



Business

Participation Program

Live Webinar – 11/14/23



VISIT
LAUDERDALE
EVERYONE UNDER THE SUN

Outline

- What is the Business Participation Program?
- How to Register
- Program Timeline
- Participation Advertising Options
- Q&A



A man and a woman are performing a backflip on a sandy beach. The man is standing on the sand, supporting the woman as she flips. They are both holding drinks. The background shows the ocean and a blue sky with clouds. The entire image has a blue overlay.

Business Participation Program

We created a program to help our partners in the Greater Fort Lauderdale community get maximum exposure for minimal cost. You'll have the opportunity to be featured prominently in the Visit Lauderdale advertising campaign for a very affordable price, enabling you to reach more potential visitors in targeted markets and make your advertising dollars go further.



Registration

1. Review available advertising options and select the programs in which you would like to participate
2. Download the Visit Lauderdale Business Participation Agreement. Fill in the highlighted areas and return to knorona@broward.org for review.
3. Download the Partner Assets Specifications Sheet , which provides instructions on submitting required assets for your participation.
4. Click the "Register Now" button and complete the registration form.

Program Timeline

- 11/9/23 Program open for partner registration
- 12/6/23 Registration closes
- 1/5/24 Deadline for partner creative assets
- 1/29/24 Media launches



A photograph of a man and a woman walking away from the camera on a sandy beach towards the ocean. The woman is holding a red beach towel aloft. In the foreground, there is a white towel, a pair of high-heeled sandals, and a beach bag on the sand. The entire image is covered with a semi-transparent blue overlay that has a curved edge on the right side.

Advertising Options Overview

- 7 vendor options at various spend levels are available:
 - Clear Channel Outdoor
 - Premion OTT/CTV
 - Outfront Outdoor – Brightline Orlando Station
 - ESPN MLS/Soccer
 - E-Target Media
 - USAE
 - Meetings & Conventions



Digital Billboard Advertising

- \$11,000 - Atlanta, Boston, Chicago, Dallas, Minneapolis-St. Paul, New York City, Philadelphia, Baltimore, Washington D.C.
- \$2,400 - New York City & Boston
- \$2,400 - Chicago and Minneapolis-St. Paul
- \$1,200 – Single Market of Choice
 - New York City
 - Boston
 - Chicago
 - Minneapolis-St. Paul





Premium non-skippable inventory targeted to Adults 25-54, household income \$125K+

- \$3,300 - New York City, Boston, Chicago, Philadelphia, Washington D.C., Baltimore
- \$550 – Single Market of Choice
 - New York City
 - Boston
 - Chicago
 - Philadelphia
 - Washington DC
 - Baltimore



Banners Ads on ESPN.com targeting
MLS/Soccer Content in Atlanta, Boston,
Chicago, Dallas, Minneapolis-St. Paul, New
York City, Philadelphia, Baltimore, Washington
D.C.

- \$1,300 – 7 Week Schedule
- \$750 – 1 Week Schedule of choice
 - 2/12/24-2/18/24
 - 2/19/24-2/25/24
 - 2/26/24-3/3/24
 - 3/4/24-3/10/24
 - 3/11/24-3/17/24
 - 3/18/24-3/24/24
 - 3/25/24-3/31/24



Digital displays in the Orlando Brightline station. Displays are in highly visible locations adjacent to the ticketing counters near station entrance and train schedules in the Smart Lounge.

- \$2,900 – 7 Week Schedule



- \$550 – Inclusion in (1) e-Blast to Meeting Planners in February or March

The logo for USAe, with 'USA' in a dark blue serif font and 'e' in a red italicized serif font, set against a white rectangular background.

USAe

- \$1,000 - ¼ Page Feature Listing adjacent to Visit Lauderdale full page ad in February 5, 2024 issue



- \$1,300 - ¼ Page Feature Listing adjacent to Visit Lauderdale full page ad in the March issue

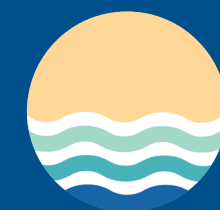




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