

## Tourism Event Sponsorship Application

Profile	
Legal name of company:	City of Miami Gardens
State the company was incorporated/organized in:	Florida
Contact name:	Vernita Nelson
Title:	Assistant City Manager
Phone #:	(305) 914-9135
Contact email:	vnelson@miamigardens-fl.gov
Address:	18605 MW 27 Avenue
City:	Miami Gardens
State:	FL
Zip:	33169
Country:	UNITED STATES
About your company:	<p>The City of Miami Gardens celebrated its 20th anniversary in 2023, since its incorporation in 2003. With a population of approximately 113,000, it is the third-largest city in Miami-Dade County. Miami Gardens is a solid professional community of unique diversity. It is the largest predominantly African-American municipality in Florida and boasts thousands of Caribbean and Hispanic residents. The City is the home of the Hard Rock Stadium, Miami Dolphins football team, University of Miami Hurricanes football team, Orange Bowl football game, 2020 Super Bowl, Miami Tennis Open, the Miami Dolphins Training Facility, and the Formula One Miami Grand Prix Race. Additionally, Miami Gardens is the future host of the 2026 College Football Playoff National Championship and one of the host cities of FIFA World Cup 2026. The City has demonstrated steady in the areas of community and economic development and has gained a reputation for being a premier destination in South Florida. Miami Gardens is a 2020 All-America City.</p> <p>Miami Gardens' signature multicultural celebration, Jazz in the Gardens Music Festival, draws tens of thousands of people to the Miami Gardens annually. Assistant City Manager, Vernita Nelson, serves as Executive Producer. Nelson and the Miami Gardens Special Events Team has a combined 20 years of producing large-scale events for the City of Miami Gardens, such as Karaoke in the Gardens, Food And Wine Festival, Juneteenth Celebration, and State of the City.</p>
Name of Event:	Women's Impact Luncheon
Event Date(s):	Friday, March 6, 2026
Event venue(s):	Hard Rock Casino & Guitar Hotel
Proposed amount of sponsorship investment:	\$100,000.00
About the event	
Describe the event and how the local tourism industry is involved:	<p>In honor of Women's History Month, in conjunction with the Jazz in the Gardens Music Festival, the City of Miami Gardens presents the Women's Impact Luncheon. This inspirational experience is designed to inspire women to live fulfilled and balanced lives. Attendees are entertained and engaged by distinguished speakers and artists who deliver powerful messages of inspiration. Studies have shown that women make more than 75% of the financial decisions in a household - this includes where to vacation and where to dine. This powerful event is perfect for sponsors looking to connect with an educated and engaged female consumer.</p> <p>Local hotels will be highlighted on the website, as preferred places to stay while visiting Broward County. Broward County-based vendors will be secured to assist with program design and implementation.</p>
Is one of the main purposes of this event to attract tourists to Broward County:	Yes
Explain why:	Jazz in the Gardens Music Festival, and it companion ancillary events, attracts guests from across the nation. We are explicitly bringing people to Broward County by hosting Women's Impact and partnering with hotels throughout Broward County.
Describe the event's budget:	<p>Total budget for the Women's Impact Luncheon is \$200,000.</p> <p>Sources of revenue include ticket sales, vendor sales, and sponsorships.</p> <p>Lowest priced ticket would be the Early Bird Ticket at \$100 per person.</p> <p>The Visit Lauderdale Sponsorship will be used for the securing talent, marketing materials, and event production.</p>
Have you applied to any other Broward County agency for funding? If yes, please state which Broward County Division?:	NA.
Was funding received?:	NA.
If Visit Lauderdale does not fund this event, what impact does that have on the event?:	The event will still occur in Broward County as contracts have been executed with Hard Rock Casino and Guitar Hotel. However, it will affect our reach to attract visitors to hotels, restaurants, and points of interest in Broward County.
Event metrics	

<b>Total projected attendance:</b>	600
<b>What percentage of your attendees will stay overnight in Broward County?:</b>	25%
<b>What percentage of projected attendees reside outside of Broward/Palm Beach-Miami-Dade counties?:</b>	20%
<b>Do you have hotel or other lodging partners for this event?:</b>	Yes
<b>If yes, please list the hotel partner(s):</b>	Yes, our main hotel partner for this event is Hard Rock Hotel and Casino. The City of Miami Gardens also partners with Crewfare to provide a platform, that is linked to our website, of curated hotel options for visitors to select from throughout Broward County. Crewfare sources hotels, secures room blocks, market beyond the region, and assist visitors with bookings.
<b>If you need more room, you can attach a list of hotels here instead:</b>	Hotels_E766C845-B955-B269-93C5252211EAE5B6_E7680C4B-B50B-B639-214F8A9C6C12B05A.docx
<b>Contracted room nights:</b>	40
<b>Estimated non-contracted room nights:</b>	40
<b>Why do you expect these numbers?:</b>	Voted 2025 Best of the Best Outdoor Music Festivals by News Week and New Times, Jazz in the Gardens Music Festival and Women's Impact Luncheon are the fastest growing cultural events in the nation.  Event Performance Report is attached.
<b>Attach documentation showing prior year's performance.:</b>	2024-JITG-Event-Performance-Report_E6CADAD5-BFEB-4F35-09BFA092837CDB8E_E7680BE2-D4DF-BECB-6EFC7662C4381D56.pdf
<b>Event promotion</b>	
<b>Will the event marketing target audiences outside of South Florida?:</b>	Yes
<b>Describe the marketing / promotional plan for the event:</b>	The overall Jazz in the Gardens Music Festival marketing budget is \$250,000, of which a portion covers the Women's Impact Luncheon: -Local, Regional and National Radio -Billboard Ad across key markets throughout nation -Social Media Integration Program across all platforms -Local, Regional, and Nation television and print ad placement -JITG mobile app and Ticketmaster platform
<b>Specify all proposed deliverables Broward County will receive with this sponsorship:</b>	For \$100,000 sponsorship Visit Lauderdale will receive:  ON-SITE ENTITLEMENTS • Opportunity for exclusive photos with the keynote speakers • Opportunity to have a promotional table at the Women's Impact Luncheon • Opportunity to provide items for swag bags for participants (at sponsor's expense)  HOSPITALITY • Ten (10) Seats at Women's Impact Luncheon  MEDIA ENTITLEMENTS • Logo on the Women's Impact Luncheon Step and Repeat • Logo on the JITG website as a Host Sponsor of the Women's Impact Luncheon • Sponsor included in all Women's Impact Luncheon promotional material, social media marketing and event website  Assets will be deployed based on contracted funding level.
<b>Metrics to Evaluate Success:</b>	Our metrics will be measured as follows: • Geo Fencing Software • Hotel Pickup Reports • Event Participation Survey (at registration and onsite)
<b>Attach any additional information:</b>	VL-Sponsor-Thank-You-2_E704BCA4-CF66-D38A-BBAF5129ADC885E6_E7680C99-B1F7-A109-0097657A93245505.jpg
<b>Signature:</b>	Vemita Nelson
<b>Date:</b>	10/14/2025