

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	Orange Blossom Football Classic Association, Inc.
State the company was incorporated/organized in	Florida

Contact name	Kendra Bulluck-Major
Title	Executive Director
Phone #	305-779-8560
Contact email	trobinson@orangeblossomclassic.com
Address	6625 Miami Lakes Drive
City/St/Zip	Miami Lakes, FL 33016

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>The company was organized in 2018. The Executive Director has over twenty years of experience in business development and management. The senior and junior management teams have years of experience in game operations, event production, sponsorship sales, and fulfillment. In 2021, 2022, 2023, and 2024p the Orange Blossom Classic team produced the Welcome Reception and Luncheon, event programming for the visiting teams inclusive of a Careers in Sports symposium and community service project. The team revived and produced the historic Orange Blossom Parade, hosted a job fair for South Florida residents, and produced a concert at Bayfront Park Amphitheater. The sales team and executive leadership secured \$2 million in funding, including a multi-year agreement with ESPN as the official national broadcast partner.</p> <p>The Orange Blossom Classic's mission is to generate tourism for South Florida, continue achieving economic impact specific to small businesses via their Business Unite program, and educate attendees of all ages and the community as a whole on the value and reach of HBCUs.</p> <p>OBC aims to be the premier HBCU Classic in the United States that bridges history, community impact, and scholarship fundraising.</p>

Name of Event	Orange Blossom Classic
Event Date(s)	08/26/25-08/31/25
Event venue(s)	Hard Rock Stadium

Proposed amount of sponsorship investment:	\$50,000
---	----------

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 event appeals to sports enthusiasts, college alumni ranging in age from 25-70, families, children, and current college students. The event is an ideal fit for Broward County because attendees make up a diverse population and appeal to all ages and demographics. We wish to convey that Broward County is a place for everyone. The historical relevance of the event is of equal significance. The original Orange Blossom Classic was played at the former site of the Orange Bowl and was recognized as the Black National Championship until its end in 1978. The original event helped to shine a light on historically black universities and African American contributions to sports. The original game saw over 50,000 spectators annually. The revival of the Orange Blossom Classic today seeks to bring that same crowd and provide an economic infusion in South Florida. Last year's economic impact was estimated at \$12 million. We have partnered with twelve hotels (seven in Broward County) to assist visitors with travel needs. We have partnered with American Airlines to add direct flights to FLL and MIA to make travel easier. As a part of the OBC's community initiative, the committee created the Business Unite program that gives contract priority to South Florida-based businesses for goods and services like security, catering, sound, event planning, barricades, tents, etc. In 2021, 75% of our vendors and contractors were small South Florida businesses. Our minority business directory lists local restaurants, beauty and barber services, shops, etc., that tourists can use. Last year, we estimated that \$6 million went back to these businesses for goods and services.

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

Explain why:



Yes



No

The goal is to attract tourists to Broward County, which will help strengthen the county's economic impact and provide minority-owned businesses with exposure and financial assistance.

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 \$2.9 million. The event will be funded through ticket sales and additional sponsorships. Sponsorship funding will be used for marketing, team meals and lodging, and venue expenses. If we do not receive sponsorship, we may be unable to reach more people through reduced marketing and the overall sustainability of the event in the future due to an increase in the costs of fixed needs.

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

Should the event not be sustained, the historical relevance and cultural significance of this event, as being the only nationally televised sporting event in South Florida supporting historically black Universities would be a loss to the community, as well as the small businesses that benefit from the event.

Section 3. Event metrics

Total projected attendance:	35,000
What percentage of your attendees will stay overnight in Broward County?	20%
What percentage of projected attendees reside <u>outside</u> of Broward/Palm Beach/Miami-Dade counties?	41%

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).	<ul style="list-style-type: none">- The Diplomat Beach Resort Hollywood, Curio Collection by Hilton- Double Tree Hollywood- Embassy Suites Ft. Lauderdale- Hollywood Beach Marriott- Hampton Inn Hallandale Beach- Hilton Bahia Mar- B Ocean Resort- Residence Inn Fort Lauderdale- Courtyard Fort Lauderdale	
Contracted room nights: (Total number of hotel nights contracted with hotel partners located <u>in Broward County</u>).	2151	
Estimated non-contracted room nights: (Estimated total number of non-contracted hotel nights attendees will use at hotels located <u>in Broward County</u>).	1750	

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.

The percentages are based on the prior year's performance. Last year, this event attracted over 25,000 attendees, despite the effects of the pandemic and hurricane on out-of-state travel. Total room nights were calculated at 3853, with half of those in Broward County. This year, we anticipate an increase in attendance from 25,000 to 35,000 attendees and estimating room nights to be 2,200.

To ensure that Broward County is involved in this event, we strategically added more hotel partners in the region and will host the teams, bands, and alumni in the Cities of Fort Lauderdale and Hollywood Beach. Historically, over 50% of our visitors fly into FLL airport. The total economic impact on Broward County over the years has reached over \$17 million. We invite you to peruse this overview to see how Broward County is represented during the Orange Blossom Classic weekend.

Attach documentation showing prior year's performance.

- 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



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.

Our marketing plan consists of a very aggressive local, regional, and national campaign. Our marketing budget is \$300k. This includes digital billboards, local, regional, and national radio, paid social media, print ads, and local, regional, and national television. The targeted regions are the entire states of Florida, Georgia, Mississippi, and regionally Houston and Dallas, Texas markets. The target areas are based on analytics from last year's visitors captured through geofencing, final ticket purchaser data, google and website analytics, and SEO data. Our national radio partner is the Rickey Smiley Morning Show, and our national television partner is ESPN. 1/3 of the budget is national, and 2/3 are regional. We also have a robust email campaign with a database reaching about 75k. Collectively, our local, regional, and national marketing campaign is expected to generate 4.7 billion impressions. Broward County will receive recognition as an official partner that includes mentions on all radio and television spots, logo inclusion on shared corporate sponsor banners in all email blasts, and logo on social media ads, billboards, and print ads.

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.)

Visit Lauderdale will receive:

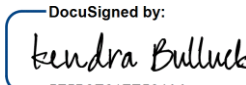
- Logo inclusion on all print ads and social media graphics from the acknowledgment date of sponsorship over the next year and a link to the Visit Lauderdale website from the OBC website for one year.
- Visit Lauderdale will be included on the shared corporate banner at the official tailgate/Fan Fest at the Hard Rock Stadium entrance.
- Opportunity for 30x30 activation at Fan Fest
- Logo inclusion on the team and marching band hotel welcome signage
- Logo inclusion on welcome signage at the official fan hotels in Broward
- :30 in stadium commercial during the game.
- Two (2) 10-second PA Announcements during the game
- Shared recognition at all ancillary events (Battle of the Bands, Welcome Mixer, and Welcome Luncheon). Recognition includes logo inclusion on the step and repeat and logo inclusion in the event program.
- Hospitality & Tickets - Four (4) Sponsor VIP Creds - VIP Mixer & BOTBs VIP Lounge, One (1) Table - Kickoff Luncheon, Six (6) Tickets - Battle of the Bands, One Host Sponsor Suite (food included), Twenty (20) Game Tickets, Six (6) Parking Passes, Four (4) Pre-Game Field Passes, Right to purchase additional tickets at face value.

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.)

Metrics used to measure success include ticket sales reports, a 3rd party media monitoring, and hotel pick-up reports. We will also use third-party geofencing.

Attach any additional information here:

<div>DocuSigned by:  5F5B3E61FE564AA...</div>	02/06/2025
--	-------------------

Signature

Date