



2019 SPONSOR RECAP

5 DAYS ▫ 12 EVENTS ▫ 51 CHEFS ▫ 1,953 ATTENDEES

PROGRAM OF EVENTS

Dinner hosted by Donatella Arpaia, PJ Calapa and Terra Mare part of the CRAVE Greater Fort Lauderdale Series presented by Capital One

Date: Wednesday, February 20th

Time: 7pm – 10pm

Location: Terra Mare

Price: \$175

Total Attendees: 63

Sponsors:

- Beach Improvement District
- Capital One®
- evian® and Badoit®
- Greater Fort Lauderdale Convention & Visitors Bureau
- Maisons & Domaines Henriot America
- Terra Mare
- Urbani Truffles

Dinner hosted by Anne Burrell and Angelo Elia part of the CRAVE Greater Fort Lauderdale Series presented by Capital One

Date: Thursday, February 21st

Time: 7pm – 10pm

Location: Casa D'Angelo Ristorante

Price: \$250

Total Attendees: 150

Sponsors:

- Capital One®
- Casa D'Angelo
- Empson USA
- evian® and Badoit®
- Greater Fort Lauderdale Convention & Visitors Bureau

Dinner hosted by Elizabeth Karmel, Martina McBride and Philip Kistner part of the CRAVE Greater Fort Lauderdale Series presented by Capital One

Date: Friday, February 22nd

Time: 7pm – 10pm

Location: Township

Price: \$200

Total Attendees: 46

Sponsors:

- Capital One®
- evian® and Badoit®
- Greater Fort Lauderdale Convention & Visitors Bureau
- Township



- Z. Alexander Brown

Clambake hosted by Alex Guarnaschelli and Jorge Ramos part of the CRAVE Greater Fort Lauderdale Series presented by Capital One

Date: Friday, February 22nd

Time: 8pm – 10pm

Location: Conrad Fort Lauderdale Beach

Price: \$200

Total Attendees: 300

Sponsors:

- Aviation Gin
- Beach Improvement District
- Capital One®
- Château D' Esclans
- Chef Works
- Conrad Fort Lauderdale Beach
- Dasani
- Greater Fort Lauderdale Convention & Visitors Bureau
- iHeart Radio
- SOUTH FLORIDA BMW CENTERS

Rock 'n Roll: An Asian Night Market hosted by Adam Richman part of the CRAVE Greater Fort Lauderdale Series presented by Capital One

Date: Friday, February 22nd

Time: 10pm – 12am

Location: DUNE at Auberge Beach

Price: \$125

Total Attendees: 350

Sponsors:

- Capital One®
- Chef Works
- DUNE / Auberge Beach Residences & Spa
- Gekkeikan Sake
- Greater Fort Lauderdale Convention & Visitors Bureau
- Heineken Light® / Strongbow Hard Apple Ciders®
- The House of Suntory – Toki & Japanese Vodka & Gin

The Great DOCG Wines of Italy Wine Seminar part of the CRAVE Greater Fort Lauderdale Series presented by Capital One

Date: Saturday, February 23rd

Time: 11am – 12pm

Location: Conrad Fort Lauderdale Beach

Price: \$85

Total Attendees: 50

Sponsors:

- Beach Improvement District
- Capital One®
- Carr's Table Water Crackers
- Conrad Fort Lauderdale Beach
- Empson USA Wines



- Greater Fort Lauderdale Convention & Visitors Bureau

Drag Brunch presented by Barilla hosted by Alex Carr and Elvis Duran part of the CRAVE Greater Fort Lauderdale Series presented by Capital One

Date: Saturday, February 23rd

Time: 11:30am – 1:30pm

Location: The Ritz Carlton, Fort Lauderdale

Price: \$125

Total Attendees: 450

Sponsors:

- Absolut Vodka
- Barilla
- Beach Improvement District
- Capital One®
- Chef Works
- Dasani
- Greater Fort Lauderdale Convention & Visitors Bureau
- Heineken Light® / Heineken® 0.0 / Strongbow Hard Apple Ciders®
- Pride Fort Lauderdale
- Ruffino Italian Wines
- The Coca-Cola Company
- The Ritz-Carlton, Fort Lauderdale
- Yelp

A Riedel Spirits Tasting Seminar: “See, Smell, Taste the Difference a Glass Makes Spirits Seminar part of the CRAVE Greater Fort Lauderdale Series presented by Capital One

Date: Saturday, February 23rd

Time: 2pm – 3pm

Location: Conrad Fort Lauderdale Beach

Price: \$85

Total Attendees: 40

Sponsors:

- Beach Improvement District
- Capital One®
- Carr's Table Water Crackers
- Conrad Fort Lauderdale Beach
- Greater Fort Lauderdale Convention & Visitors Bureau
- RIEDEL CRYSTAL

Sunset Spritz Party hosted by Valerie Bertinelli part of the CRAVE Greater Fort Lauderdale Series presented by Capital One

Date: Saturday, February 23rd

Time: 5:30pm – 7:30pm

Location: Gale Boutique Hotel & Residences Fort Lauderdale Beach

Price: \$85

Total Attendees: 180

Sponsors:

- 93.9 WMIA
- Beach Improvement District
- Capital One®



- Dasani
- Gale Fort Lauderdale
- Greater Fort Lauderdale Convention & Visitors Bureau
- Italicus

A Siren's Soirée: Dinner hosted by Paula DaSilva & Friends part of the CRAVE Greater Fort Lauderdale Series presented by Capital One

Date: Saturday, February 23rd

Time: 7pm – 10pm

Location: Burlock Coast at The Ritz Carlton, Fort Lauderdale

Price: \$185

Total Attendees: 100

Sponsors:

- Beach Improvement District
- Burlock Coast at The Ritz-Carlton, Fort Lauderdale
- Capital One®
- evian® and Badoit®
- Greater Fort Lauderdale Convention & Visitors Bureau

Cajun-Cooking Master Class & Lunch hosted by Sam & Cody Carroll part of the CRAVE Greater Fort Lauderdale Series presented by Capital One

Date: Sunday, February 24th

Time: 11am – 2pm

Location: TRP Taste

Price: \$185

Total Attendees: 24

Sponsors:

- Capital One®
- Greater Fort Lauderdale Convention & Visitors Bureau
- TRP Taste

Bloody Mary Brunch hosted by Jeff Mauro and Geoffrey Zakarian part of the CRAVE Greater Fort Lauderdale Series presented by Capital One

Date: Sunday, February 24th

Time: 12:30pm – 2:30pm

Location: Point Royal at The Diplomat Beach Resort

Price: \$175

Total Attendees: 200

Sponsors:

- Capital One®
- Greater Fort Lauderdale Convention & Visitors Bureau
- Point Royal at The Diplomat Beach Resort

MEDIA RECAP

- [HERE](#) is a link to more than 100 clips of SOBEWFF® coverage (530+ million impressions) that highlighted the CRAVE Greater Fort Lauderdale Series and/or Fort Lauderdale chefs/properties as part of the Greater Fort Lauderdale Convention & Visitors Bureau's participation. These clips include international coverage via publications like *Avoir Air* and *Acontece* magazines, broadcast coverage on SiriusXM, WSVN and Telemundo 51, national coverage in outlets like *OK!* magazine and *Forbes Travel Guide*, as well as significant regional coverage – including the cover of all Lifestyle Media Group publications in January.

MARKETING RECAP

- **SOBEWFF® Website**
 - CRAVE GFL Landing Page
 - 12,835 impressions
 - CRAVE GFL Individual Events
 - 52,782 impressions
 - CRAVE GFL Web Banners
 - Header Ad: 182, 490 impressions
 - Sidebar Ad: 223,043 impressions
- **Juicy Tidbits (SOBEWFF® E-Newsletter)**
 - The CRAVE GFL Series logo was featured in every standard Juicy Tidbit.
 - The CRAVE GFL Series was mentioned in 11 of 30 Juicy Tidbits deployed.
 - Of those 11 Juicy Tidbits, two were dedicated to CRAVE GFL Series events.
 - Inclusions
 - [10/31/2018](#), 8.8% open rate
 - [11/27/2018](#), 9.5% open rate
 - [12/11/2018](#) (dedicated), 9.3% open rate
 - [12/21/2018](#), 8.9% open rate
 - [1/11/2019](#) 9.8% open rate
 - [1/23/2019](#) (dedicated), 10.6% open rate
 - [2/12/2019](#), 9.8% open rate
 - [2/14/2019](#), 9.0% open rate
 - [2/16/2019](#) 10.1% open rate
 - [2/19/2019](#) 9.2% open rate
 - [2/20/2019](#) 9.9% open rate
- **SOBEWFF® Out-of-Home**
 - Street Pole Banners
 - 70 street pole banners in Fort Lauderdale
 - 1/25/2019 - 2/25/2019
 - 109,680,000 eyes-on impressions
 - Taxi Tops
 - 100 taxi tops in Fort Lauderdale
 - 1/28/2019 – 2/24/2019
 - 13,065,000 eyes-on impressions

LOOKING AHEAD

- Invite key media to SOBEWFF x Crave GFL Media Party to launch SOBEWFF® 2020 (invite only; not open to the general public)
- Explore ways of incorporating the GFL CVB brand into Festival events (i.e. partnering with chefs, sponsors, etc. to highlight the CVB's various initiatives on-site)

EAT. DRINK. EDUCATE!
30M+
BENEFITING

FIU | Chaplin School of
Hospitality & Tourism
Management



COOKING
CHANNEL

SOBEWFF®

PRESENTED BY **Capital One**

crave  **GFL**
Greater Fort Lauderdale Series

FEBRUARY 19-23, 2020 | SOBEWFF.ORG

SOBEWFF® Snapshot Today



February 2020 will mark the **19th** annual Festival



\$30+ million raised to date for FIU



14 full-time FIU employees run the Festival year-round
(including 5 FIU Alumni)



110+ events over 5 days



65k+ attendees



450+ chefs, winemakers, spirits producers & lifestyle personalities



\$34+ million estimated economic impact on Miami-Dade County



3+ billion marketing/media impressions

FEBRUARY 19-23, 2020 | SOBEWFF.ORG

food COOKING
NETWORK CHANNEL

SOBEWFF®

PRESENTED BY Capital One

CRAVE GFL Series presented by Capital One® at SOBEWFF® 2019

For the last five years, the Festival has partnered with the Greater Fort Lauderdale Convention & Visitors Bureau and the Beach Business Improvement District (BID) to bring an exciting array of events to the City of Fort Lauderdale as part of the official Festival program.

From 2015 thru 2019, we produced 39 events in Greater Fort Lauderdale, drawing more than 8,000 guests to dinners, tastings, seminars and more.

Festival events taking place in Fort Lauderdale have been hosted by celebrities from the culinary world and beyond, including Neil Patrick Harris, Adam Richman, Emeril Lagasse, Robert Irvine, Anne Burrell, Andrew Zimmern, Alex Guarnaschelli, Elvis Duran and many more.



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food NETWORK | COOKING CHANNEL
SOBEWFF
PRESENTED BY Capital One

CRAVE GFL Series Outdoor Marketing

Street Pole Banners



Taxi-Tops



Street Pole Banners

- 70 Street Pole Banners in Fort Lauderdale
- 1/25/2019 - 2/25/2019
- 109,680,000 Eyes-On Impressions

Taxi Tops

- 100 taxi tops in Fort Lauderdale
- 1/28/2019 – 2/24/2019
- 13,065,000 Eyes-On Impressions

Medium	Total Impressions	Dollar Value
Print	1,248,000	\$ 18,500.00
Out of Home	122,745,000	\$ 34,879.00
	123,993,000	\$ 53,379.00



CRAVE GFL Series Print & Digital Advertising

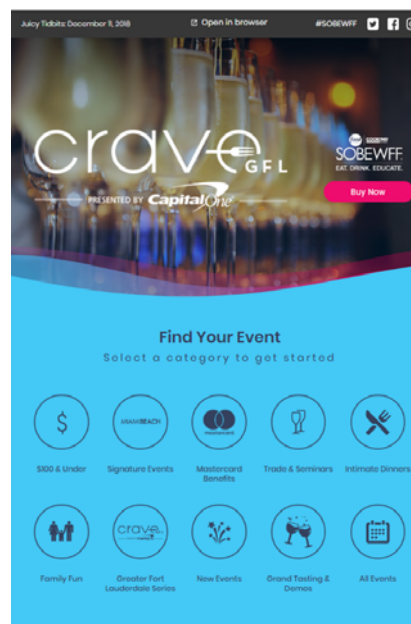
Festival Official Guide

Distributed in December/January with over 700,000 readers



Festival E-Newsletter (Juicy Tidbits)

- The CRAVE GFL Series logo was featured on every standard Juicy Tidbit (total of 30 issues).
- The CRAVE GFL Series was mentioned in 11 of 30 Juicy Tidbits deployed
 - Of those 11, two Juicy Tidbits were dedicated to CRAVE GFL Series events



A Weekend of CRAVE-able Bites in Sunny Fort Lauderdale!

The Festival is bringing a weekend full of indulgent bites and succulent sips to the shores of sunny Fort Lauderdale as part of the CRAVE Greater Fort Lauderdale Series presented by Capital One!

- **Friday, February 22** - Join beloved Iron Chef **Alex Guarnaschelli** for the return of the ultimate **Clash Royale!** She is joined by the Greater Fort Lauderdale Beach's own Chef **Jorge Ramos** as this beachside sizzle - inclusive of season-inspired dishes from over a dozen of South Florida's most popular spots!
- **Saturday, February 23** - Sip on our favorite summertime drink alongside the charming Valeria Bortolotti! Nosh on light bites and dream of sun-kissed summers with an icy spritz in hand, as the sun sets over the Fort Lauderdale skyline during this **Sunset Spits Party**.
- **Sunday, February 24** - Join wildly popular Food Network Chef **Geoffrey Zakarian** as he offers up **Breakfast, Lunch, & Brunch** on fun and dapper as he hosts alongside co-host **Jeff Mauro**. Enjoy crooked sucking pig, an extensive raw bar, and one of the best sides/bars of Bloody Marys that South Florida has ever seen for a Sunday Funday unlike any other!

[Buy Tickets Now](#)

Festival Website

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- CRAVE GFL Web Banners
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SOBEWFF® 2019 Public Relations Outreach

Through the Festival's PR outreach, Fort Lauderdale events garnered 531,712,235 tracked impressions via more than 100 press clips.

SEEN & HEARD

People heard about the Festival's 18th year from a variety of print, broadcast and digital outlets as a result of an integrated public relations campaign led by The Door | an idea house and Brustman-Carrino Public Relations. A sampling of outlets who covered the Festival include:

American Way	Miami New Times	SPOON University
Associated Press	MONEY INC.	Sun-Sentinel
BizBash	Napa Sonoma Insider	The Daily Beast
Celebrated Living	NBC TODAY Show	The Local Palate
Elvis Duran and The Morning Show	OK!	The Miami Herald
Food Network	Palm Beach Illustrated	The New York Post
Forbes	PEOPLE	THRISTY
INDULGE	PureWow	US Magazine
Lifestyle Media Group	Restaurant Inc.	Wine Spectator
MIAMI magazine	Southern Beverage Journal	WIRE Magazine

Latin American Coverage
Secured coverage from Latin media outlets also expanded the eyes and ears exposed to the Festival's 18th year, including:

Achei USA Brazilian Newspaper	Diarios Las Americas	Selecta
Acontece Magazine	EFE News Services	Telemundo Network
Avior Air	El Nuevo Herald	Valaris
D'latinos magazine	El Sentinel	

44 | Join us again February 19-23, 2020 | #SOBEWFF

45 | Join us again February 19-23, 2020 | #SOBEWFF

Cat Country 107.1
Published by Tomarah Davis (7) · February 11 · @ ·

The star-studded Food Network & Cooking Channel South Beach Wine & Food Festival celebrates its 18th edition February 20-24, 2019! Don't miss this gourmet gathering and expanded line-up for its featured #CRAVEGFL Series, which has helped raise over \$20 million to date for the Chaplin School of Hospitality & Tourism Management at Florida International University. EAT. DRINK. EDUCATE. with #CRAVEGFL at #SOBEWFF. <http://bit.ly/2NA6hz8>

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Partnership with Broward College

The Festival engaged in a very successful partnership with Broward College. A total of thirty-one (31) students signed up to volunteer for the Festival in 2019.

Out of all of the local colleges and universities where we recruited volunteers (outside of FIU), Broward College had the largest student signup .

Broward College students worked multiple positions at events across South Florida including culinary positions at the North Venue in South Beach and registration/general event support at Clambake, Rock'n Roll and Dinner at Casa D'Angelo.



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2020 Proposed Events & Funding

In 2020, Festival will take place February 19-23, 2020. We anticipate producing approximately five (5) events at venues located in Greater Fort Lauderdale.

Tentative Events for 2020 include:

- Three Intimate Chef-Driven Dinners at S3, Burlock Coast and Terra Mare @ Conrad Fort Lauderdale Beach
- Drag Brunch @ Hilton Fort Lauderdale Beach
- Mid-sized evening tasting event hosted by Jeff Mauro (Venue TBD)

Requested Funding: \$75,000



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food NETWORK | COOKING CHANNEL
SOBEWFF
PRESENTED BY Capital One

EAT. DRINK. EDUCATE.

100% of the net proceeds from SOBEWFF® benefit FIU

Website Launch: September

Tickets On Sale: October

FEBRUARY 19-23, 2020 | SOBEWFF.ORG





Walgreens

FOOD, WINE & MUSIC FESTIVAL

POMPANO BEACH AMPHITHEATER
NOVEMBER 9TH, 2019

TOURISM DEVELOPMENT COUNCIL PROPOSAL



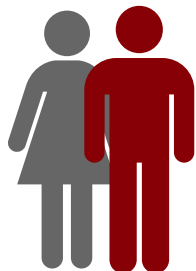
www.gridirongrilloff.com



2018 ATTENDEE DEMOGRAPHICS



12,000+
Event Attendees



55% Female
45% Male

**2/3 OF THE EVENT TICKET PURCHASERS
RESIDE OUTSIDE OF BROWARD COUNTY**



Average Household Income:
\$75,000 - \$150,000+

Median Age:
36 - 51



59% Married
24% Single
17% Other



89% Attendees are Homeowners

Attendees are College Educated



Football and/or Sports Fans

Make Travel Plans Annually



Frequently Cook & Entertain at Home
Dine Out 5-7x Per Month

Connoisseurs of Fine Wine





2018 REVIEW - CONCERTS



FRIDAY - VINCE GILL



SATURDAY - BARENAKED LADIES & SISTER HAZEL



SUNDAY - DAUGHTRY



IN PARTNERSHIP WITH AEG PRESENTS, THE GRIDIRON GRILL-OFF BROUGHT THREE NIGHTS OF CONCERTS TO POMPANO BEACH RESULTING IN 9,000+ CONCERT GOERS





2018 REVIEW - GRAND GRILL-OFF



2/3 OF EVENT ATTENDEES RESIDE OUTSIDE OF BROWARD COUNTY
HOST HOTEL: MARRIOTT POMPANO BEACH



2018 & 2019 BROWARD COUNTY PARTICIPATING RESTAURANTS



OCEANS 234

THE FOUNDRY.
EAT. DRINK. LOUNGE.

SUN SURF SAND

THE GRILL



LOBSTER BAR
SEA GRILLE

matchbox
vintage pizza bistro

BEACH HOUSE
POMPANO

MAX'S
GRILLE

even keel
FISH & OYSTER

BURLOCK
COAST
SEAFARE
& SPIRITS

Sky
Thai Sushi

Shula's
RESTAURANTS

BO'S
PUB
- LAS OLAS -



DARRYL & OLIVER'S
CAFE
Maxx

AND fish
kitchen + bar

BRAVO!
PERUVIAN CUISINE

PORT SOUTH
BAR & Grill

STEELPAN



ilios



aprons
COOKING SCHOOL

Wild Thyme
OCEANSIDE EATERY





2018 REVIEW - BBQ PIT MASTERS



40 BBQ PIT MASTER TEAMS TRAVELED FROM OUTSIDE OF BROWARD COUNTY TO PARTICIPATE IN THE FIRST ANNUAL BBQ PIT MASTER COMPETITION DURING GRIDIRON GRILL-OFF WEEKEND



2018 REVIEW - ACL COMPETITION



The ACL promotes and develops cornhole as a sport for any age and any skill level. The organization establishes the rules and regulations to govern the sport around the world.

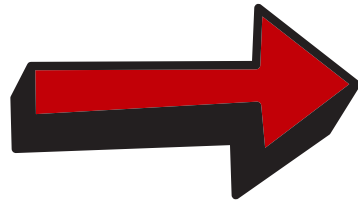




2019 & BEYOND



The Gridiron Grill-Off plans to continue to grow as a multi day event & multi city event (Tampa and Jacksonville) that consists of these components:



With the support of Live Nation AND **Broward County**, our goal is to grow the festival to **20,000+ event attendees** over the course of the weekend!!





2018 MEDIA COVERAGE OVERVIEW



The Gridiron Grill-Off weekend overall received **\$1,571,564** in media value
with **230,630,406** impressions in the following mediums:

PRINT • RADIO • TELEVISION • ONLINE



The Gridiron Grill-off featured on the Rachel Ray Show resulting in more than 9.6 million impressions!!





RADIO PROMOTIONS



2018 RADIO PROMOTIONS



Total Radio Value: **\$130,000**

700 + Public Service Announcements
July - November 2018

Total Radio Value: **\$10,000**

200 Spots
October - November 2018



COMCAST

The Gridiron Grill-Off PSA aired 1,794 times between 10/5/18 and 11/17/18 resulting in a \$23,406.59 VALUE



Sponsors of the Gridiron Grill-Off receive pre-event mentions in radio promotions through iHeart Media





CONNECT WITH US



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