



Visit Lauderdale & OBC  
Sponsorship Fulfillment Meeting  
April 14, 2025, 1:30 pm

## Introductions

### Marketing & PR Updates

- o Social Media Announcement – **Posted on April 7<sup>th</sup>**

### Deliverables

- o **Social Media handles, hashtags, and links to the website are needed as soon as possible.**
- o **Game Day Media Entitlements – Due on or before June 23, 2025 – Here is the link to WeTransfer to review the Visit Lauderdale 2024 Game Day Media Entitlements: <https://we.tl/t-x56uAOXiWs>**
- o 360 Ribbon Display - **10,080 x 84 (sideline) 8,092 x 84 (end zone)**
- o PA Announcements
  - Two (2) :10 PA Announcements (In-Game)
- o In-Game Videoboard Spot - **1920x1080 uncompressed mp4 file**
  - One (1) :30 commercial or Two (2) :15 commercials

### Activation Opportunities & Updates

- o Elevation Experience – **Confirmation on activating - Due on or before June 16, 2025**
  - o Panel Speaking Opportunities
  - o Greetings Speaking Opportunity
  - o Gift bag inclusion – **Taylor received confirmation from the OBC events team. Since we have a new title sponsor for the OBC, we cannot use the bags from 2024 because they have Denny's on them.**
  - o **10x10 Activation**
- o Job Fair at Florida Memorial University – **Neki confirmed they would not participate in the career fair.**
- o Gameday Fan Fest: 30x30 - **Activation Plan Due on or before July 8<sup>th</sup>**

### OBC Weekend of Events

- o Schedule of Events
  - o **OBC Kick-off Press Conference: May 21, 2025**
  - o **Elevation Experience Women's Conference Presented by Visit Lauderdale: Friday, July 11, 2025, Charles Dodge Center, Pembroke Pines**

- **OBC Career Recruitment Fair and Career in Sports and Entertainment Symposium:** Tuesday, August 26, 2025, Florida Memorial University
- **VIP Welcome Reception:** Thursday, August 28, 2025
- **OBC Battle of the Bands:** Friday, August 29, 2025 – The Rick Case Arena at the Don Taft University Center
- **GMCVB Commissioners Welcome Reception and Kickoff Luncheon:** Friday, August 29, 2025
- **Gameday Fan Fest:** Saturday, August 30, 2025 - Hard Rock Stadium
- **Orange Blossom Classic:** Saturday, August 30, 2025 – Hard Rock Stadium.
- Hospitality & Tickets
  - **Four (4) Sponsor VIP Credentials - VIP Mixer**
  - **One (1) VIP Table - Kickoff Luncheon**
  - **Six (6) Tickets and Four (4) Sponsor VIP Credentials - Battle of the Bands**
  - **One (1) Host Sponsor Suite**
  - **Twenty (20) Game Tickets**
  - **Six (6) Parking Passes**
  - **Four (4) Pre-Game Field Passes**
  - **Right to purchase additional tickets at face value**
- Contact for Ticket Distribution
  - **Preferred Method of Distribution – Digital or Hard Copy**
    - **Neki confirmed that they would prefer their tickets to be distributed digitally.**

## Notes

- **Taylor confirmed with Kendra that we want to continue the Welcome to FLL OBC Fans Promo at the Airport through Visit Lauderdale, but we do not wish to purchase media.**
- **Taylor confirmed with the OBC Hotels team, and we will have more hotels added to the website before May 1<sup>st</sup>.**

