

Tourism Event Sponsorship Application

For an event to be considered for funding through the Tourism Event Sponsorship Program a formal application must be submitted no later than six months prior to the start of the Event. Please review the "Tourism Event Sponsorship Guidelines" for more information.

Section 1: Event administration

All fields in Section 1 of this application must be completed. Attach additional pages as needed.

Legal name of company: Orange Blossom Football Classic Association

State the company was incorporated/organized in: Florida

Contact name: Kendra Bulluck-Major

Contact email: kbulluck@orangeblossomclassic.com

Title: Executive Director

Address: 6625 Miami Lakes Drive,

Phone #: 305-779-8560

City/St/Zip: Miami Lakes, FL 33016

Name of event: Elevation Experience Women's Leadership Conference

Event date(s): July 14, 2023

Event venue(s): Charles F. Dodge City Center Per

Y N Is one of the main purposes of this event to attract tourists to Broward County?

Y N Will the event marketing target audiences outside of South Florida?

Y N Do you have hotel or other lodging partners for this event? If YES, attach a list to application.

5% What percentage of your attendees will stay overnight in Broward County?

Amount of funding requested: \$ 25,000

Total projected attendance: 300

Total projected room nights: 15

(Total # of anticipated hotel nights the event will generate within Broward County.)

What percentage of projected attendees reside outside of Broward/Palm Bch/Mia-Dade? 5%

Why do you expect these numbers?

If this is an established event, please detail the prior performance of the event (room nights and/or attendance). If this is a new event, explain why you anticipate the numbers above.

2022 Elevation Experience Performance
Attendance - We reached maximum attendance at 250 attendees.

Describe the event's budget

What is the total budget? What are the sources of revenue? (ex. ticket sales, sponsors, etc.) What is your lowest priced ticket? Describe how this sponsorship funding will be used. **If we don't fund this event, what impact does that have on your event?**

Total Budget - \$75,000
Sources of Revenue - Sponsors
Lowest Priced Ticket - Elevation Experience is a free community event
The funding will help put on the Elevation Experience, a free educational & developmental community workshop for women entrepreneurs to obtain much-needed information for this demographic of women leaders to transform how they lead others from within.

About your company

Tell us about your organization. How many years has the company been in business? Describe what experience the company and the management team have in producing similar events. Describe other events the company has produced in South Florida.

The Orange Blossom Classic's mission is to generate tourism for South Florida, continue achieving economic impact specific to small businesses via their Business Unite program, and educate attendees of all ages and the community as a whole on the value and reach of HBCUs. OBC aims to be the premier HBCU Classic in the United States that bridges history, community impact and scholarship fundraising. The Orange Blossom Classic has been in business for four (4) years (EST. 2019). The OBC produced the Elevation Experience in 2022. The OBC has produced the 2021 & 2022 Denny's Orange Blossom Classic Football game and the 2021/2022 OBC Weekend which has a plethora of events leading up to the Orange Blossom Classic Football Game.

Section 2: Event plan

All questions in Section 2 must be completed. Attach additional pages as needed.

Describe the event

In the summary, describe who the event appeals to and why it would be a good fit for Broward County. If this is not the first year the event is taking place, be sure to explain why a GFLCVB sponsorship is needed.

The Elevation Experience is a diversity and inclusion initiative targeting Women; at the core is a driving mission to equip the hearts of female leaders nationwide. The latest female-owned business stats revealed there are now 12.3 million women-owned businesses in the US, and even more are on the rise! Hear from 15+ female world-class leaders who have successfully cultivated corporate and entrepreneurial platforms to produce wealth while impacting and contributing to their communities. These leaders are committed to family, health, and wellness and understand the power of building a personal and professional brand while remaining true to their authentic values. Come prepared & join thousands of others in Miami, FL and leave with practical knowledge on how you can attain the same.

Describe the marketing / promotional plan for the event.

Description should include budget, media outlets, execution methods as well as how Broward County will be promoted.

Budget - \$30,000
Social Media
E-Mail Blast Advertising
Community Radio Partners

Describe how the local tourism industry is involved.

For example, are you partnering with local hotels for promotions? Are local restaurants participating as vendors? Etc.

With our Business Unites program we will be showcasing businesses in the Broward County Area.

Metrics to Evaluate Success

Specifically identify how you will measure success. Outline the metrics that will be used and identify the source. (ex. 3rd party vendor, ticket sales, gate entrance counter, etc.)

Participant surveys & hotel pickup reports

What format will you submit your evaluation report?

3rd Party Study

Hotel Room Night Pick-up

Ticket Sales Receipt

Other: Participate Survey's

DocuSigned by:

Kendra Bulluck

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Signature (required)

May 18, 2023

Date Submitted