

# 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:** The Marley Cup LLC

**State the company was incorporated/organized in:** Florida

**Contact name:** David Brisacher

**Contact email:** themarleycup@gmail.com

**Title:** Partner

**Address:** 12669 nw 18 manor

**Phone #:** 8433033623

**City/St/Zip:** Pembroke Pines FL

**Name of event:** The Maestro Marley Cup

**Event date(s):** 2/24/2023 & 2/25/2023

**Event venue(s):** Hollywood Arts Park

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.

80% What percentage of your attendees will stay overnight in Broward County?

**Amount of funding requested:** 100,000

**Total projected attendance:** 8000

**Total projected room nights:** 2

*(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?** 50%

### 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 numbers are based off the previous ticket sale data. It is rare for the Marley Brothers to perform together. Fans travel from all over the country to see this event. We will also spend a large portion of our marketing dollars advertising nationally.

### 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?***

Our Budget will be around \$500,000: Our income sources are ticket sales, sponsorships, soccer tournament fees, vendor fees, VIP packages and concessions. Our lowest price ticket will be \$40. Kids 10 and under are free. The Sponsorship will be used for Marketing and Advertising the event Nationally. If you do not fund the event we will not be able to advertise on a national level to make this a travel destination event.

## 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.

Bob Marley's son KY-MANI MARLEY and I David Brisacher (owner of Big Hair Productions) created the Maestro Marley Cup to raise money for the Love Over All Foundation. The first event was in Charleston, SC in 2018. First ever Music Festival / Soccer Game. KY-MANI brought his Falmouth United team to face off against the USL Charleston Battery Team. The concert kicked off after the game. We decided to move the event to South Florida to be closer to KY-MANI and his Brothers home. The event was held at Hollywood ArtsPark March 5th 2022 we had over 5000 attendees. Performances from KY-MANI, DAMIAN, STEPHEN, and JULIAN Marley. YELLOWMAN, Lila Ike, Jesse Royal and more. The soccer was a 7 vs 7 tournament held inside the park. My company has over 20 years of experience producing events.

**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 event is a family friendly event that attracts everyone you loves Bob Marley, Reggae Music, Soccer, Caribbean Food and Fun. We are partners with the City of Hollywood, local food vendors, local arts and craft vendors. The soccer tournament engages the local soccer community. We also team up with local charities.

## 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 are partnering with IHeart Media to produce and execute a national advertising campaign. Promoting Come to Broward County to enjoy Music and Soccer with The Marley Brothers. We will have the artists and athletes using their platforms to promote the event. Bob Marley's son KY-MANI will be doing interviews and advertising promoting Broward County.

## 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.)

Broward County to be included in 6-month digital marketing campaign, social media ads and endorsements from KY-MANI MARLEY and other artists / athletes. Will be included in the IHeart Media Broadcast, Digital and Social campaigns. Also will be included in on-site activations at the event.(Video Wall, on stage mentions and others).

## Metrics to Evaluate Success

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

Ticket sale data through the ticketing platform, analytics from the digital media campaign and 3rd party study at the gate will be used to evaluate success.

## What format will you submit your evaluation report?

3rd Party Study

Hotel Room Night Pick-up

X

Ticket Sales Report  
with corresponding  
attendee room nights

Other:



**Signature (required)** David Brisacher  
themarleycup@gmail.com

6/3/2022 | 9:56:00 AM EDT

**Date Submitted**