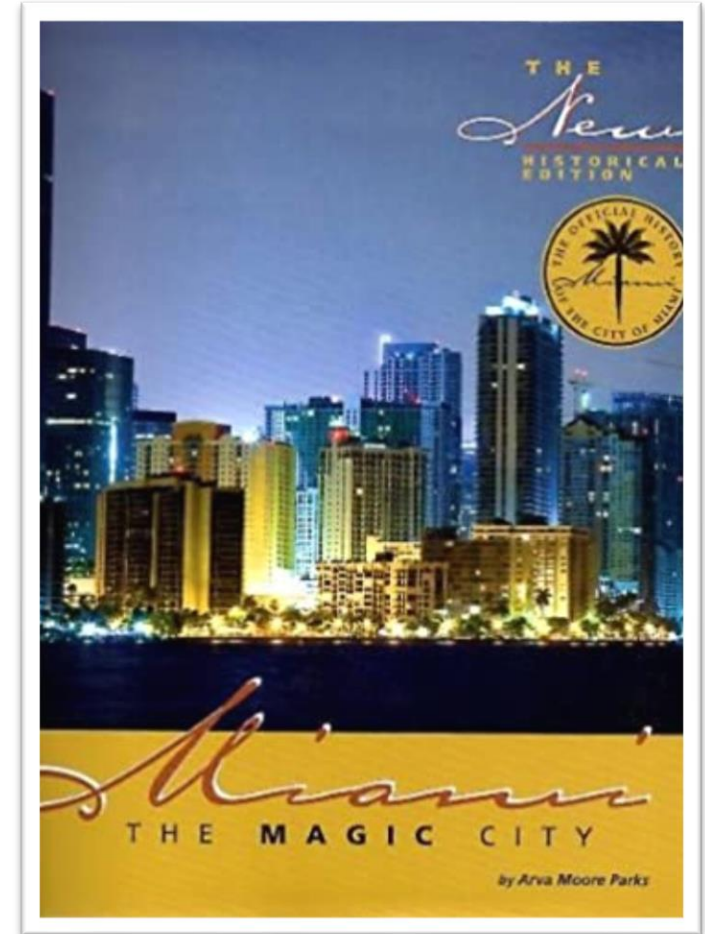
**Synopsis:** Miami is the only major American city founded by a woman. Our film is about a simple yet powerful idea – that women with energy and passion have led our community in change. Our film is the story of the many women – from 1896 to today -who have been powerful catalysts to make Miami the “Magic City.”



A Film Presented by the Junior League of Miami  
**MIAMI: FOUNDED BY A WOMAN  
& MAKING MAGIC EVER SINCE**

## 2. Film Screening for the Public in English & Spanish

**“Our Miami, The Magic City”** was a revised version of Miami’s first official history, “Miami, The Magic City”. Presented by the Junior League of Miami, written by Arva Moore Parks and directed by Carl Kesser, the original film premiered in 1980 and the revised version premiered in 1994. With a more expansive scope, the film details 10,000 years of Miami history, evolving from a tropical frontier to a glittering international metropolis. That film was written by Arva Moore Parks McCabe, directed by Carl Kesser. It is narrated in English by award-winning actor Cliff Robertson and in Spanish by Telemundo and NBC Nightly News journalist Jose Diaz-Balart. Both screenings will feature a post-film talk back with the film’s director/producer Carl Kesser, HistoryMiami’s Dr. Paul George, co-writer Alyce Robertson and Jose Diaz-Balart (for Spanish version)



Film Screenings Presented by the Junior League of Miami

**“ OUR MIAMI, THE MAGIC CITY”**



## 3. Oral History Interviews

*Connecting one generation to the next, first-hand*

With JLM as the force behind more than 190 programs in Coral Gables and beyond for over 90 years, we are conducting **oral history interviews with prominent JLM members, Coral Gables leaders, and individuals or organizations served by our philanthropic work.**

This is an opportunity for us to hear, first-hand, stories of the important and longstanding legacy of women volunteers and organizations in the creation of the City of Coral Gables and surrounding community. Our interviews highlight how history bears upon our present and future.

With COVID, we have transitioned to conducting Zoom recorded interviews and held a Webinar for RKVIST to train JLM Members as to how to conduct interviews on Zoom.

**If you are interested in interviewing JLM members or being interviewed, please contact [saritacoubai@yahoo.com](mailto:saritacoubai@yahoo.com)**



# 4. The Arva Moore Parks McCabe Memorial Junior League Archive

## *The Stories We Preserve ...*

An archive dedicated in memory of our dearly departed League member and iconic historian, author & preservationist, **Arva Moore Parks McCabe**.

A collection of digitized, organized and meta tagged photos, films, articles, printed materials and oral histories dating back to 1926 through our 2026 Centennial.

An archive that is preserved and maintained with the highest of standards as the visionary Arva Moore Parks McCabe would wish: sharing her story, the League stories and our community's stories, now and for generations to come.

Visit: <https://jlm-centennial.smugmug.com/>



# JLM Centennial Committee

**Leslie Rivera, JLM Centennial Committee Co-Chair**

**Deborah Koch, JLM Centennial Committee Co-Chair**

**Sandi Sides, JLM Centennial Committee Treasurer**

**Jennifer Williams, JLM President**

**Angela Carrillo, JLM President-Elect**

**Sarita Courtney-Baigorri**

**Heather Harris**

**Debbie Hasty**

**Keith Landon**

**Rebecca Roper Matkov**

**Stephanie Heller Norman**

**Jo Wanda Peterson**

**Ivon Rodriguez**

**Renee Lopez-Cantera**

**Mary Shafey**

**Cecilia Slesnick**

**Lynn Summers**

**Betsy Hoover-Thomas**

**Bonita Whytehead**





# Our Team



**DEBORAH KOCH**  
Past President, Junior League  
of Miami, JLM Centennial  
Committee Co-Chair



**LESLIE RIVERA**  
JLM Centennial Committee  
Co-Chair & Director of Research



**BECKY MATKOV**  
Author: *Miami: Founded by a  
Woman & Making Magic Ever Since*



**JENNY WILLIAMS**  
President 2020-2021  
Junior League of Miami



**STEPHANIE HELLER**  
Project Producer/Director



**DAVID AKE**  
Project Musical  
Advisor



# Our Impact

Prospective Audience  
Local & National



Visibility through  
Traditional & Social  
Media



Women's History Month is an annual declared month that highlights the contributions of women to events in history and contemporary society.

Creation of the Arva Moore Parks McCabe Memorial Archive to preserve, organize, centralize & share photos, slides, negatives, films, media clippings & other assets from 1926 - 2026

Artistic Merit Annual Festival

Preservation

Festival Film Screenings for the  
Community





# Visonary

# Sponsorship Levels

**\$25,000**

Full Frame with logo in Opening & Closing Credits

Autographed poster with sponsor acknowledgement

Logo permanently on Film cover

Receive 12 copies of Film

Your name listed in all marketing materials

Filmmakers will host VIP access to film screening for you and your guests

12 tickets to Premiere Party

## Steward

**\$10,000**

Half Frame with logo in Opening & Closing Credits

Autographed poster with sponsor acknowledgement

Logo permanently on Film back

Your name listed in all marketing materials

Receive 6 copies of Film

6 tickets to Premiere Party

## Benefactor

**\$5,000**

Quarter Frame with logo in Closing Credits

Autographed poster with sponsor acknowledgement

Receive 4 copies of Film

4 tickets to Premiere Party

## Patron

**\$2,500**

Name in single column Closing Credits

Receive 2 copies of Film

2 tickets to Premiere Party

## Ambassador

**\$1,000**

Name in Closing Credits

Receive 2 copies of Film

2 tickets to Premiere Party





[BACK TO TOP](#)



**THANK YOU!**