

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	Sport Fishing Championship Advanced Media, Inc.
State the company was incorporated/organized in	Delaware

Contact name	Mark Neifeld
Title	CEO & Commissioner
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Address	2003 East Highway 114, Ste. 300 #200
City/St/Zip	Trophy Club, TX 76262

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.

Sport Fishing Championship ("SFC") is the largest owner and media rights holder of saltwater fishing tournaments in the world. SFC is widely regarded as the fastest-growing sports media property in the industry. With over 100 hours of projected live tournament coverage on a major sports network (current partner is CBS/ Viacom) in 2024, an additional 200 hours of original programming and 21 events across North America, SFC provides high visibility, high impact support for brand and tourism partners like Ft. Lauderdale.

SFC will move into the brand new SFC Salt Life Studios in Pompano Beach, Florida, in January 2024. Over 200 hours of original programming and live tournament coverage is projected to be produced from the SFC Salt Life Studios on CBS, CBS Sports, SFC+ and the SFC Digital Network.

Corporate partners for SFC include major non-endemic brands like Pepsi Frito Lay, Anheuser-Busch, Nike (Jordan Brand) and endemic partners include category leaders like Onewater Marine Group, Salt Life and West Marine. SFC also works alongside tourism departments, CVBs and DMOs to promote its destination locations featured across all content underneath the SFC umbrella.

Name of Event	The Catch presented by Fritos
Event Date(s)	April 18-20, 2024
Event venue(s)	Pier 66, Ritz Carlton, Hilton Ft. Lauderdale Marina

Proposed amount of sponsorship investment:	\$250,000
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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?)

The Catch presented by Fritos is SFC's showcased event featuring the top current and former NFL players competing in a saltwater fishing competition LIVE on CBS and benefiting the United States Coast Guard Foundation. The event includes three days of events, parties, fan engagement opportunities, VIP fishing experiences with NFL players and a two-hour live broadcast on America's second most watch TV network, CBS.

The event debuted in 2023 and averaged 500,000 viewers on CBS and an incredible 1.6BN (billion) social media impressions over seven days.

In '24, the event will return with months of promotion leading up to the event, and some of the top musicians, entertainers and athletes joining the fun.

In 2023, a \$100,000 donation was made to the Coast Guard Foundation at the conclusion of the event, by event partner Cheniere Energy.

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

Explain why:

Yes

No

Through The Catch and other partnership initiatives between SFC and the host location, SFC will help position the region as the top location for destination fishing and world-class hospitality.

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.

The total event budget is over \$5,000,000, including event and media production, talent acquisition, hospitality, and promotion. The lowest priced VIP vacation package to the event is \$25,000. Sponsorship contributes to off-setting the significant financial investment made by SFC, its stakeholders, network, media and talent partners.

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

The event will be awarded to a different host community.

Section 3. Event metrics

Total projected attendance:	3,000
What percentage of your attendees will stay overnight in Broward County?	2,000
What percentage of projected attendees reside <u>outside</u> of Broward/Palm Beach/Miami-Dade counties?	10%

Do you have hotel or other lodging partners for this event?	Yes	<input checked="" 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).	We are targeting the Ritz Carlton, Ft. Lauderdale Marriott and Hilton Ft. Lauderdale Marina.	
Contracted room nights: (Total number of hotel nights contracted with hotel partners located <u>in Broward County</u>).	1,000 (outlined in RFP)	
Estimated non-contracted room nights: (Estimated total number of non-contracted hotel nights attendees will use at hotels located <u>in Broward County</u>).	200	

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.	
SFC controls all room blocks and vacation packages. We can forecast 90% of travel taking place around the event.	
Attach documentation showing prior year's performance.	
<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?	<input checked="" type="checkbox"/> Yes	<input 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.		
Included in event RFP. The Catch is a significant media event that we are projected to have over 3BN social media impressions over the week and 1MM average viewers on network television.		
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.)		
Included in event RFP. Visit Lauderdale logo will be included in the social media graphics and broadcast graphics that again, should exceed 3BN impressions and an average of 1MM viewers on network television.		
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.)		
SFC provides detailed event audits following the event with social media, digital media, influencer, television and lodging data to its event partners. An example can be seen in the event RFP.		

Attach any additional information here:

<i>Mark Nifield</i>	10/24/2023 12:27:09 PM EDT
Signature	Date