

Tourism Event Sponsorship Application

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

Section 1. Profile

Legal name of company	winterfest, Inc.
State the company was incorporated/organized in	Florida

Contact name	Lisa Scott-Founds
Title	President & CEO
Phone #	954-767-0686
Contact email	lisa@winterfestparade.com
Address	512 Northeast 3rd Avenue
City/St/Zip	Fort Lauderdale, Florida 333011

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.
<p>winterfest is a 52-year-old as the signature Parade in this area highlighting the beauty of our county and waterways in December. Along with the Parade, our Winterfest Celebration encompasses a three-month span of events and activities leading up to the Boat Parade. Our annual budget is estimated at \$1.5 million and is raised through sponsorship. The Boat Parade is FREE to millions as spectators along the 12-mile route; streaming services online; as well as television channels such as WSVN Channel 7 locally, Boston affiliates: WHDH and WLVI and Bally's Sport Sun. This funding from Visit Lauderdale will be used to produce marketing material circulated in various Florida turnpike stops, hotels and other visitor locations as well as expanding our advertising footprint to the west Coast of Florida markets. The Visit Lauderdale Florida commercial submitted to winterfest will promote this area within South Florida via WSVN and will be included in winterfest's television special outside of the market (via Boston affiliates and Bally's Sports). Funds to support the Parade will be used to enhance memorable parade entries which will be used moving forward to promote South Florida as well as a Santa Vacations in Greater Fort Lauderdale social media campaign.</p> <p>NEW for 2023: The additional support of Visit Lauderdale will help to pay for a "Concert on the water" entry featuring an eight-piece band (see attachment), sound, and lighting equipment to create a floating stage. An additional promotional package will be created to support this entry.</p>

Name of Event	Seminole Hard Rock Winterfest Boat Parade
Event Date(s)	December 15 and 16, 2023
Event venue(s)	Seminole Hard Rock in Hollywood and 12 Mile Parade Route - Ft. Lauderdale to Pompano

Proposed amount of sponsorship investment:	45,000.00
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Section 2. About the event

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?)

winterfest is a Florida not-for-profit organization based in Broward County that produces a variety of events including the free public event known as "The world's Most Watched Boat Parade." Millions via television and approximately one million spectators view the Parade on the 12-mile route. The Parade is a tourist destination since it is a signature holiday event for this area. winterfest recently updated their Hotel/Restaurant and Transportation page to help guide visitors with links supporting hotel and restaurant partners.

<https://winterfestparade.com/hotels-and-transportation-for-winterfest-events>

This page hosts locations with information on Water Taxi, Brightline, and other partners. This page will be part of our television, radio and digital promotions outside of Broward County.

Aside from the Parade, winterfest also hosts annual events to enhance the community's image and provide unique, wholesome family entertainment. The organizers of this 52-year-old tradition produce a Free Family Fun Day in the Downtown Fort Lauderdale Area; Media Event at the Harbor Beach Marriott featuring area restaurants; Grand Marshal and Black Tie Ball hosted by the Seminole Hard Rock Hotel & Casino, VIP Viewing Area of the Parade hosted by the Riverside Hotel and historic Stranahan House; Parade Viewing Area with 3,000+/- ticketed Parade spectators; and Captain's Cup in a location to be determined.

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

Yes

No

Explain why:

winterfest, Inc.'s mission incorporates the objective of highlighting the beauty of this area and appealing weather to create interest with residents outside of our county to vacation here in December. Sponsorship dollars help winterfest expand our message. In 2022, promotions targeted Palm Beach and Fort Meyers / Naples area. In 2023, winterfest will continue to promote within the tri-county while expanding our advertising footprint in key traveling areas in State of Florida, North Carolina, Georgia, and other states in the Northeast.

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.

\$1.5 million is the total budget. Revenue sources are sponsorship, online and live auction and ticket sales. Ticket prices are \$25 for adults / \$20 for children. Sponsorship funding will be used to support and expand winterfest's marketing.


If Visit Lauderdale does not fund this event, what impact does that have on the event?

winterfest will be using these funds to increase brand awareness of visit Lauderdale and the Parade within the celebration, television and other media. See Exhibit A attachment.

Section 3. Event metrics

Total projected attendance:	1 million along the 12-mile parade route.
What percentage of your attendees will stay overnight in Broward County?	Approximately 1% - winterfest does not
What percentage of projected attendees reside <u>outside</u> of Broward/Palm Beach/Miami-Dade counties?	Unknown winterfest does not have Palm Beach or Miami County numbe

Do you have hotel or other lodging partners for this event?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, please list the hotel partner(s): (If you need more room, you can attach a list of hotels here instead).	<p>Event Partners:</p> <ul style="list-style-type: none"> • Seminole Hard Rock Hotel & Casino • Riverside Hotel • Fort Lauderdale Marriott Harbor Beach Resort & Spa <p>Spend the Weekend with Winterfest Hotel Partners:</p> <ul style="list-style-type: none"> • Bahia Mar • Hilton Fort Lauderdale Beach Resort • Courtyard by Marriott Fort Lauderdale Beach • Hotel Maren Fort Lauderdale Beach • Plunge Beach Resort • Gallery One • Residence Inn • Pillars Hotel 	
Contracted room nights: (Total number of hotel nights contracted with hotel partners located <u>in Broward County</u>).	2022 DIRECT ROOM NIGHTS: 962	
Estimated non-contracted room nights: (Estimated total number of non-contracted hotel nights attendees will use at hotels located <u>in Broward County</u>).	2023 INDIRECT ROOM BOOKING SAMPLER: 753	

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 in detail why you anticipate the numbers above.	
<p>winterfest has been consistent with our parade viewership and spectator crowds. As our marketing continues to expand beyond the tri-county, we are confident sponsors will continue to invite out of the area guests to spend the weekend with winterfest and residents within the state will choose winterfest as a perfect weekend get-a-way. By showcasing this area, our numbers are reflective of Seminole Hard Rock Hotel & Casino promoting the event to their high rollers, as well as zip code samples from partnering hotels such as Riverside Hotel and Marriott. Winterfest is also adding digital trackers to our print promotions in Palm Beach and our hotel and transportation page.</p> <p>winterfest will continue to work with companies such as water Taxi, Circuit, and Brightline to encourage the ease of traveling in the area. As winterfest continues to transfer all tickets to digital, we will be able to track where people live that are purchasing our tickets to help target out-of-the-area advertising winterfest is continuing to strengthen our relationships with the hotels and restaurants working with HLS, Beach Council, Florida Restaurant and Lodging Association and other hospitality organizations to give a broader zip code list to Visit Lauderdale of attendees.</p>	
<p>Attach documentation showing prior year's performance.</p> <ul style="list-style-type: none"> • If this event occurred in the past, this information is required. • If this is a new event, information from a comparable event is recommended. 	

Section 4: Event promotion

Will the event marketing target audiences outside of South Florida?	Yes	<input checked="" type="checkbox"/> No
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.		
additional promotions: EXHIBIT A Winterfest Partnership Proposal – NOVEMBER ADDITIONAL PROMOTION REQUEST VISIT FLORIDA PROMOTION: target audience: visitors to VF.com and look-alikes interested in the State of Florida. No targeting of residents in Broward. Est. impressions: 714,000. Estimated value over \$7,000.00. TELEVISION: BALLY SPORTS SUN Grand Marshal Commercials with the Visit Lauderdale logo to promote the area on various channels throughout the state of Florida and outside of the state via various networks. Promotions may also include brand awareness within promotional of Parade Viewing tickets as well. Estimated value \$5,000-\$10,000.00. depending on final run dates and times. TELEVISION: WSVN CHANNEL 7 Grand Marshal Commercials with the Visit Lauderdale logo promoting in the Miami and Broward County Markets. Estimated value \$2,000-\$5,000.00. depending on final run dates and times.		
Specify all proposed deliverables Broward County will receive with this sponsorship. (Examples: Visit Lauderdale logo included in six-month digital marketing campaign; Visit Lauderdale logo in email blasts to 200k audience; etc.)		
RADIO Name inclusion in the promotion of the People’s Choice Award encouraging people to vote for their favorite boat in the Parade. Promotion timeline December 16 to January 8, 2024. Estimated value \$3,000.00 GRAND MARSHAL SHOWBOAT Logo inclusion on the Grand Marshal Showboat. Guarantee inclusion and mention on the WSVN Television Special aired on Bally Sport Sun. Logo inclusion on the digital tickets for the showboat. Approximately 300 people onboard. Estimated value \$10,000.00 DIGITAL Logo inclusion associated with a minimum of three digital promotion associated with Grand Marshal images of Boyz II Men Estimated value \$2,000.00 GRAND MARSHAL RECEPTION Logo inclusion on digital tickets associated with the event. Wording associating Visit Lauderdale with Boyz see additional in attachment		
Metrics to Evaluate Success Specifically identify how you propose Visit Lauderdale should measure a successful investment of sponsorship funds with respect to your event. Outline the metrics that will be used and identify how you will provide proof-of-performance prior to payment. (Examples: 3rd party certified study demonstrating number of hotel room nights consumed and attendee demographics; ticket sales numbers including zip code information; gate entrance counter with surveys to determine number of out-of-town visitors; etc.)		
Winterfest will supply zip samples from select hotel partners, Sweepstake entries, RSVP postcard mailing, contest entries, and zip codes of our ticket purchasers/partners.		

Attach any additional information here:



<i>Lisa Scott-Founds</i>	11/3/2023 2:38:21 PM PDT
Signature	Date



Boyz II Men

EXAMPLES: Video Links of the Showboat in Previous Parades with frontal signage
<https://youtu.be/mfT0VIGCaww?si=clu-EBVW8RoQyk-t&t=157>
2022:
<https://youtu.be/NzXKNPvdQ1E?si=aQAOXnCz68ghctc3&t=134>



Logo
Placement
example



Banner Placement





2023 Grand Marshals Boyz II Men



Logo Placement
Example on Screen
during Grand Marshal
Reception

EXAMPLES: Grand Marshal Announcement:

<https://youtu.be/aqPUBjQ6cqQ?si=kkibpc0m5I9861mz>

Grand Marshal Reception vignette 2022:

<https://youtu.be/ifg-zMWOV38?si=2MfijbeyrkIGnz1A>