

Tourism Sponsorship Application

For an event to be considered for funding through the Tourism Sponsorship Program a formal application must be submitted. Please complete this application and submit it to the GFLCVB representative you've spoken with.

Section 1. Event administration

All fields in section 1 of this application must be completed.

Legal name of company: _____ State the company was incorporated/organized in: _____
Contact name: _____ Contact email: _____
Contact Street, City, State, Zip: _____

About Your Company

Please tell us about your organization. How many years has the company been incorporated, and what is the company's experience in producing similar events?

Name of event _____
Event date(s) _____
Event venue(s) _____

Total projected room nights _____ This is the total number of anticipated hotel or short-term-rental room nights the event will generate within Broward County. If you do not know this number, write "unknown".

Total projected attendance _____ This is the total number of attendees you expect at the event.

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.

Describe the event's budget

- What is the total budget for the event; what are the overall sources of revenue? For example: ticket sales, sponsors (you do not have to name specific sponsors), concessions, etc.
- How will money from this application be used (for example: talent, venue rental, etc.)?

Proposed investment _____ This is the amount of money you're requesting in this application.

Section 2. Event plan

Please note that an attachment with answers to the questions in Section 2 may be submitted with this document; however, all questions below must be answered either on this application or the attached document. Thank you!

Describe the event

Please summarize the event, who it appeals to, and why it would be a good fit for Broward County.

Describe the marketing / promotional plan for the event

What is the marketing plan, what is the marketing budget, what media will be utilized, and who designed the plan?

Describe how the local tourism industry is involved

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

Sign and date application





2022 FACT SHEET

WHO: Produced & directed by National Award-Winning Event Producer, *Bobby Rodriguez*.

WHAT: The Florida Renaissance Festival began 29 years ago as a two day event and has grown to encompass 7 consecutive, Individually-Themed Weekends at Quiet Waters Park, featuring :

- * Knights Jousting on Noble Steeds, dramatic Sword Fighting and exciting Tournament Games in the Tradition of the Day, executed by Internationally- recognized professional performers
- * Birds of Prey Show - magnificent raptors in Full-flight Demonstrations by a Master Falconer
- * 12 Unique Stages with a continuous variety of Exciting Entertainment for all ages
- * Historical and Educational Demonstrations, on-going throughout the day
- * Hundreds of brilliantly-costumed Performers providing Atmosphere and Authenticity to the Festival
- * Artisan Marketplace featuring over 100 Master Artisans exhibiting and selling their handmade wares
- * Delicacies of the Middle-Ages to tempt the palate and quench your thirst, a Cornucopia of Amazing Foods and Beverages Fit for a King (and Queen) !
- * Corporate Courtyard - premier location where Businesses may display their products and services
- * Games, Crafts, Historical Information, an event for friends and families.

WHEN: February 5th - March 20th, 2022 – Weekends Only - 10am to Sunset;

WHERE: Quiet Waters Park in Deerfield Beach, Broward County, Florida (South East Florida)

WHY: To create a Uniquely Entertaining, Cultural, Family-Friendly, Educational Event, by bringing History to Life for both children and adults!

PRICES: Adults - \$29.00, Children (age 6-12) - \$13.00, Children 5 and under are Free!
Pre-Show Sales, Season Passes, and Group Discounts are available

PRESENT & PAST SPONSORS HAVE INCLUDED:

| | | |
|-------------------------------|----------------------------------|-------------------------------|
| Albertson's | Culture Owl | South Florida Parenting |
| AT&T | Crystal Springs Water | Sunbelt |
| A&E Network & History Channel | DeerfieldBeachChamberCommerce | Sun Sentinel |
| Barrel of Monks | Crystal Springs Water | Supercon |
| Bass & Harp Beer | Deerfield Beach COC | Tri-Rail |
| Beringer Wine | Direct 2 Fulfillment | Forum Publishing |
| Big 105.9 | El Heraldo Newspaper | Unibroue |
| Borders Books | El Sentinel | Union Planters Bank |
| Bright Star Credit Union | Forum Publishing | Van Dee Services |
| Broward County | Funky Buddha | Virginia Key Beach Park Trust |
| Broward County Transit | GreaterFortLauderdale Convention | Virgin Atlantic |
| Broward Cultural Affairs | & Visitors Bureau | Warsteiner Beer |
| Burger King | Guinness | Warner Bros-WB39 |
| Cabot Cheese | The Herald | WDZL |
| Captain Morgan Rum | Hershey | Winn Dixie |
| Centennial Bank | Hess Express | Winterfest |
| Chaucers | Jeren Tropicals | WKIS |
| City of Deerfield Beach | Mega 94. | WLRN |
| City of Miami | Miami Herald | WRMF |
| Coast FM | Museum of Discovery & Science | WRMF |
| Coca-Cola | New Times | Quality Communications |
| Comcast | Pepsi | Xfinity |
| Comcast NBC Universal | Publix | Y100 Miami |
| Community Bank of Broward | Sapporo | Yelp |
| Copa DiVino | SouthFlorida.com | |
| | Spirit Airlines | |

ATTENDANCE: 100,000,000 Upper-Middle income, College-Educated families with disposable income.
25% were first-year attendees

PATRON DEMOGRAPHICS:

Age: under 18=12% 18-24=13% 25-34=25% 35-54=36% 55-64=14% over 65=4%

Average Income: \$79,000 - \$99,000=40% over \$100,000 =18%

Residence: By County: Broward = 55% Miami/Dade = 15% Palm Beach = 23%
South FL Residence = 93% Out-of-towners & Tourists = 7%

AWARDS:

International:

International Festivals and Events Association:

IFEA Pinnacle Award -2014 Silver: Best Festival;/Event Mobile Application

IFEA Pinnacle Award -2005 Bronze: Best Event Photograph

IFEA Pinnacle Award -1998 Silver: Best New Event

National:

Special Events Magazine Awards “Best Festival”, “Best Wedding”

Regional:

South Florida Parenting Kids Crown Award - 2018 Best Family Event Broward

South Florida Parenting Kids Crown Award - 2017 Best Family Event

South Florida Parenting Kids Crown Award - 2016 Best Family Event

South Florida Parenting Kids Crown Award - 2015 Best Family Event

Broward Family Life - 2017 – Favorite Family Festival

Broward Family Life - 2016 Favorite Special Event

Broward Family Life - 2013 Favorite Family Festival

City of Deerfield Beach Official Proclamations:

“Florida Renaissance Festival Days”-February 10th-March 25th, **2018**

“Florida Renaissance Festival Day”- January 13th, **2015**

Florida Festival & Events Association:

FFEA- 2020- 1st Place Billboard

FFEA- 2019- 1st Place Award Television Program

FFEA – 2018- 1st Place Award for Outdoor Advertisement/Billboard

FFEA - 2018 2nd Place Award for Best Website

FFEA - 2017 1st Place Award for Best Outdoor Ad Installation

FFEA - 2017 1st Place Award for Best Promotional Poster

FFEA - 2016 1st Place Award for Best Promotional Poster

FFEA - 2016 2nd Place Award for Best Outdoor Advertisement

FFEA - 2016 3rd Place Award for Best Photo

FFEA - 2014 1st Place Award for Best Mobile App

FFEA - 2014 2nd Place Award for Best Promotional Poster

FFEA - 2014 3rd Place Award for Best Photo

FFEA - 2013 1st Place Award for Best Mobile App

FFEA - 2013 2nd Place Award for Best Website

FFEA - 2013 3rd Place Award for Best Poster

FFEA - 2013 3rd Place Award for Best Partnership Program

FFEA - 2011 Sensational Award for Best Partnership Program

FFEA - 2011 SUNsational Award for Best Social Media Marketing Campaign

FFEA - 2011 SUNsational Award for Best Radio Ad

FFEA - 2011 SUNsational Award for Best Photo

FFEA - 2011 SUNsational Award for Best Promotional Poster

FFEA - 2010 Award for Best Website

FFEA - 2010 Award Best Program Within An Event for Pet’s Weekend

FFEA - SUNsational Award for “Professional of the Year”

Awarded to Bobby Rodriguez, Producer.

FFEA – Award Best Partnership Program

FFEA - Previous Years’ Awards for “Best”: TV ad, Radio spot, Souvenir, Event Photo, Brochure, Promotion Award, Community Partnership, Commemorative Poster Award, Best T-Shirt Award, Best Website Award

Greater Miami Festivals and Events Association :

GMFEA- 2017 – Hall of Fame Award to Producer Bobby Rodriguez

Winterfest Boat Parade 2018 – Kaye Pearson Award/Spirit of Innovation

(shared with Bluefoot Pirate Adventures)

Winterfest Boat Parade -2016- Best Overall Charter 40’-59’ in Parade

South FL Parenting Magazine – Named “Best Outdoor Event” 7 years in a row

Southeast Tourism Society -2006- Named “1 of the Top 20 Events in The Southeast”

Southeast Tourism Society -2004- Named “1 of the Top 20 Events in The Southeast”

Biz Bash – 2018 List of Top 10 Events in Miami/South Florida

Named “Florida’s 50 Hottest Annual Events”

Hermes Award – Best Website design – 2016

Boca Life Magazine – Named “Best Festival for Kids”

South Florida Blood Bank- Named the “Everyday Hero”

The New Times- Named “Best Festival” in Broward”

MARKETING: Over \$600,000 in print and electronic media.

ADVERTISING

- * **Print** : display ads in The Sun-Sentinel, The Miami Herald, City Link, New Times, Palm Beach Post and South Florida Parenting Magazine
- * **Radio** : KISS Country, BIG 106, MAJIC 102.7, Y-100, 93 ROCK, Coast 97.3, WLRN
- * **TV** : COMCAST
- * Public Relations with exposure on all major **TV networks** including Local 10, Deco Drive, Univision, Tele Mundo and TV6
- * **Online**: SouthFlorida.com and Sun-Sentinel.com, all radio station websites
- * **Website**: Festival Home Page (www.Ren-Fest.com)
- * **Facebook** Page and many other social media outlets (ex: **Twitter**, **Instagram**, **Yelp**)
- * **Physical**: **Billboards**, **Street banners** and **Pole banners**
- * **Billboards** and **Electronic Highway Signs** (I-95, Turnpike, Sawgrass)

POSTERS – 18” x 24” Color posters will be distributed throughout the area to these and other locations:

- * Schools, Colleges
- * Supermarkets
- * Shopping Centers
- * Sponsor Businesses
- * Pubs
- * Hotels
- * Mass Transit

BROCHURES – 100,000 full-color brochures to be distributed through:

- * Sponsor Businesses
- * Broward County Parks & Recreation
- * Tourist Information Centers throughout the State
- * Hotels
- * Libraries
- * Other Festivals and Events

Souvenir PROGRAMS: free to all Festival attendees

Community Organizations that have been involved with the Festival:

| | |
|---|--|
| 4 Children's Sake | Gateway Community Outreach |
| A Child is Missing | Girl & Boy Scouts of Florida |
| American Red Cross | Greater Miami Festival & Events Association(GMFEA) |
| Alexander W. Dreyfus School of the Arts | International Festivals & Events Association(IFEA) |
| Ann Stork Center, Inc. | James Jr. Fund |
| Artserve | Joe DiMaggio Cancer Care Unit |
| Association for Retarded Citizens | Kids In Distress |
| Broward County Arts Teacher of the Year | Levis JCC |
| Boys & Girls Club of Broward | Love Jen |
| Broward Children's Center, Inc. | La Luz del Mundo |
| South Florida Welcome Centers | Make-a-Wish Foundation |
| Coral Springs Mothers of Multiples Club | March of Dimes |
| Deerfield Beach Chamber of Commerce | Museum of Discovery and Science |
| Epilepsy Foundation | Nova Southeastern University |
| Florida Festival & Events Association(FFEA) | Prestige Club |
| FLAUSA | RESCU |
| Family Central | Rotary Club of Fort Lauderdale |
| Fr. Joe Gallant | St. Jude Children's Hospital |
| Ft. Lauderdale International Film Festival | Visit Florida |

CONTACT INFORMATION:

Bobby Rodriguez, Executive Producer
Jackie Rodriguez, H.R. & Finance Director
Jairo Ibarra, V.P. of Sales & Creative Solutions
Linda Rodriguez, Office Mngr.
Kelly-Christina Santi, Marketing

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MAIN OFFICE & MAILING ADDRESS:

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A Bobby Rodriguez Production

| 1 | TYPE | Category | 2022 Proposed |
|----|--|----------------|----------------------|
| 2 | RADIO: | | |
| 3 | BIG 105 | Radio | \$ 10,000.00 |
| 4 | Y-100 FM | Radio | \$ 9,000.00 |
| 5 | KISS 99.9 Country (diverse demo) | Radio | \$ 10,000.00 |
| 6 | 104.3 FM The Shark. (Millennials) | Radio | \$ 8,000.00 |
| 7 | Sports Radio WQAM 560 | Radio | \$ 8,000.00 |
| 8 | Gater 98.7 FM Palm Bch-classic Rock | Radio | \$ 8,000.00 |
| 9 | WIOD NEWS RADIO 610 AM - give the male perspective | Radio | \$ 8,000.00 |
| 10 | 93.9 MIA FM | Radio | \$ - |
| 11 | 91.3. WLRN | Public Radio | \$ 5,000.00 |
| 12 | 101.5 Lite FM | Radio | Trade |
| 13 | 102.7 The Beach | Radio | Trade |
| 14 | Power 96 | Radio | Trade |
| 15 | 790 The Ticket | Radio | Trade |
| 16 | KOOL 105 West Palm Beach | Radio | Trade |
| 17 | REAL RADIO 94.3 West Palm Beach (Talk Show) | Radio | Trade |
| 18 | MIA 92.1 West Palm Beach (Spanish Station) | Radio | Trade |
| 19 | WAVE 93.3 West Palm Beach (New Country) | Radio | Trade |
| 20 | WILD 95.5 West Palm Beach (Today's Hits) | Radio | Trade |
| 21 | Hubbard Radio. (30-50+ demo) 80' & 90's hits | Radio | \$ 5,000.00 |
| 22 | | | |
| 23 | Radio Total: | Radio | \$ 71,000.00 |
| 24 | Print | | |
| 25 | Culture Owl (Around Town Magazine) | Print | \$ 2,500.00 |
| 26 | Broward Family Magazine | Print | \$ 2,500.00 |
| 27 | Happenings | Print | \$ - |
| 28 | South Florida Family Life | Print | \$ 1,000.00 |
| 29 | Kiddos Magazine - Latino outreach | Print | \$ 2,000.00 |
| 30 | New Times - Broward. (millennial) | Print | \$ 5,000.00 |
| 31 | Spectator - to homes in Parkland (affluent demo) | Print | \$ 2,000.00 |
| 32 | | | |
| 33 | LifeStyle Magazine | Print | \$ 4,500.00 |
| 34 | TRAVEL HOST magazine | Print | \$ 2,900.00 |
| 35 | Sun-Sentinel | Print | \$ 20,000.00 |
| 36 | Print Total: | Print | \$42,400.00 |
| 37 | Digital | | |
| 38 | | | |
| 39 | Big Mouth Girls | Digital | \$ 1,000.00 |
| 40 | Miami Arts Guide | Digital | \$ 500.00 |
| 41 | Retargeting Adroll - Web, Facebook & Instagram. | Digital | \$ - |
| 42 | Entercom Digital Campaign | Digital | \$ 25,000.00 |
| 43 | Yelp | Digital | ? |
| 44 | | | |
| 45 | | | |
| 46 | Digital Total: | Digital | \$ 26,500.00 |
| 47 | Sponsorship Promotion: | | |
| 48 | Entercom On-site Activations | | \$ - |
| 49 | | | |
| 50 | Sponsorship Promotion Total: | On-Site | \$ - |
| 51 | | | |
| 52 | Television | | |
| 53 | Comcast Cable | T.V. | \$ 30,000.00 |
| 54 | WSVN channel 7 | T.V. | 30000 |
| 55 | Television Total: | | \$ 60,000.00 |
| 56 | | | |
| 57 | | | |
| 58 | Billboards & Signs | | |
| 59 | OUTFRONT | | \$ 96,000.00 |
| 60 | VMB | | \$ 5,000.00 |
| 61 | Airport Ads | | \$ 25,000.00 |
| 62 | Total: | On-Site | \$ 126,000.00 |
| 63 | | | |
| 64 | | | 2022 Proposed |
| 65 | | | |
| 66 | Grand Total | | \$325,900.00 |