

Tourism Event Sponsorship Application

Profile	
Legal name of company:	66 Productions
State the company was incorporated/organized in:	Florida
Contact name:	Phillip Marro Jr
Title:	President
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Address:	2369 N 37th Ave
City:	Hollywood
State:	FL
Zip:	33021
Country:	UNITED STATES
About your company:	66 Productions is an event and festival management company based in Hollywood, FL since 2019. The company's management team has produced events throughout the United States and specializes in food & beverage related activations. South Florida events produced by 66 Productions include Hollywood Mardi Gras, My Hollywood Pride, Brews at the Beach Beer Festival and the Visit Lauderdale Food & Wine Festival to name a few.
Name of Event:	Hamburger House Party
Event Date(s):	May 2, 2026
Event venue(s):	Mad Arts Museum
Proposed amount of sponsorship investment:	\$75,000.00
About the event	
Describe the event and how the local tourism industry is involved:	<p>Hamburger House Party is an unapologetic homage to America's favorite sandwich, the burger. Since 2014 Hamburger House Party has taken place in Miami and will be having the first event this May 2nd in it's new home, Mad Arts Museum in Dania Beach. The event is a creation of Burger Beast. Burger Beast is the ultimate online destination for burger lovers, comfort food enthusiasts, and food history buffs! Founded in 2008, BurgerBeast.com has grown into a trusted resource for uncovering the best burgers, comfort food joints, and hidden culinary gems across Florida and beyond.</p> <p>Historically, the event has SOLD OUT with attendance between 750-1,000 people from various locations throughout the United States as well as drive markets within Florida. The appeal for this event to Broward County is multi-faceted: 1- brings a major event with a proven track record to Broward County, 2- celebrates local restaurants with a sprinkling of restaurants from Miami-Dade and Palm Beach Counties, 3- helps draw event attendees that are looking for a different event experience to Broward County during Miami F-1 weekend and 4- we will be working with local hotels to drive bed tax revenue.</p>
Is one of the main purposes of this event to attract tourists to Broward County:	Yes
Explain why:	The date and location of Hamburger House Party was chosen because of F1 week in Miami and to be a more affordable and approachable experience in an area of Broward County with a much different pace. With the already established track record of Hamburger House Party, the goal is for it to grow to into one of the leading burger events in the USA and to eventually invite participating restaurants and chefs from out of state.
Describe the event's budget:	The budget for Hamburger House Party is approximately \$175,000. Sources of revenue will come from ticket sales and sponsorship sales. Our ticket pricing is tiered and goes from \$50 - \$125. The sponsorship funding will be used for event production and marketing to potential guests outside of Broward County through digital platforms and social media.
Have you applied to any other Broward County agency for funding? If yes, please state which Broward County Division?:	NO
Was funding received?:	NO
If Visit Lauderdale does not fund this event, what impact does that have on the event?:	The event's production and marketing budget will be greatly reduced and focus on a more localized approach.
Event metrics	

Total projected attendance:	1000
What percentage of your attendees will stay overnight in Broward County?:	20%
What percentage of projected attendees reside outside of Broward/Palm Beach-Miami-Dade counties?:	10%
Do you have hotel or other lodging partners for this event?:	Yes
If yes, please list the hotel partner(s):	We are working to finalize our list of hotel partners. Current properties we are in talks with include: Le Meridien, the AC Hotel at Dania Pointe, the Hyatt Place at Dania Pointe and the Sleep Inn and Suites FLL Airport.
If you need more room, you can attach a list of hotels here instead:	BLANK_53809FD4-DBB4-63FB-F522F57FCB1C5650_6C80D1AF-B255-C30F-264B64057860B113.docx
Contracted room nights:	50
Estimated non-contracted room nights:	300
Why do you expect these numbers?:	Based on historical data from the event during it's 10 year history and past hotel partnerships in Miami we anticipate similar statistics, if not higher since the event is moving from Miami-Dade to Broward County. The last Hamburger House Party took place in 2023 had a total attendance of 900 people with 150 guests from out of town. We have included an attachment with the list of past attendees' home cities.
Attach documentation showing prior year's performance.:	2023-HHP-Guest-List-Cities_6C4141CC-BAF3-675D-38A1E1300F72D377_6C80CFCF-D581-1B14-CD79C34DB66D2ACF.xlsx

Event promotion

Will the event marketing target audiences outside of South Florida?:	Yes
Describe the marketing / promotional plan for the event:	Marketing Budget: \$55,000 <ul style="list-style-type: none"> -Meta Ads on Facebook and IG -Digital retargeting -Influencer marketing campaign -Digital Billboard Campaign throughout Florida -Traditional Press Release -Email marketing to existing database of 150,000 event ticket buyers
Specify all proposed deliverables Broward County will receive with this sponsorship:	<ul style="list-style-type: none"> -Visit Lauderdale to be named as the 'presenting' partner of Hamburger House Party.... Hamburger House Party presented by Visit Lauderdale -Visit Lauderdale to be incorporated in all mentions and on all collateral produced by the event including but not limited to flyers, digital ads, email blasts and press releases -Visit Lauderdale to have a dedicated photo opp onsite at the event.
Metrics to Evaluate Success:	Since we are a ticketed event, the most effective way to measure the events success is by analyzing the zip codes of guests which is attached to their customer profile that is created when they purchase their tickets.
Attach any additional information:	
Signature:	Phillip Marro Jr
Date:	02/03/2026