

Tourism Event Sponsorship Application

For an event to be considered for funding, all sections of the application must be completed. Missing information will delay approval. Additional supporting documentation (such as prior year's performance of room nights generated) are strongly encouraged.

Section 1: Event administration

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

Legal name of company:

State the company was incorporated/organized in:

Contact name:

Contact email:

Title:

Address:

Phone #:

City/St/Zip:

Name of event:

Event date(s):

Event venue(s):

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.

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

Amount of funding requested:

Total projected attendance:

Total projected room nights:

(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?

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). Attach documentation showing prior year's performance. If this is a new event, explain why you anticipate the numbers above.

The City has held this event for over 8 years, and each year the level of artists performing has been elevated and the number of attendees has increased as well.

We intend to expand the performance line up to attract attendees from neighboring counties and beyond. The City of Miramar is truly indicative of a true integration of South American, Central American and Caribbean Latin countries.

Describe the event's budget

What is the total budget? List all 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?

We have a budget of \$250,000 to produce a show that will attract a local and nonlocal crowd. The City of Miramar has budgeted \$125,000 towards this event. We will also be seeking corporate and vendor sponsorships to subsidize the event. Being that this a free event, there will be no ticket revenue. Although we intend to secure local vendors for food, beverages and merchandise. They will be able to market their businesses and generate revenue at the event. Their fee to the City for participation will be nominal.

The funding awarded by way of this application will be used toward production costs (lighting, sound, rigging labor, staging, equipment). The venue is the City's Amphitheatre and there is no cost associated.

This is NOT the sponsorship agreement; no agreement is made between parties with this document.

Page 1 of 2

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 City of Miramar is one of the most diverse cities in Broward county. The demographic make up is 45.8% Black/African American including Caribbean, 35.1% Hispanic, 6.2% Asian, and 12.9% White and was incorporated in 1995. Miramar is located in the south west part of Broward and serves as a gateway that connects Broward to Miami-Dade County, ideally located 30 minutes from both Miami and FTL/Hollywood International airports. The City of Miramar has a long history of producing large events and festivals that draw attendance regionally, from overseas as well as from surrounding cities. Examples include the annual Latin Music Festival with over 3,000 attendance and July 4th Celebration with over 10,000

Section 2: Event plan

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

Describe the event and how the local tourism industry is involved.

Describe who the event appeals to and why it would be a good fit for Broward County. Describe what tourism partners are involved. (For example, are you partnering with local hotels for promotions? Are local restaurants participating?)

This is a free event that celebrates Hispanic Heritage. The City of Miramar, Broward County and neighboring cities all have a large representation of Hispanic nations and all share the love of music and use it to celebrate any occasion. It provides an opportunity to engage with other Hispanics and enjoy the different genres such salsa, merengue, bachata, reggaeton, etc. For this event, we look to provide a diverse line up that will have a little of everything. Miami-Dade County is known for holding these type of events/concerts and they seem to do well, we look to do the same. Our mission is to develop the event into an event where people plan their vacations with the concert as the main reason.

Describe the marketing / promotional plan for the event.

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

We will seek to use local and national publications and media sources to promote the event, the City and the County. Social media sources will also be used. An integrated multi media marketing plan has been approved to target ti-county on various media platforms including:
 Audio Streaming to Pandora & Spotify/Radio ads targeting the Hispanic Community/Targeted Newspaper ads in local prints/City Spark/Social Media posts on all City platforms targeting music enthusiasts & festival goers/Television interviews/Artists interviews/5,000 Event Flyers/Press Releases/Media Kick-off & Press Conference/Digital Billboards

Specify all deliverables Broward County will receive with this sponsorship.

(Example: Visit Lauderdale logo included in 6-mo digital marketing campaign; Visit Lauderdale logo in email blasts to 200k audience; attendee testimonials; etc.)

- All digital promotions will include the "Visit Lauderdale" logo and interactive link as well as on all printed flyers and Eventbrite registration banner to allow visitors to plan an all inclusive vacation to Broward County.
- Posting the event on the Broward Arts Calendar and including a link
- After the event the City can share any "Visit Lauderdale Testimonials" received.

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.)

- A report for the EventBrite registration outlining number of attendance and origin (zip codes)
- Residual revenue report for food vendors and merchandise sales
- Onsite turnstile attendance report

What format will you submit your evaluation report?

- 3rd Party Study
 Hotel Room Night Pick-up
 Ticket Sales Report with corresponding attendee room nights
 Other:

Janine Alleyne-Maragh

Signature (required) Janine Alleyne-Maragh
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Date Submitted