



SOARée

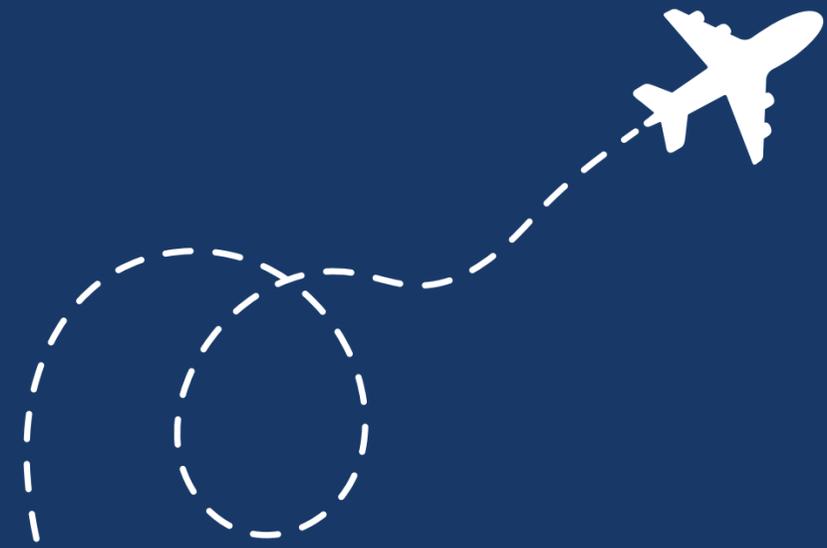
MIRACLE FLIGHTS



ARE YOU FEELING LUCKY?
JOIN OUR ONE-OF-A-KIND FUNDRAISER

Ready, Jet, Go!

[MIRACLEFLIGHTS.ORG/SOAREE](https://miracleflights.org/soaree)



Join Us as We
Celebrate
40 Years
of Miracles



Advocating for Families

Miracle Flights provides free commercial flights to children and their families who need life-changing medical care not available in their local communities.

Soaring with a Purpose

Since 1985, we've provided more than 160,000 free flights, and we book more than 700 flights per month on commercial airlines across the United States.

Local Connection

Miracle Flights is the first national nonprofit headquartered in Las Vegas, Nevada.



What Sets Our Event Apart

Cheers to 40 Years

Join us on **Friday, March 28, 2025, from 6:00 p.m. to 10:00 p.m.** at Thrive Aviation for a one-of-a-kind fundraising event.

Guests will enjoy custom cocktails, tantalizing small bites, and exciting entertainment.

Bring your suitcase! Unlike other events, where you leave the venue at the end of the evening, at SOARée, three lucky couples will depart via private jet for a luxury weekend in Sonoma County, with exclusive accommodations, car service, and more.

For our 40th year, we are honoring former Las Vegas Mayor Jan Jones Blackhurst and our Miracle Flights recipient, Asher.

JAN JONES BLACKHURST

A WORD FROM OUR HONOREE

Dear Supporter,

I am honored and humbled to share that I have been named the 2025 SOARée Navigator Honoree by Miracle Flights, an extraordinary organization led by CEO Mark E. Brown. This recognition is a profound privilege, as it allows me to stand alongside a mission that transforms lives by providing free commercial flights to children in need of life-changing medical care not available in their local communities.

The 2025 SOARée will take place on Friday, March 28, 2025, at the stunning Thrive Aviation hangar in Las Vegas. This special evening will not only celebrate the incredible impact Miracle Flights has had over the past 40 years but will also raise critical funds to help even more families access the care their children deserve.

I would be deeply grateful if you would join me in supporting this cause. Here's how you can get involved:

- **Sponsor the Mission:** Your sponsorship helps Miracle Flights continue to change lives one flight at a time.
- **Attend the Event:** Be part of a meaningful and inspiring night.

Your support has the power to make a direct and lasting difference for children and families facing the challenges of accessing medical care far from home. Please visit miracleflights.org/soaree for more details about the event and sponsorship opportunities.

Thank you for considering this invitation to be part of something truly special. Together, we can ensure that distance is no barrier to hope and healing.

Sincerely

Jan Jones Blackhurst



2025 SOARée Honoree, Jan Jones Blackhurst with Miles, the bear.

Miracle Flights Celebrates 40th Anniversary at One-of-A-Kind Fundraiser

Organization to Honor Former Las Vegas Mayor Jan Jones Blackhurst and Local Miracle Flights Recipient Asher at the Third Annual SOARée

Las Vegas, Nevada – February 20, 2025 – Miracle Flights, an organization that provides free commercial flights to children and their families in need of life-changing medical care unavailable in their local communities, is bringing back SOARée just in time for its 40th-anniversary celebration.

This unique fundraiser will take place on Friday, March 28th, at the luxurious and modern Thrive Aviation Private Jet Hangar. Guests will enjoy cocktails, delicious hors d'oeuvres, and exciting entertainment fitting the glitz and glamour of Las Vegas. At the end of the night, three lucky couples will have the chance to win a lavish weekend in Sonoma County aboard their private jet, complete with exclusive accommodations, car service, and an unforgettable experience, all valued at \$20,000. The plane will depart immediately after the event.

This year's SOARée will honor former Las Vegas Mayor Jan Jones Blackhurst and a local Miracle Flights recipient, Asher.

"I am honored and humbled that I have been named the 2025 SOARée Navigator Honoree by Miracle Flights, an extraordinary organization led by CEO Mark E. Brown," Jan shared. "This recognition is a profound privilege because it allows me to stand alongside a mission that transforms lives by providing free commercial flights to children in need of life-changing medical care that is not available in their local communities."

Becky, Asher's mother, expressed, "We are so grateful to Miracle Flights for giving Asher a better quality of life and helping him reach a point where his condition is no longer life-threatening. Words can never fully convey our gratitude for this honor and privilege as we celebrate Asher as Miracle Flights' Child Ambassador of the Year."

"We are excited and privileged to honor Jan Jones Blackhurst and Asher Davila at this year's SOARée," said Mark E. Brown, CEO of Miracle Flights. "Jan's leadership and empathy, along with Asher's courage and resilience, exemplify the values and mission of our organization. They symbolize miraculous journeys and triumphs over challenges that appear insurmountable. They serve as a fitting representation of hope, healing, and miracles. We look forward to celebrating them."

Thrive Aviation, SkyHop Global, and Southwest Airlines are this year's primary sponsors. Award-winning multimedia storyteller Carrie Roper will return as the host for the second consecutive year, accompanied by NBC Las Vegas reporter Fidel Moreno-Meza.

To learn more about the event, please visit our event page:

- For media inquiries, please reach out to Fox Deatry, Vice President of Marketing and Communications.
- For sponsorship inquiries, please get in touch with Kathy Roller, Vice President of Events, and Dr. John Rinaldo, Vice President of Development.

2025 SOARÉE NAVIGATOR HONOREE

JAN JONES BLACKHURST

Jan Jones Blackhurst is a long-time political and business leader who spent most of the 1990s as the first woman mayor of Las Vegas – one of the most popular mayors in the city’s history. She then joined Caesars Entertainment, where she and her teams developed the industry’s first responsible gaming practices, advanced environmental stewardship, and advocated for important social issues.

Jan speaks extensively at many universities and helped establish the International Gaming Institution Center of Excellence at UNLV. After leading corporate social responsibility and public policy at Caesars for two decades, she joined the company’s board of directors in 2019 where she chairs the Corporate Social Responsibility committee. She also became chief executive in residence at the UNLV International Gaming Institute, where she was a popular faculty member and key player in the “Expanding the Leaderverse” initiative. She then became the executive director of the UNLV Black Fire Leadership Initiative in January 2021. In May 2022, Jan was appointed to the board of directors of Esports Entertainment Group, a full stack esports and online gaming company, and in March 2023, she joined the Hospitality Group of World Choice Investments.

Committed to education, Jan served as chairwoman for the Public Education Foundation. She has also earned numerous awards and accolades while serving on several boards, including the Las Vegas Stadium Authority, Vegas Chamber, and the Nevada Resort Association. In 2014, she was one of the first women to be inducted into the American Gaming Association (AGA) Gaming Hall of Fame.



2025 SOARÉE CHILD AMBASSADOR

ASHER

Asher was 18 months old when he received his first Miracle Flight to treat his Grade 4 Subglottic Stenosis, which caused a complete closure of the airway requiring him to be tracheostomy dependent. He traveled to Mass Eye and Ear in Boston, Massachusetts.

“We just returned home to Vegas from Boston Mass Eye & Ear, a Harvard teaching hospital dedicated to eye, ear, nose, throat, head, and neck care,” Becky, Asher’s mother, noted. “Our son had a bronchoscopy with an ENT that specializes in airway reconstruction. The whole experience from start to finish went perfectly. It was our first time flying with our medically complex baby, and we could not have asked for a better outcome. We received the news we had been hoping for: Asher is a great candidate for airway reconstruction surgery. This will provide him with a safe airway and a voice. We have never heard Asher's voice, not a single coo or babble; even when he cries, it is completely silent. We are so grateful for this opportunity to provide him with a better quality of life and to get him to a point where his condition is no longer life-threatening. This would not have been possible without the assistance of Miracle Flights. Words could never fully express our gratitude.

Asher had his airway reconstruction surgery on September 4th at Mass General in Boston, Massachusetts. The surgery went well, with no complications. The surgeon successfully removed rib cartilage and placed the rib graft in his airway, which took about four hours. His airway is now open. Since the surgery, Asher has tried new foods. On September 23rd, his mother shared a video titled “Look who has a voice!”



CARRIE ROPER AND FIDEL MORENO-MEZA

Our Hosts

— This will be a night to remember.

Carrie is an Emmy Award-winning video production professional with over 15 years of experience with a diverse portfolio spanning daytime television, reality TV, news, and branded content. Carrie's resume includes working with top industry brands like Disney, Paramount, Amazon, Netflix, Warner Brothers, and MTV, to name a few. In addition to her creative expertise, Carrie played a pivotal role in launching and anchoring the first digital newscast for the Las Vegas Review-Journal. She currently serves as the Executive Producer for Storyville RD, a full-service video production company committed to telling creative and powerful stories. Whether behind the camera or in front of it, she consistently crafts narratives that resonate with audiences and drive impact. She is honored to return as the emcee for the second year of SOARée to support its mission in Southern Nevada.



Fidel is a reporter and fill-in weather anchor at NBC Las Vegas. He graduated from Fresno State with a degree in Criminology and a minor in Mass Communications and Journalism. He is currently finishing his Meteorology studies at Pennsylvania State. Before coming to Las Vegas, Fidel worked at CBS4 and KFOX14 in El Paso, Texas, where he was the weekday morning anchor. Fidel's enthusiasm for journalism goes back to his high school days when he began hosting the first-ever broadcast on his high school campus. That passion continued into college, leading him to internships with his local public access television station, CMAC, and an intern for KFSN-ABC30 as part of the Disney Internship Program. Born and raised in California's Central Valley, Fidel speaks English and Spanish fluently. He is excited to start his next chapter in Las Vegas and explore the Silver State.

GET YOUR GOLDEN TICKET NOW

Take Part

2024

Last year, SOARée raised \$358,000 for Miracle Flights and had 521 people in attendance, including 63 volunteers.

2025

Word has spread this year, and tickets are limited. Act now, take part in our 40th celebration, and you might just get lucky.

SOARée
MIRACLE FLIGHTS

BOARDING PASS
RAFFLE DRAWING ENTRY

NAME

MOBILE NUMBER

THRIVE
AVIATION

MARCH 28, 2025 • 9PM SHARP!
LAS VEGAS, NV → HEALDSBURG, CA

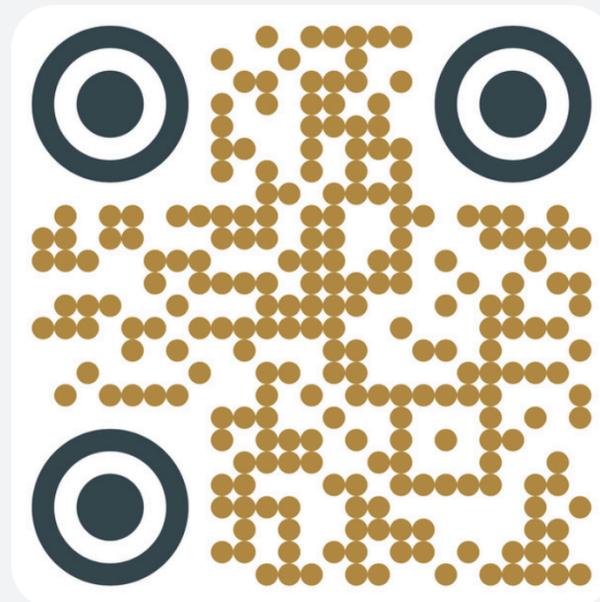
WINNERS FLY AWAY TONIGHT!

Winner & Guest (2 PEOPLE) must be present to win. Prize is not transferable.

Three lucky couples will jet away aboard a luxurious, Thrive Aviation private jet to Healdsburg, California.

Prize includes:

- Two-night accommodations at Healdsburg Hotel
- Private wine-tasting experience (Saturday 3/29/25)
- Returning in the afternoon (Sunday 3/30/25)



Are You Feeling Lucky?
Scan the QR Code and Purchase Your Tickets

HOW TO SPONSOR

Take Part

2025 Sponsors (as of Feb. 2025)

Host: Thrive Aviation

Presenting: Skyhop Global,
Southwest Airlines

Captain: Findlay VW Henderson

First Officer: Multipure

Co-Pilot: JetSeam, Northern
Trust, GenuBank

Sponsorship Opportunities

Contact: Kathy Roller

Vice President, Events

Kroller@miracleflights.org

SPONSORSHIP OPPORTUNITIES

HOST SPONSOR \$55,000 **SOLD**

Event admission for 50 guests
10 entries into Jet Fly Away Raffle per guest
Inclusion in event name and all marketing material
Opportunity to submit brief video for event
Billboard (60-day run)

Miracle Flights newsletter mention (15k subscribers)
Inclusion in social media campaign
Logo placement on Miracle Flights website
Onscreen recognition at event
Center spread ad in program (2 pages)

PRESENTING SPONSOR \$40,000 **SOLD**

Event admission for 35 guests
10 entries into Jet Fly Away Raffle per guest
Inclusion in event name and all marketing material
Opportunity to submit brief video for event
Billboard (60-day run)

Miracle Flights newsletter mention (15k subscribers)
Inclusion in social media campaign
Logo placement on Miracle Flights website
Onscreen recognition at event
Full spread ad in program (2 pages)

TAKE OFF \$25,000

Event admission for 20 guests
10 entries into Jet Fly Away Raffle per guest
Billboard (45-day run)

Miracle Flights newsletter mention (15k subscribers)
Inclusion in social media campaign
Logo placement on Miracle Flights website
Onscreen recognition at event
Inside Cover ad in program (8.5" x 11")

CAPTAIN \$15,000

Event admission for 10 guests
5 entries into Jet Fly Away Raffle per guest
Billboard (30-day run)

Miracle Flights newsletter mention (15k subscribers)
Inclusion in social media campaign
Logo placement on Miracle Flights website
Onscreen recognition at event
Full page ad in program (8.5" x 11")

FIRST OFFICER \$7,000

Event admission for 6 guests
3 entries into Jet Fly Away Raffle per guest
Miracle Flights newsletter mention (15k subscribers)

Inclusion in social media campaign
Logo placement on Miracle Flights website
Onscreen recognition at event
1/2 page ad in program (8.5" x 5.5")

CO-PILOT \$4,000

Event admission for 4 guests
2 entries into Jet Fly Away Raffle per guest

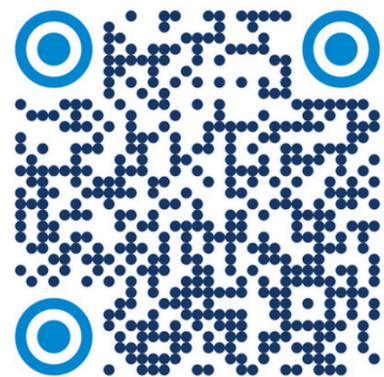
Inclusion in social media campaign
Logo placement on Miracle Flights website
Onscreen recognition at event
1/4 page ad in program (4.25" x 5.5")

PROGRAM ADS Full page ad \$1,000 (8.5" x 11") • 1/2 page ad \$600 (8.5" x 5.5") • 1/4 page ad \$400 (4.25" x 5.5")

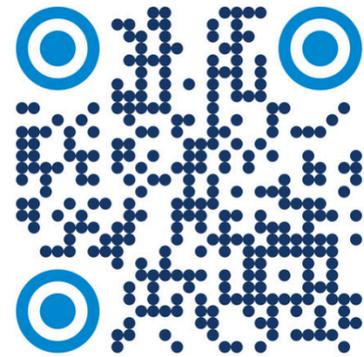
BE SOCIAL

Spread the Word

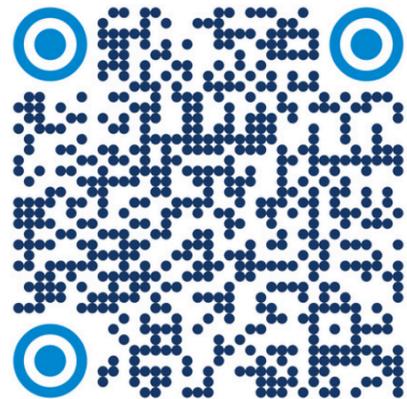
Help us by spreading the news across social media with our sample copy.



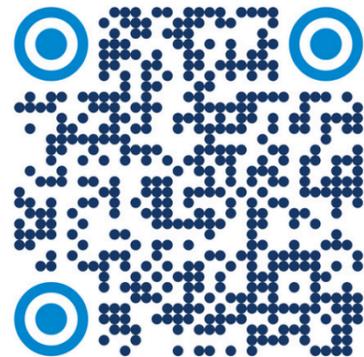
FACEBOOK



X



LINKEDIN



INSTAGRAM

- Join us on Friday, March 28, 2025, from 6:00 p.m. to 10:00 p.m. at Thrive Aviation for a one-of-a-kind fundraising event. Bring your suitcase! Unlike other events where you leave the venue at the end of the evening, at SOARée, three lucky couples will depart via private jet for a luxury weekend in Sonoma with exclusive accommodations, car service, and more. Purchase your tickets now: miracleflights.org/soaree/
- Mark your calendars! SOARée is about to take flight. Join us on Friday, March 28th, for our one-of-a-kind fundraiser at the luxurious and modern Thrive Aviation Private Jet Hangar. Guests will be treated to cocktails, luscious hors d'oeuvres, and rousing entertainment befitting the glitz and glamour of Las Vegas—all for a good cause. Purchase your tickets: miracleflights.org/soaree/
- Are you feeling lucky? Learn how you can attend our biggest fundraiser of the year and win a luxury weekend in Sonoma County with a luxurious private jet, exclusive accommodations, car service, and more: miracleflights.org/soaree/



Record a PSA

10 Second

Are you feeling lucky? Join us on March 28th to celebrate 40 Years of Hope and Miracles at our most unique fundraiser of the year. Ready, Jet, Go to miracleflights.org to learn more about SOARée.

15 Second

Are you feeling lucky? Join us on March 28th to celebrate 40 Years of Hope and Miracles at our one-of-kind event at the luxurious Thrive Aviation Hangar. At the end of the night, three lucky couples will depart for a lavish weekend in Sonoma County in a private jet with exclusive accommodations, car service, and an experience to remember—all valued at 20K. Ready, Jet, Go to miracleflights.org to learn more about SOARée. Trust me, you do not want to miss this party...all for an impactful cause.

30 Second

SOARée, our one-of-a-kind event is back! Join us on March 28th to celebrate 40 Years of Hope and Miracles at the luxurious Thrive Aviation Hangar. You will be treated to exquisite cocktails, luscious hors d'oeuvres, and rousing entertainment befitting the glitz and glamour of Las Vegas. Much more, you will be doing it for a great cause as all proceeds will go to Miracle Flights' mission of providing free commercial flights to children and their families who need life-changing medical care not available in their local communities.

But there's more! At the end of the night, three lucky couples will depart for a lavish weekend in Sonoma County in a private jet with exclusive accommodations, car service, and an experience to remember—all valued at 20K. Ready, Jet, Go to miracleflights.org to learn more about SOARée. Trust me, you do not want to miss this party. Are you feeling lucky?

Engage with Our Team

Kathy Roller | VP of Events | Kroller@miracleflights.org

Robert Sanchez | VP of Operations | Rsanchez@miracleflights.org

John Rinaldo | VP of Development | Jrinaldo@miracleflights.org

Fox Deatry | VP of Marketing and Communications | Fdeatry@miracleflights.org

CHEERS TO 40 YEARS

Thank You

For more information:

miracleflights.org/soaree

