

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	Spartacus Night Club LLC
State the company was incorporated/organized in	Florida

Contact name	Charles King
Title	General Manager
Phone #	7178254141
Contact email	chuck@eaglebarwm.com
Address	2209 Wilton Drive
City/St/Zip	Wilton Manors, FL 33305

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.

We are an Entertainment company that runs a nightclub and does internal and external events like Bear week, Wilton's Holiday Wonderland, and other productions. We have been in business for over 3 years, but we have been producing events for over 15 years, like Harrisburg Pride, Baltimore Pride Bar Management, Bears, Bikers & Mayhem, Black & White Party, Inc Events, and more.

Our partner Urban Bear has also been producing events for over 14 years in New York City.

The Eagle nightclub in Wilton Manors is a full service night club that centers around the LGBTQ community.

Name of Event	Bears In The Alley- Tropical Weekend
Event Date(s)	March 9-12, 2023
Event venue(s)	Eagle Wilton Manors, Holy Macarell Rest, Birch St Pk & Beach, Ed Lugo Resort, Hotels

Proposed amount of sponsorship investment:	\$10,000
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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 2023 event is being expanded to a 4-day weekend with multiple events taking place in Wilton Manors and Fort Lauderdale. While the schedule is still being refined, this is the larger picture of what will occur during the 4 days:

Thursday, March 9th VIP Welcome Pool Party at Local Resort
Nighttime Kickoff Party at Eagle Wilton Manors

Friday, March 10th Birch State Park and Beach Party on Ft Lauderdale's Beach in front of the State Park
Nighttime Dance Party Event held at Holy Mackerel Restaurant which will be transformed into an amazing dance party event.

Saturday, March 11th Bears in the Alley - Street Fair in Wilton Manors (6th Avenue and 23rd Street)
Nighttime Dance Party at Eagle Wilton Manors "Back Alley"

Sunday, March 12th Closing Pool Party Event at Ed Lugo Resort

As the event grows it will eventually include a much larger beach party with a concert on the Fort Lauderdale beach similar to the pride events or Flockfest events. Guests will be eating, drinking, and shopping all weekend in town.

We will be featuring multiple hotels on our website as well as links to guest houses, Mr B&B places. Our guests will be staying mostly in Broward County except locals who might travel from neighboring counties.

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

Explain why:

Yes

No

This event is centered around tourism in Ft Lauderdale and Wilton Manors. Guests will do a lot of sun and fun during the day on our pristine beaches. By night they will enjoy shopping, restaurants and nightclubs around the city. Broward County will greatly benefit from this event with increased tax revenue and diversity.

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.

Total Budget for the week is approx \$60,000. There are single event tickets as low as \$10. Weekend passes start at \$99.

All sources of revenue include sponsorships, ticket sales, food and drink sales at events, vendor fees, carnival game fees, and merchandise.

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

If Visit Lauderdale funds the event, it will significantly increase our ability to market to a much broader audience increasing tourism. It will help increase production value, promote word of mouth marketing upon returning to their hometown, increase likelihood of tourists to return in the near future, and it will make the event top notch.

Section 3. Event metrics

Total projected attendance:	6000
What percentage of your attendees will stay overnight in Broward County?	80
What percentage of projected attendees reside <u>outside</u> of Broward/Palm Beach/Miami-Dade counties?	60

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).		
Contracted room nights: (Total number of hotel nights contracted with hotel partners located <u>in Broward County</u>).	0	
Estimated non-contracted room nights: (Estimated total number of non-contracted hotel nights attendees will use at hotels located <u>in Broward County</u>).	5400	

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>The 2022 Street Fair, although planned on a very short timeline with only 8 weeks to promote and market, had attendance of nearly 2000 guests.</p> <p>Turning Bears in the Alley, into a full "Tropical weekend" puts this event on par with similar national and international events like Bears, Bikers & Mayhem in Pennsylvania, Texas Bear Roundup, Bear Week in Province Town, International Bear Convergence in Palm Springs, MAD Bear - Madrid, Bear Week in Sitges, Spain and many others. All these events are destination events and attract an out-of-town crowd in excess of 80% of their attendees. With the inherent draw of South Florida and turning this event into a destination event in a destination city, we expect 2023 will attract a much higher percentage of out-of-town guests. Having had nearly 50% of our first-year attendees visiting from out-of-town, we are confident that we will exceed 60% in year two and grow that number year over year.</p> <p>With the expansion to a 4-day event, we will have nearly 6 months to promote and market. This allows potential out-of-town guests more opportunity to plan with less scheduling conflicts. Considering these points and the demographics of other similar 4-day events, we expect attendance at the 2023 event to exceed 6000 guests over the 4 days.</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?	x 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.		
<p>Our marketing reach is national and international. Using targeted strategies, we are able to reach our audience very effectively. Via our partnerships and a through a multitude of channels, we are able to reach a very targeted audience of over 200,000. Through our partners, Urban Bear NYC and Bears Bikers & Mayhem in Pennsylvania as well as several other constituents, we are able to very directly connect to the Northeast and Mid-Atlantic regions which we have identified as our most "ripe" markets for LGBT people traveling to South Florida during the winter.</p> <p>Additionally, the Eagle brand is one that is recognizable around the globe. Any Eagle, no matter its location, is a destination in and of itself. Eagle Wilton Manors, being situated in one of the nation's most popular LGBTQ vacation destinations, benefits from a much higher level of national and international recognition and is seen as a destination bar. The Eagle Wilton Manors brand lends a great deal to the marketing reach, attractiveness and credibility of Bears In The Alley.</p>		
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.)		
<p>Inclusion and Presence at all weekend event spaces, Company logo on all promotional banners, posters, flyers and press releases Premium ad on</p> <p>BearsInTheAlley.com, TheUrbanBear.com and EagleBarWM.com for full year 2 Additional E-Blast later in the year 2 Dedicated E-Blast during Eagle & Urban Bear promotional period of Bears in the Alley Featured posts on all social media leading up to event Featured acknowledgment at all BEARS IN THE ALLEY events Verbal Thank You from the Stage during Bears in the Alley Your Logo on BearsInTheAlley.com, TheUrbanBear.com and EagleBarWM.com for one full year 10'x 10' Promotional space at Bears In the Alley* 15 VIP Passes</p>		
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.)		
<p>Most tickets for 2022 were sold through our website. Based on the data collected, over 50% of the guests were from out of town, and were staying at local Airbnb's, hotels and guest houses.</p> <p>The average guest is predominantly male, aged 30 -55, with no children and a household income level of over 150K. Our average guest travels to 3 or more Bear or Leather Related events every year.</p> <p>We collect our data from individuals who purchase tickets online and at the "door" to the events. At every opportunity we incentivize our guests, whether paid or not to subscribe to SMS messaging platforms, email lists and social media. We are also able to collect data on our guests through logins to our free WIFI and through geofencing advertising programs. Through all these channels we have a very detailed understanding of our guests, where they have traveled from and their habits as it pertains to our events.</p>		

Attach any additional information here:

Charles King	10/24/2022 10:28:43 PM EDT
Signature	Date