

## Tourism Event Sponsorship Application

Profile	
<b>Legal name of company:</b>	South Florida CFPNCG Host Committee, LLC
<b>State the company was incorporated/organized in:</b>	FL
<b>Contact name:</b>	Eric Poms
<b>Title:</b>	Chief Executive Officer
<b>Phone #:</b>	(305) 341-4723
<b>Contact email:</b>	epoms@orangebowl.org
<b>Address:</b>	14360 NW 77 CT
<b>City:</b>	Miami Lakes
<b>State:</b>	FL
<b>Zip:</b>	33016
<b>Country:</b>	UNITED STATES
<b>About your company:</b>	<p>The South Florida CFPNCG Host Committee, LLC is a non-profit organization dedicated to bringing the 2026 College Football Playoff National Championship Game to South Florida. It is comprised of a diverse group of community leaders, including representatives from the Orange Bowl Committee, Miami Dolphins/Hard Rock Stadium, local government entities, visitor bureaus, and corporate leaders. The Host Committee successfully once again led the bid to secure the game for the region, showcasing a collaborative effort between various stakeholders to elevate South Florida's role in college football. With a board currently comprised of 61 members and structured as an LLC of the Orange Bowl Committee, the organization operates with support from select Orange Bowl staff members, ensuring seamless planning and execution of this prestigious event. In addition, Broward County leaders are well represented within the Host Committee with 11 Board members that reside in Broward, including former City of Fort Lauderdale Mayor Jack Seiler as the Host Committee Chair, and a dedicated staff led by Weston resident Eric Poms as the Executive Director.</p> <p>The organization was established in 2019 and has been in operation for six years. As previously noted, the South Florida CFPNCG Host Committee is an LLC of the Orange Bowl Committee which has been staging high profile sporting events for over 92 years beginning with the Palm Festival in 1933.</p> <p>In addition, the South Florida CFPNCG Host Committee and its management team bring extensive experience in producing high-profile events in the sports and entertainment sector. Board Chair Jack Seiler has 25 years involvement with numerous Broward County events and programs. Many members of the management team come from the Orange Bowl Committee, which has a long history of successfully hosting major events, including the annual Capital One Orange Bowl game, one of college football's most prestigious and iconic bowl games. The Host Committee is supported by a staff of seasoned professionals with backgrounds in event management, marketing, logistics, and community outreach, ensuring a high level of coordination and execution. The team's collective experience in managing complex events has prepared them to successfully host the 2026 College Football Playoff National Championship Game, leveraging local knowledge, established partnerships, and operational expertise.</p> <p>The South Florida CFPNCG Host Committee has successfully produced a wide variety of events and legacy projects in South Florida, showcasing its expertise in managing large scale gatherings and community focused celebrations. Notable events and legacy projects include:</p> <ul style="list-style-type: none"> <li>• 2021 College Football Playoff National Championship: The Host Committee previously hosted this premier national sporting event in South Florida, drawing attention and fans from across the country while navigating the unprecedented challenges presented by the COVID pandemic.</li> <li>• Sunshine Health Championship Community Celebrations: These events engaged the community and celebrated the National Championship game coming to South Florida.</li> <li>• AvMed Championship Kickoff Luncheons: A series of high-profile luncheons that brought together key figures from sports, business, and community sectors to celebrate the National Championship game.</li> <li>• Host Committee Pregame Party: An exclusive event that set the stage for the excitement of the National Championship game, encouraging community and sponsor engagement.</li> <li>• Host Committee Golf Tournament: A networking event that brought together stakeholders in a fun and relaxed environment, helping to build relationships and raise awareness for the event.</li> <li>• Innovative Space Makeover Ribbon Cutting Celebrations: A series of impactful public school media center renovations designed to foster innovation and creativity. This included the signature project which entailed a complete transformation of the media center at Stranahan High School.</li> <li>• Legacy Projects: The Orange Bowl, in partnership with the Host Committee, has contributed to eight community legacy projects to date, such as the creation of Orange Bowl Field at Carter Park, Orange Bowl Field at Mitchell Moore Park, and the upcoming renovation at the Jimmy Evert Tennis Center, which will prominently feature Chris Evert Stadium Court. These efforts have had lasting benefits on the community, enhancing public spaces and supporting youth sports.</li> </ul>
<b>Name of Event:</b>	2026 College Football Playoff National Championship Game
<b>Event Date(s):</b>	The CFP National Championship weekend begins on Friday, January 16, 2026 and culminates with the CFP National Championship game on Monday, January 19, 2026.
<b>Event venue(s):</b>	Hard Rock Stadium
<b>Proposed amount of sponsorship investment:</b>	\$1,000,000.00

About the event	
<b>Describe the event and how the local tourism industry is involved:</b>	<p>The game brings extensive tourism and media visibility to the region, showcasing South Florida, including Broward County, on a national stage. The prestige of hosting one of the country's premier championship sporting events continues to elevate our region and attracts attention from across the nation. Beyond the game itself, there are significant community outreach programs tied to the event that will engage local residents and create a sense of pride, unity, and excitement.</p> <p>Broward County is home to a thriving hospitality and entertainment industry, including hotels, restaurants, beaches, area attractions, and businesses that will greatly benefit from the influx of visitors. The region's air and ground travel infrastructure, particularly Fort Lauderdale-Hollywood International Airport, offers easy access to the game, making it convenient for fans traveling from across the country.</p> <p>The tremendous year-long media exposure leading up to the game provides an invaluable marketing opportunity for South Florida. With a projected 30 million viewers tuning in to watch college football's highest-rated football game of the year, the County will be in the spotlight, further boosting its appeal as a top destination for future events.</p> <p>Additionally, the 2026 College Football Playoff National Championship Game is supported by a broad group of tourism partners. The event will involve collaboration with local hotels to accommodate the large number of visitors expected. Restaurants throughout Broward County and South Florida can join the effort to enhance the event experience, offering special menus and promotions for fans before and after the event. Additionally, airlines and ground transportation providers will be involved in facilitating easy travel to and from the event, while local rental properties contribute to the overall accommodation strategy.</p> <p>This collaboration also includes public sector engagement from local government entities, tourism bureaus, and transportation partners, working together to create an unforgettable experience for fans and attendees.</p>
<b>Is one of the main purposes of this event to attract tourists to Broward County:</b>	Yes
<b>Explain why:</b>	One of the main purposes of the 2026 College Football Playoff National Championship Game is to attract a significant number of tourists to Broward County. As college football's premier event, it draws a massive influx of visitors, with an estimated 100,000 people expected to travel to South Florida for the championship game.
<b>Describe the event's budget:</b>	<p>The South Florida CFPNCG Host Committee total budget for the game and surrounding events is \$27,000,000.</p> <p>The Committee will generate revenue for the 2026 CFP National Championship game efforts through several key sources, ensuring financial support for the event and its associated activities. These revenue streams include: public funding, grants, corporate sponsorships, and ticket package sales. At this time the lowest priced ticket for the game is \$475.</p> <p>The sponsorship funding raised by the South Florida CFPNCG Host Committee will be used to address the substantial costs associated with hosting such a prestigious national event. Specifically, the funds will help mitigate the significant bid requirements necessary to ensure the successful execution of the game. This includes: event infrastructure, logistical support, venues, security and safety, transportation community outreach, and marketing.</p>
<b>Funding Source:</b>	No
<b>Funding Received:</b>	No
<b>If yes, which agency?:</b>	N/A
<b>If Visit Lauderdale does not fund this event, what impact does that have on the event?:</b>	If Visit Lauderdale does not fund this event, it would have a significant impact on the 2026 College Football Playoff National Championship Game and its successful execution. Without the support of public partners like Visit Lauderdale, the host committee would be unable to meet the extensive commitments made to secure the game for the South Florida community.
Event metrics	

<b>Total projected attendance:</b>	100000
<b>What percentage of your attendees will stay overnight in Broward County?:</b>	45%
<b>What percentage of projected attendees reside outside of Broward/Palm Beach-Miami-Dade counties?:</b>	95%
<b>Do you have hotel or other lodging partners for this event?:</b>	Yes
<b>If yes, please list the hotel partner(s):</b>	Hotel partners currently contracted or in the process of being contracted are Hampton Inn Hallandale, Doubletree Hilton Hollywood Beach, Seminole Hard Rock Hotel and Casino, Hotel Dello, and various Miramar hotels.
<b>If you need more room, you can attach a list of hotels here instead:</b>	Current-Hotel-List_0B46754C-983C-642D-B27CFE72071BD337_0B4775C1-F42C-D79F-F98B560393BC7346.xlsx
<b>Contracted room nights:</b>	1234
<b>Estimated non-contracted room nights:</b>	43000
<b>Why do you expect these numbers?:</b>	We expect these hotel night numbers for the 2026 College Football Playoff National Championship Game due to the event's significance as college football's premier event, which consistently draws a massive influx of tourists. The championship game will attract not only thousands of dedicated fans, but also alumni, donors, and supporters of the participating teams, many of whom will travel from across the country. Additionally, the event will bring in a large contingent of national media, including journalists, broadcasters, and production teams, all of whom require accommodations.
<b>Attach documentation showing prior year's performance.:</b>	CFP-National-Championship-Game-2021-EIS_094C575E-98A8-0E32-B6B45DC7056BC33C_0B477508-F2B5-7732-EAB4E34DB3215F2F.pdf

### Event promotion

<b>Will the event marketing target audiences outside of South Florida?:</b>	Yes
<b>Describe the marketing / promotional plan for the event:</b>	<p>The 2026 South Florida CFPNCG Host Committee, in conjunction with the College Football Playoff group, will deploy a comprehensive marketing and public relations plan in the months leading up to the 2026 College Football Playoff National Championship game.</p> <p>The marketing plan, which will promote the National Championship and ancillary events, will include purchased and trade inventory in the major local radio, television and print outlets. The plan will also feature a robust outdoor signage/décor campaign that will include welcome signage at various community locations, billboards in high-traffic areas on main freeway arteries, airport signage, street pole banners, and signage on mass transportation vehicles and stops. In addition, digital and social media will be used for general promotion and contests to engage college football fans both locally and nationally. A dedicated website will be created to include detailed information on the game, events, hotels, restaurants and the general South Florida area.</p> <p>In addition, the game broadcast partner, ESPN, via its vast network platform, will provide marketing support through its college football coverage throughout the season. It is estimated that the game and ancillary event coverage will have an aggregate viewership of well over 22 million.</p> <p>Public relations will also play a large role in the promotion of the 2026 CFP National Championship. A plan will be created with the CFP to coordinate the dissemination of press releases and coordinate interviews with members of the 2026 South Florida CFPNCG Host Committee.</p>
<b>Specify all proposed deliverables Broward County will receive with this sponsorship:</b>	<p>As partner of the South Florida CFPNCG Host Committee, Visit Lauderdale and will receive a range of deliverables both in promotion of and within the events listed below. Marketing Campaigns for these events will be on-going beginning in May of 2025.</p> <ul style="list-style-type: none"> <li>• Host Committee Kickoff Party hosted by Seminole Hard Rock Hotel: Broward County will have the opportunity to participate in the event's exclusive kickoff party, which sets the tone for the championship festivities and offers a unique networking and promotional opportunity for local leaders and partners.</li> <li>• AvMed Championship Kickoff Luncheon: Broward County will be involved in this prestigious luncheon, which brings together key stakeholders, sponsors, and community leaders to celebrate championship game.</li> <li>• Amazon Championship STEM Day presented by FPL: Broward County will participate in STEM Day, a community-focused initiative designed to inspire and engage local students in science, technology, engineering, and math, aligning the event with educational outreach.</li> <li>• Sunshine Health Championship Community Celebration: Broward County will be part of this public celebration, engaging with local residents and fans through activities, entertainment, and fan interactions, enhancing the community connection to the event.</li> <li>• Participation in Extra Yard for Teachers (EYFT) Summit and Championship Fan Central: Broward County will be involved in the EYFT Summit and the Championship Fan Central experience, which includes interactive activities, fan engagement, and access to national and international media.</li> </ul> <p>Visit Lauderdale will be listed as an official community sponsor of the South Florida CFPNCG Host Committee and logo will also be included in local recognition and destination promotion on various digital platforms and social media.</p> <p>The South Florida CFPNCG Host Committee will also request from ESPN the inclusion of a "beauty shot" featuring a destination in Broward County (this is not a guaranteed deliverable, but South Florida CFPNCG Host Committee will make the request in writing to ESPN).</p> <p>Hospitality Package:</p> <ul style="list-style-type: none"> <li>• Twenty-Four (24) tickets to the 2026 CFP National Championship Game</li> <li>• Opportunity to purchase ten (10) additional tickets</li> <li>• Twelve (12) tickets to the Host Committee Pregame Party at Hard Rock Stadium</li> <li>• Twelve (12) parking passes to the 2026 CFP National Championship Game</li> </ul>
<b>Metrics to Evaluate Success:</b>	To evaluate the success of the 2026 College Football Playoff National Championship Game, the South Florida CFPNCG Host Committee will provide Visit Lauderdale with proof of performance on all sponsorship deliverables in addition to the results of an economic impact study that will assess the financial benefits and media exposure delivered to the region. The economic impact study will be conducted by a reputable third-party agency.
<b>Attach any additional information:</b>	2026-CFPNCG-Host-Committee—Broward-County—GFLCVB-Presentation-3.5_098A3FD0-0479-3240-EC85BF25AE554590_0B4776F6-FD36-B91A-51B2108029511A59.pdf
<b>Signature:</b>	Eric Poms
<b>Date:</b>	03/05/2025