

Tourism Event Sponsorship Application

For an event to be considered for funding through the Tourism Event Sponsorship Program a formal application must be submitted no later than six months prior to the start of the Event. Please review the "Tourism Event Sponsorship Guidelines" for more information.

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:	<input type="text" value="Lisa G. Quarrie, Esq"/>	Contact email:	<input type="text" value="Lquarrie@raggaegirlzfoundation.org"/>
Title:	<input type="text" value="Officer"/>	Address:	<input type="text" value="422 Sovoie Drive"/>
Phone #:	<input type="text" value="561-685-2222"/>	City/St/Zip:	<input type="text" value="Palm Beach Gardens, Fl 33140"/>

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). If this is a new event, explain why you anticipate the numbers above.

With South Florida being the gate way to the Caribbean and South American, along with the growing love of the game of Soccer (Football) Along with the fact that (3) three Sunshine State cities – Orlando, Tampa and Jacksonville – have all made bids to host Copa America Centenario games in 2016. As well as the Global recognition of the artist and entertainers that will be performing during the Halftime show: Skip Marley, Cedella Marley (Tuff Gong Music) to name a few. We do believe that we will surpass our anticipated numbers (in person) and this is not event considering the streaming platform.

Describe the event's budget

What is the total budget? What are the 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?

Total Budget: \$300,000
 Revenue Sources: ticket sales for venue & streaming(pay per view)/sponsors and merchandise sales. The lowest priced ticket is \$30.00. To help off set the cost of marketing/hotel and ground transportation of event. If no support or funding is given this year, as this event is a fundraiser and a percentage of the money raise will be given back to a local non-profit that supports empower girls and boys through soccer. This Year we have selected FCC USA, which promote social-emotional learning through a soccer-driven approach to educate children and youth in making better life decisions. and operated in many cities and parks throughout Broward County.

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

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.

Reggae Girlz Foundation, Inc was established in 2018 and is the fiscal agent for the Football is Freedom Initiative. Which is the brainchild of Cedella Marley (daughter of Bob and Rita Marley/ Head of the Bob Marley Group of Companies), Global Ambassador of the Jamaica Women's Football Program since 2014, Football Is Freedom will combine the Marley legacy of music and philant. Since its creation the RGF has raised money for the Jamaican National Women's Football team to participate at teh Olympic Qulifiers in 2019 and most recently to play an " International Friendly" match in Houston, TX. And Ms. Cedella Marley most recently has broken records with her lternational fashion collaboration with Addias (Netherlands).

Section 2: Event plan

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

Describe the event

In the summary, describe who the event appeals to and why it would be a good fit for Broward County. If this is not the first year the event is taking place, be sure to explain why a GFLCVB sponsorship is needed.

The Football is Freedom Festival is a sports and entertainment event designed to showcase the power of football as a tool for cross-cultural fellowship and socioeconomic empowerment. The inaugural staging of the festival centers around an international friendly match between the Jamaica National Women's team and a national women's team from CONMEBOL (TBC) at Ft. Lauderdale's InterMiami FC stadium. Along with a half time performance with international artist. This event annual event will appeal to the diaspora communities of not only Broward County; but South Florida and Globally

Describe the marketing / promotional plan for the event.

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

Marketing Budget of \$ 65,500 with be mix of traditional and digital marketing utilizing the following:
 • Radio ads, a mix of 15, 30 and 60 second commercials on various stations • Press release distributed to media outlets
 • Interviews on key outlets in Miami-Dade, Broward and Palm Beach * E-blasts by several media outlets and community organizations *Newspaper advertising *Paid Social media ads and generic posts * Interesting content posts on social media
 • Ticket giveaways, radio and through online contests

Describe how the local tourism industry is involved.

For example, are you partnering with local hotels for promotions? Are local restaurants participating as vendors? Etc.

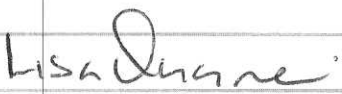
Yes, many locals companies have been selected to be multi year partnership, to include marketing firm: Riddims Marketing, InterMiami FC, Westin Hotel (75 rooms blocked for players & staffers) local food truck vendors with international menus and local non-profit parter FCC USA. Still in conversations with Ground Transportation company.

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.)

Measure success metric will be thru venue ticket sales/ gateentrance counter and streaming app data

What format will you submit your evaluation report? 3rd Party Study Hotel Room Night Pick-up Ticket Sales Receipt Other: _____


 Signature (required)

8-21-2021
 Date Submitted