

VICE-MAYOR
ALEXANDRA DAVIS
HOSTS



BLACK HISTORY
meets REGGAE

FEBRUARY 29 | 6PM-11PM
MIRAMAR AMPHITHEATER | 16801 MIRAMAR PKWY

AFRO CARIB

FESTIVAL
CELEBRATING BLACK HISTORY MONTH



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AGENDA

INTRO:

VICE MAYOR, ALEXANDRA P. DAVIS

CITY INFORMATION:

ASSISTANT CITY MANAGER, KELVIN BAKER

EVENTS:

DIRECTOR OF PARKS & REC., ELIZABETH VALERA

MARKETING:

CHIEF MARKETING OFFICER, LORNA WALKER

TOURISM IMPACT & BUDGET REVIEW:

ASSISTANT CITY MANAGER, KELVIN BAKER

CLOSING:

VICE MAYOR, ALEXANDRA P. DAVIS



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Miramar is one of the most diverse cities in Broward County

Demographic makeup:

- 45.8% Black/African American including Caribbean
- 35.1% Hispanic
- 12.9% White
- 6.2% Asian

- The City celebrates 65 years in 2020
- 3rd largest City in land size countywide
- 5th largest City in population size countywide
- Home to 140,000+ residents. (Census 2015)

- Miramar is located in SOUTHWEST Broward county
- A gateway connecting Broward to Miami-Dade
- Ideally located 30 minutes from both Miami and Fort Lauderdale/Hollywood International Airports & Seaports

10
MIRAMAR
FUN FACTS

REGGAE
MONTH
JAMAICA
FEBRUARY 2020

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Miramar produces festivals that draw large regional and overseas attendees

- 6th Annual Latin Music Festival: 3,000+
- Caribbean Heritage Festival: 3,000+
- MLK Event and Parade: 3,000+
- Burger & Brew: 3,000+
- July 4th Celebration: 10,000+



MIRAMAR
FUN FACTS



Afro Carib Festival

- First time event celebrating Black History and Reggae Month together

Mission

- To create events that will distinguish Miramar & Broward County as an entertainment destination that celebrates the arts, culture and its diverse blend



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Projected attendance: 4,000

Event line up attracts from the diverse melting pot of South Florida and beyond:

Performers' social followers will travel to see favorite acts for FREE

- Stonebwoy (Ghana/Africa) - Instagram 2.4M & 1.6M on Facebook
- Capleton (Jamaica/Reggae) - Instagram 332,000 & 493,000 on Facebook
- Amara La Negra (Dominican/Miami) - Instagram 2.1M & 413,548 on Facebook
- Julien Believe (Bahamas) - Instagram 18,800 & 7,700 on Facebook

Previous attendance to separate Black History and Caribbean events drew 3,000+ each

Merging these two audiences & appealing to a tri-county reach will realize our goal of 4,000 attendees:

RSVPs as of February 25, 2020:

- 2,493 RSVPs
- 27 from out of State*
- 284 outside of Broward County*
- 350 from Cities in Broward County*

**Based on RSVPs that provided address.*



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The City has committed \$14,000 to market the event

REGIONAL REACH:

RADIO:

- Audio Streaming to 71,428 on Pandora/Spotify
- Buys targeting African Americans and Caribbean (WAVS, WHQT, 103.5 I-Heart)
- Artists interview on WAVS Caribbean Radio, WEDR African American station

EMAIL MARKETING

- Sun Sentinel tri-county to 39,301 opt in subscribers: Generated 400+ RSVPs
- MIA Media group to 35,000 tri-county subscribers - weekly
- South Florida Caribbean News (sflcn.com) - inclusion in e-newsletter sent to 2,500
- Caribbean National Weekly - dedicated e-blast to 35,000 subscribers -3x
- City Spark - listing on South Florida Community Calendar

PRINT: Caribbean National Weekly, Westside Gazette, Legacy SFL, Miramar News, Inside Miramar/Pembroke Pines

SOCIAL: Performers posts event on city social pages and on personal social sites
Boosted posts - video and event page- tri-county reach

TV: Interviews on NBC6 6-in-the-Mix, WSVN 7 Deco Drive, Good Morning Miramar TV and Island TV

SIGNAGE: Digital billboards on Highways from Orlando South

OTHER: 5,000 event rave cards distributed tri-county by street team
Press release distribution to tri-county media & meltwater.com; Media day kick off Jan. 28



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MIRAMAR
FUN FACTS



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FUN FACTS



Marketing Plan (continued)

LOCAL REACH:

EMAIL: 24,000 opt in City of Miramar residents - weekly x6 weeks
CITY WEBSITE: Home page and event calendar as well as Vice Mayor's page
SIGNAGE: A-Frames, banners and marquee signs 6 weeks prior
EVENT FLYER: 5,000 flyers distributed at other events including MLK event by street team

Charity Component to benefit Bahamas Relief

Part proceeds of the \$10 parking fee will be donated to Bahamas Relief efforts:

FOOD FOR THE POOR	UNITED WAY
NEWSLETTER TO 187,000 DONORS	NEWSLETTER TO 55,000 DONORS
FACEBOOK: 391,210	FACEBOOK: 6,000
TWITTER: 96,359	
LINKEDIN: 4,942	
INSTAGRAM: 4,189	

REGGAE
MONTH
JAMAICA
FEBRUARY 2020



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PARK BANNER



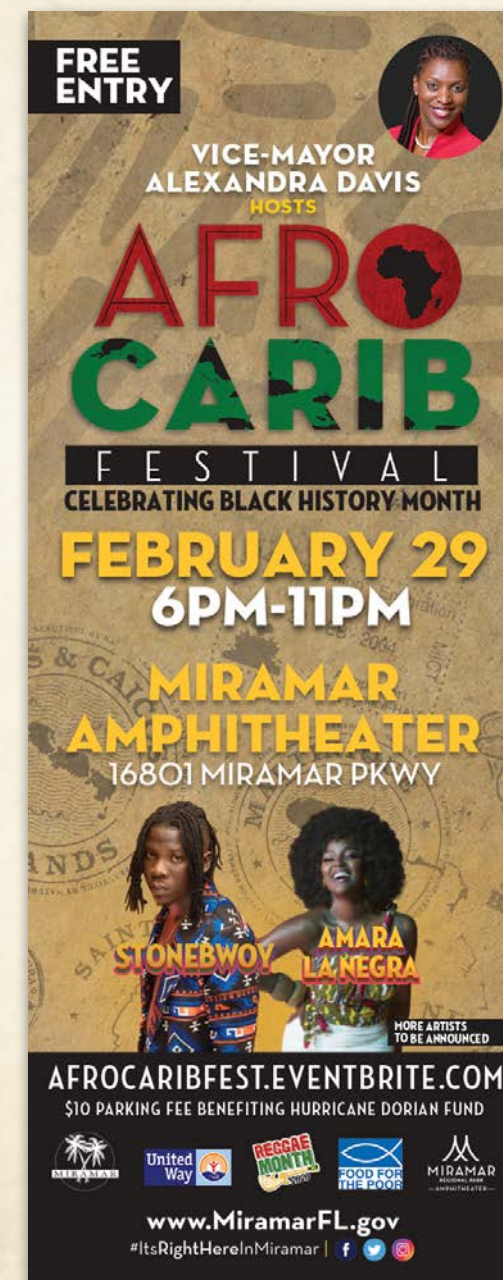
FLYER



BILLBOARD



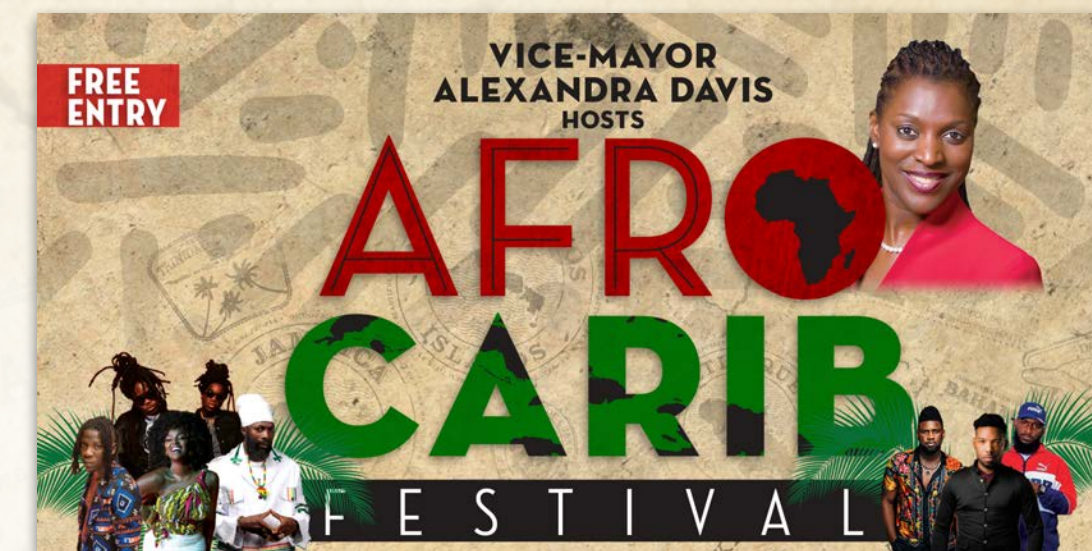
NEWSPAPER AD



FEBRUARY 29 | 6PM-11PM

MIRAMAR AMPHITHEATER | 16801 MIRAMAR PKWY

EVENTBRITE



WEB BANNER



RAVE
CARD



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Heads in Beds projections: 200+

Hotels in Miramar: 9

Rooms booked to date:

- 48 rooms for artists: 12 rooms (x4 nights) at Courtyard Marriot & Residence Inn

RSVPs out of State and County:

- 27 from out of State*
- 284 outside of Broward County*

Special Hotel discount rate for attendees:

- **YW1 discount code** secured with Courtyard Marriott Residence Inn for 20% discount off published rates to event attendees.



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FUN FACTS



*Based on RSVPs that provided address.

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AFRO CARIB FESTIVAL BREAKOUT:

COSTS	\$	FUNDING	\$
Entertainment	\$84,600	City of Miramar	\$75,000
Equipment	\$8,300	Sponsorships	\$17,000
Services	\$35,500	Vendors/Concessions/ Parking	\$10,400
Marketing	\$14,000		
Staffing	\$10,000		
TOTAL EXPENSES	\$152,400	TOTAL FUNDING:	\$102,400
		VAR:	(\$50,000)
		GFLCVB INVESTMENT	\$50,000



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GFLCVB's support of Afro Carib Festival will foster:

- Support for diversity & multicultural melting pot
- Support for programs in the Southwest Broward County
- Support for the arts and culture





25
ANNIVERSARY

**LAS OLAS
WINE & FOOD
FESTIVAL**



HOSTED BY
**AMERICAN
LUNG
ASSOCIATION®**
IN FLORIDA

FRIDAY, APRIL 3, 2020
LAS OLAS BOULEVARD

ABOUT LAS OLAS WINE & FOOD FESTIVAL

For over two decades, guests have strolled the famous Las Olas Boulevard in April for one special evening of charitable fun as the American Lung Association (ALA) hosts one of the premiere wine and food festivals of South Florida - and the largest longest running Fort Lauderdale wine and food festivals to date. Guests annually indulge in the best eateries of Greater Fort Lauderdale and its surrounding areas paired with samplings from international wineries at this annually hosted Friday night event.

Presented by New Amsterdam Vodka, J Vineyards, Woodford Reserve, Breakthru Beverage and Amerant, the annual wine and food festival entertained thousands of foodies with 4 blocks of educational fun as we celebrate the best eateries and renowned chefs from Greater Fort Lauderdale's favorite hot stops. 50+ selected local restaurants dish out their one of a kind dishes paired with over 40 international wineries showcasing 200+ wines, live music, DJ's, dancing, and incredible interactive experiences fit for our VIP guests. Best of all, the entire evening is annually hosted to fight against the third leading cause of death in the United States, lung disease with 100% of proceeds benefiting ALA South Florida.

THROUGHOUT THE PAST 25 YEARS:

- Annually, 3,500 guests hit the boulevard for this celebration of Greater Fort Lauderdale
- Annually, over 50 local restaurants, 40 international wineries, and 30 sponsors create this unique experience
- Overall, over \$2 Million has been raised for American Lung Association



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IN FLORIDA

BREAKTHRU
BEVERAGE
FLORIDA

AMERANT

FRIDAY, APRIL 3, 2020
WWW.LASOLASWFF.COM

EVENT LEADERSHIP

EVENT BENEFITS, OWNED, & HOSTED BY:



EVENT IS PRODUCED BY:



EVENT HOST COMMITTEE INCLUDES:

ERIC PFEIL, BREAKTHRU BEVERAGE, HONORARY CHAIR

Grif Blackstone, Blackstone Agency, Owner

Samantha Chiz Abraham, Breakthru Beverage,
Florida Events Manager

Scarlette Clarke, Yellow Cab Broward, Director of Marketing

Erika Del Rio, Las Olas Association, Executive Director

Katie Harlow, William Grant & Sons,
SE Regional Marketing Manager

Kate Logan Karl, Breakthru Beverage,
Florida Division Manager

April Kirk, Stranahan House, Executive Director

Monty Lalwani, Ocean Wine and Spirits, Owner

INA LEE, TRAVELHOSTFTL, HONORARY CHAIR

Hernan Millan, Amerant, VP Sales & Service Manager

Laura Ortino, Damn Good Hospitality Group,

Vann Padgett, Las Olas Company, Retired

Bob Pallay, Riverside Hotel, Food & Beverage Director

Renee Quinn, Damn Good Hospitality Group, Corporate Strategy

Tod & Valerie Roy, CI Management, Owners

Sabrina Saada, TravelHost of Greater Fort Lauderdale,
Director of Marketing/Social Media

Amber Van Buren, Greater Fort Lauderdale Convention &
Visitors Bureau, Senior Account Mgr Marketing and Comm.

Pam Zirkle, Las Olas Company, Commercial Property Manager



2019 PARTICIPATING GREATER FORT LAUDERDALE RESTAURANTS & INTERNATIONAL WINERIES



15TH ST. FISHERIES
AMERICAN SOCIAL & KITCHEN
ANGELO ELIA PIZZA BAR & TAPAS
ARUBA BEACH CAFÉ
BEEHIVE KITCHEN
BIG CITY TAVERN
BOATHOUSE AT THE RIVERSIDE
BURGERFI
BURLOCK COAST
CASA SENSEI
CATEREDFIT
COLADA CUBAN COFFEE HOUSE
CROWNED WAFFLES
DUNKIN'
ETARU
FLIGHT 19
GELATO PETRINI
GRAN FORNO PRONTO
GREEN BAR & KITCHEN
HARD ROCK CAFÉ
HIMMARSHEE PUBLIC HOUSE
INDIGO RESTAURANT LAS OLAS
JAVA & JAM
JWB PRIME STEAK & SEAFOOD
KURO
LONA COCINA TEQUILERIA

LOUIE BOSSI
LOVELEE BAKESHOP
LUDWIG COFFEE
MASTRO'S OCEAN CLUB
MEN PA'W
NAKED CRAB
NIKKI'S MARINADE
NOTHING BUNT CAKE
ONE DOOR EAST
PAPA'S RAW BAR
PELICAN LANDING
PIAZZA ITALIA
ROHO KITCHEN
RUTH'S CHRIS STEAK HOUSE
SCOLAPASTA BISTRO
SHOOTERS WATERFRONT
SPAJUICEBAR
SUVICHE
THE BALCONY ON LAS OLAS
HYPPPO GOURMET ICE POPS
THISFRUTA
TIMPANO
TOOJAY'S DELI
TOWNSHIP
TUSCAN PRIME
VALE FOOD CO
WILD SEA OYSTER BAR AND GRILLE
WINGS OF WESTON
YOLO

AMMUNITION WINES
ANGOSTURA
AUGUST WINE GROUP
AUGUSTAN WINE IMPORTS
BARRITT'S GINGER BEER
BOGLE VINEYARDS
BOISSET FAMILY ESTATES
CORVO
CRIMSON WINE GROUP
CRYSTAL WATER
DON & SONS
E&J GALLO ROSE TABLE
EAT DRINK BE LOCAL WINES
FETZER VINEYARDS
GUARACHI WINE PARTNERS
HESS COLLECTION WINERY
HIRO SAKE
J VINEYARDS
LOCATIONS WINE
MICHAEL DAVID WINERY
NOTORIOUS PINK

O'NEILL VINTNERS & DISTILLERS
RUTHERFORD WINE COMPANY
SONOMA-CUTRER AND KORBEL
STOLI GROUP USA
SWISH BEVERAGES
TREASURY WINE ESTATES
TURQOISE LIFE
VINE CONNECTIONS
VINEYARD BRANDS
WILSON DANIELS
WINE HOOLIGANS INC
ZONIN USA
ESTRELLA JALSICO
LIME A RITA SPRITZ
PATAGONIA
VEZA SUR
WICKED WEED



25
ANNIVERSARY

**LAS OLAS
WINE & FOOD
FESTIVAL**

HOSTED BY
**AMERICAN
LUNG
ASSOCIATION.**
IN FLORIDA

BREAKTHRU
BEVERAGE
FLORIDA

AMERANT

FRIDAY, APRIL 3, 2020
WWW.LASOLASWFF.COM

2019 SPONSORS



TITLE SPONSOR

HOSTING SPONSORS

ASSOCIATE SPONSORS

CORPORATE SPONSORS & MEDIA PARTNERS

EVENT MANAGED BY

HOSTED BY & BENEFITING

25
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**LAS OLAS
WINE & FOOD
FESTIVAL**

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IN FLORIDA**

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**FRIDAY, APRIL 3, 2020
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ATTENDEE DEMOGRAPHICS

Attendance: 3,500

Gender: 48% Male and 52% Female

Age Range: 30 - 65

Place of Residence:

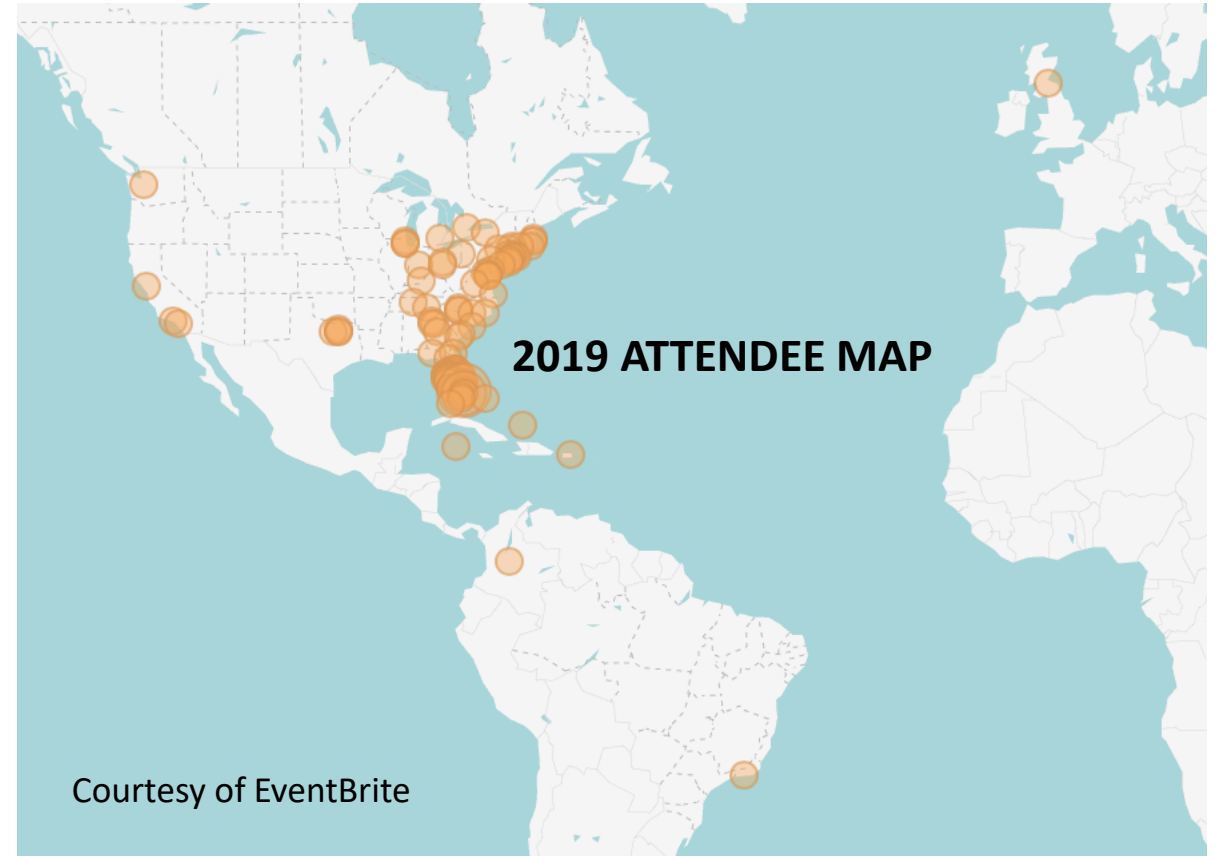
*40% Broward County residents

*30% Reside outside of South Florida
(Broward/Palm Beach/ Miami)

*30% Reside in South FL outside of Broward

Income Level:

Tickets are \$150 each bringing a higher end audience of individuals with discretionary funds.



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HOTEL PARTNERS

OFFICIAL HOST HOTEL: RIVERSIDE

Sells out annually for festival weekend

There is a boost in additional hotel traffic around the event area approximating 550 room nights booked to include event night as well as additional weekend bookings for guests traveling in to the area for the weekend.



Industry Partners:

Conrad Fort Lauderdale Beach
The Diplomat Beach Resort
Marriott Harbor Beach Resort
Courtyard Fort Lauderdale Beach
Marriott Harbor Beach Resort
Circhotel Hollywood
Hollywood Beach Marriott
B Ocean Fort Lauderdale
Conrad Fort Lauderdale Beach
The Atlantic Hotel
Icon Las Olas
W Hotel Fort Lauderdale
Conrad Fort Lauderdale Beach
Bahia Mar Double Tree by Hilton
Las Olas Grande
Wyndham Deerfield Beach
Embassy Suites
Seminole Hard Rock Hotel & Casino
Costa Del Sol



AMERANT

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2019 LOWFF MEDIA COVERAGE

2019 Impressions Generated: 7,800,000+

Online:

CI Management Eblasts (x10) - 50,000 Impressions
Concierge Association Eblasts - 20,000 Impressions
Gold Coast Magazine Online - 350,000 Digital Impressions
Las Olas Association Eblast (x4) -
New Times of BPB - 2 articles pre and week of
100 Las Olas - 50,000
Amaray - 25,000
AMLI Residential - 90,000 Impressions
Broward Health - 4,000 Impressions
Restaurant - Ken Spahn - Sfl Insider
LivingFLA - Eblast - 25,000 Impressions
Realtors Association - 33,000 Impressions
South Florida Bloggers Union - 200,000 Impressions
SouthFlorida.com - pre event article
TravelHost of Greater Fort Lauderdale - 40,000 Impressions
Google PPC Campaign - 9,200 Impressions
YELP - 25,000 Impressions
Yellow Cab of Broward
Social Ambassadors: 425,000 Impressions
SOUTHBEACH MIAMI, LIVINGFLA, Cglove, 954LOCAL, FOODE
IVINOMIAMI, WHATISUPMIAMI & PetiteWineTraveler, FULANA
EndlyssEats, Fort Lauderdale Foodie, Best Food Miami
May I Take a Bite, Spidey Likes Burgers, Miami Foodie Fam,
IVinoMiami, Stacy Moya, CheersFL
LOWFF Social Media Page Outreach: 157,452 Impressions

Radio: 250,000 Impressions

WHQT HOT 105FM - 20x Live Mentions and Giveaways
WFLC 97.3FM - 20x Live Mentions and Giveaways
WFEZ 93.1FM - 25x Live Mentions and Giveaways

TV:

NBC 6 (1) Pre- 6 in the Mix Segments: 200,000 Viewership
NBC Weather Intros Week Of Event

Print:

Community Newspapers - Sunny Isles & Aventura
150,000 Impressions
Gold Coast Magazine - Ad - 24,500 Impressions
GO Riverwalk Magazine - 52,000 (Editorial x2)
Venice Magazine - (1) Full Page Ads - 30,000 Impressions
Las Olas Magazine - (2) Full Page Ads
TravelHost Greater Fort Lauderdale - 400,000 Impressions
Broward New Times
Sun Sentinel
American Way Magazine
Miami Herald
DiningOut Miami
TravelHost Fort Lauderdale
Crown Wine and Spirits - POS - 13 Stores



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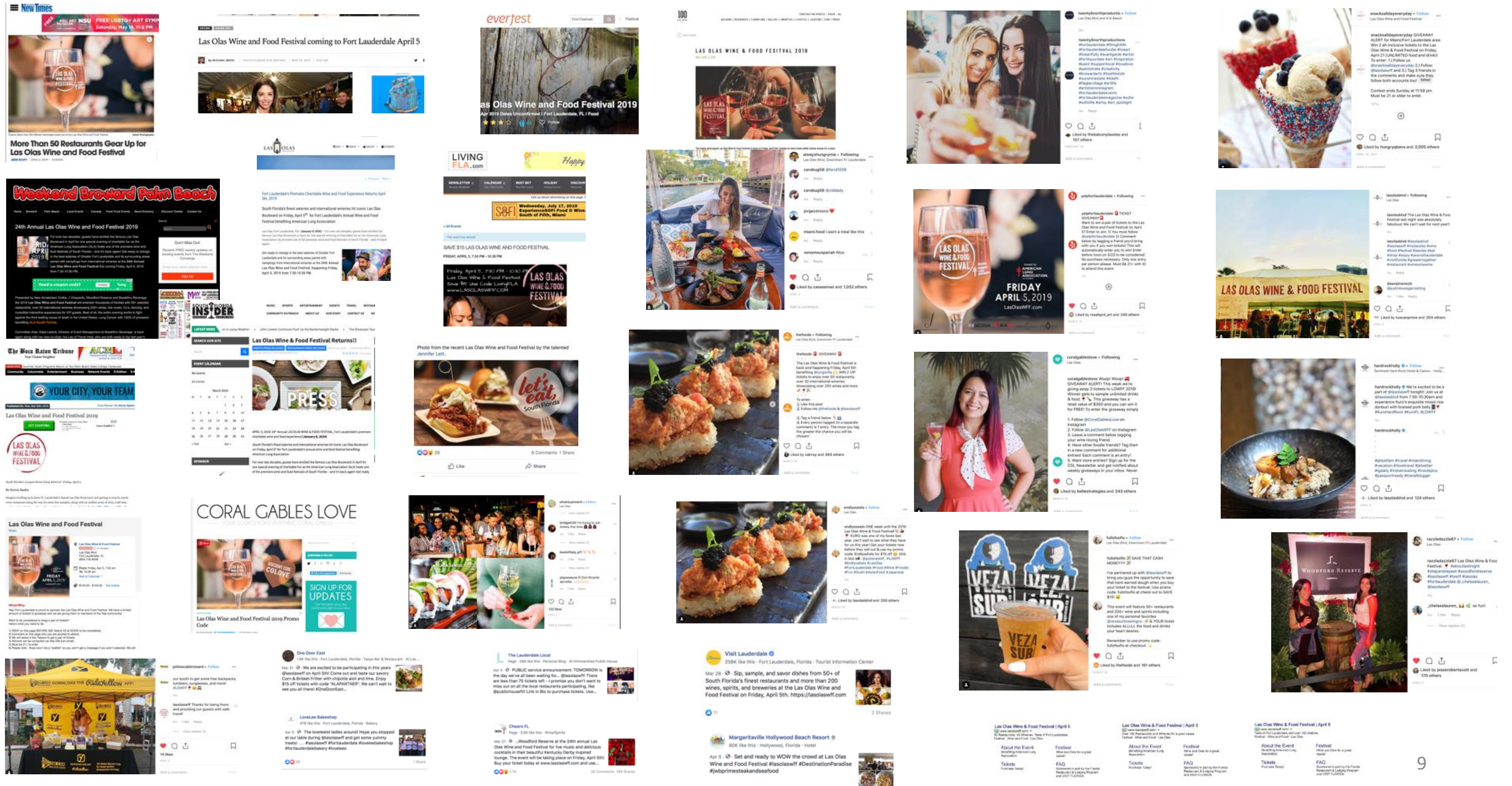
BREAKTHRU
BEVERAGE
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2019 LOWFF MEDIA COVERAGE

2019 Impressions Generated: 7,800,000+



WITH THE HELP OF THE TDC.....

GOALS:

To increase marketing opportunities outside of Broward and South Florida, and to greater expose the event as a key destination experience celebrating Greater Fort Lauderdale. To drive visitors to our destination. Marketing tactics will include:

- Promotion of the event as well as restaurant experiences available throughout the weekend
- Promotion of hotel stay opportunities during the event weekend
- Showcasing area chefs and highlighting the Greater Fort Lauderdale area as a culinary destination
- Show people why they need to #VISITLAUDERDALE!

Throughout the year, continuously highlight Festival partners and promote #VISITFLORIDA.

Funds will be utilized to target areas outside of Broward County, across Florida, and geographic areas that traditionally drive tourism, including New York, California, and Canada.

HOW WILL FUNDS BE USED?

- Digital and social marketing that will geo-target destinations with Google, Facebook and Instagram ad programs
- Create look a like ad programs that will retarget friends of out of area consumers
- Increase influencer campaigns outside of market to increase visibility to an interested foodie consumer who would love to wine and dine in the sunshine of Fort Lauderdale.
- Work with hotel and restaurant partners to offer additional ticketed events around the date of the Festival with the goal of increasing the number of Las Olas Wine and Food Festival based events for the next 25+ years



FRIDAY, APRIL 3, 2020
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**Your
support
means
more.**

HUMANS can survive
5 weeks without food...
3 days without water...
but only 3 minutes
without BREATH.



1 in 4 Broward County residents currently live with lung disease.



LUNG CANCER

Lung cancer is the #1 cancer killer of men and women in the US



TOBACCO

Tobacco use is the leading preventable cause of death in the US



AIR POLLUTION

More than 4 in 10 people live where pollution levels are dangerous



ASTHMA

Children ages 5-17 missed 13.8 MILLION days of school due to asthma



COPD

COPD is the third leading cause of disease-related deaths



VAPING

Surgeon General warns in 2018 that e-cigarette use is an epidemic

The AMERICAN LUNG ASSOCIATION serves all Americans through four strategic imperatives:

Defeat lung cancer

Improve air quality

Eliminate vaping and tobacco use & vaping and
tobacco-related diseases

Reduce burden of lung disease on individuals & families

We accomplish our mission through

RESEARCH | EDUCATION | ADVOCACY



OUR TRUSTED BRAND

American Lung Association = Credibility

“... a financially responsible and ethical charity ...”
—Michael Thatcher
President & CEO
Charity Navigator



CHARITY
NAVIGATOR

★★★★
4 out of 4 Star Charity



Trusted by
consumers for
116 years



#1 advocate
for lung health
issues



96% brand
awareness



98% of people
surveyed think
lung health is
an important
issue



88 cents
of every dollar
goes to support
our mission

THE POWER

and Influence of Our Audience



Very Influential 7X MORE

Connected, active and engaged than other nonprofit supporters



Super Shoppers

\$\$\$\$

Spend more than other nonprofit supporters across all key shopping categories

High Disposable Income

\$\$\$\$

60% of constituents have a household income of \$75K+

30% have a net worth of \$500K—\$1M+



Active Nonprofit Supporters

GIVE AT CHECKOUT

Our constituents have a high interest in nonprofits, and Gen Xers are more likely than other demographics to give through point-of-sale cause campaigns

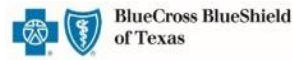


IN GOOD COMPANY

National Partners



abbvie



dyson



Indiana University Health



IN GOOD COMPANY

Local South Florida Partners



MAUTNER CHARITABLE FOUNDATION



GRAY ROBINSON
ATTORNEYS AT LAW



GLOBAL LUXURY

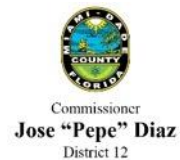
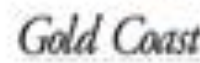
NEW AMSTERDAM



Ted and Kathy Molinet Drum



CORPORATE SPONSORS & MEDIA PARTNERS



Drs. Glenn and Caren Singer | Dawn & John D'Onofrio
Jenna Ingraham | Robbie & Richard Gertz

ONE BISCAYNE TOWER



We're Making the World a Better Place.

Are You With Us?

We're looking for socially conscious,
forward thinking partners who share
our vision for a country where all
Americans breathe easier.



LET'S CELEBRATE GREATER FORT LAUDERDALE IN 2020, ALL FOR A GREAT CAUSE!



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CARIBBEAN VILLAGE
FOOD
& **RUM**
FESTIVAL



FOOD * RUM * FUN

June 26-28, 2020 | Miramar Regional Park Amphitheater | 16801 Miramar Pkwy., Miramar, FL 33027



Table of Content

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- 03 | EVENT OFFERING
- 04 | WHY BECOME A SPONSOR
- 05 | INVEESTMENT ASK
- 06 | MARKETING STARTEGY

About The Caribbean Food & Rum Festival

The Caribbean Food & Rum Festival is a family-friendly event that features live Caribbean music and entertainment for the entire family, which includes food & rum tastingS, celebrity cook-off competitions, arts & crafts.

This distinctive event helps **The Galleon Foundation**- a non-profit organization that provides assistance to financially disadvantaged children at specific schools through scholarship and mentorship programs.





Audience Overview

ATTENDANCE



1,000 in Year 1 | 4,000 in Year 5

Year 6 - 10,000

AUDIENCE REACH



30 Million

TV, Radio, Print,
Digital, Outdoor,
Public Relations

AUDIENCE OVERVIEW



- **45%** Male
- **55%** Female
- **70 %** Caribbean
- **20%** African Americans
- **10 %** Other
- **30-55** Avg Age Range
- **4 days** Avg Length of Stay

TOP VISITOR ORIGIN



USA: Atlanta, Broward, Miami-Dade, New York, Washington DC, North Carolina, Connecticut

International: Bahamas, Barbados, Canada, Jamaica, Trinidad & Tobago, Turks & Caicos, Virgin Islands, Barbados, U.K.

OUR REACH

TOP TEN CITIES

Miami	13%
New York	12%
Orlando	3.5%
Nassau, Bahamas	3.29%
Tampa	2.87%
Irvine, CA	2.73%
Miramar	2.41%
Pembroke Pines	2.36%
Jacksonville	2.27%
Davie	1.85%

* Data above is captured from Google Analytics on our website for the period Jan-Feb 2020.





Event Offering



DAY 1

Friday, June 26, 2010

7pm – 10pm

Welcome Reception

Dinner

Networking

Chef Surprise



DAY 2

Saturday, June 27, 2020

5 pm – 11 pm

Cultural Day /Soca Night

Caribbean Music

Chef Cooking Demo



DAY 3

Sunday, June 28, 2020

Gates open at 3pm – 10pm

Kids Zone

Cook Off Competition

Enjoy Caribbean Cuisines

Caribbean Rum & Beers

Main Show

Why Sponsor the Caribbean Food & Rum Festival



DESTINATION EVENT FOR BROWARD COUNTY

Caribana in Canada was started in 1967 to celebrate Canada's Caribbean community and is one of the largest cultural festivals in North America, bringing in over two million people each year.

Barbados Food & Rum Festival established 10 years ago. The festival offers a culinary and beverages experience designed to tantalize the taste buds

INCREASE SALES TAXES

With the increased visitors to Broward County other businesses and organizations benefit- this then directly results in increased sales taxes revenue.

TELL OUR STORY AND WIN NEW RESIDENTS

Tell a whole new audience how much we value diversity and the Caribbean Community by making sure that your brand is well represented at the Caribbean Food & Rum Festival.



2020 Sponsors

- National Association of Caribbean American Heritage
- Caribbean Islands Consulate: Jamaica Consulate of Miami, Barbados, St Lucia, Haiti, Grenada, Bahamas, Antigua (Pending), Trinidad (Pending)
- Wells Fargo Bank
- Grace Foods
- iHeart Media
- NBC6
- Publix
- Campari- Appleton Rum
- Remi – Mount Gay Rum
- Clarks Court Rum



Investment Ask

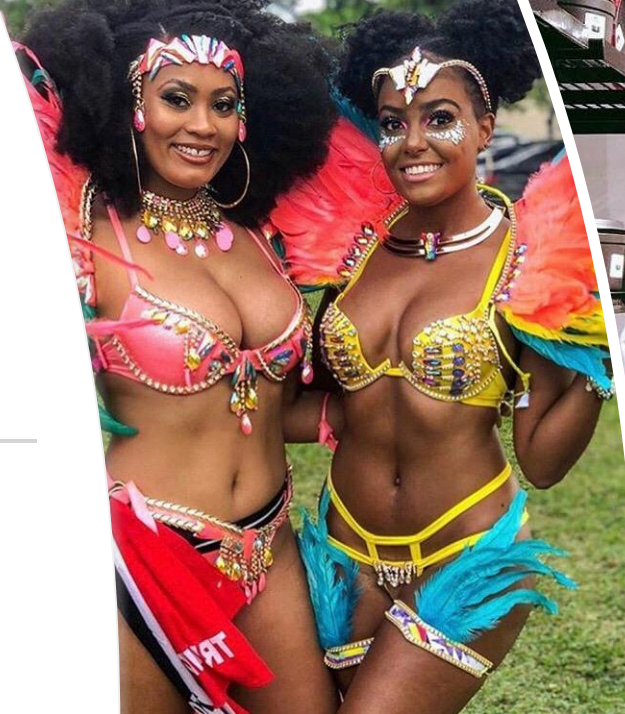
With an investment of \$25,000, the Convention & Visitors Bureau can expect the following:

- Logo prominently displayed on the main stage
- Customized brand activation strategy
- Name & or logo inclusion on all print and electronic marketing materials
- Company logo on sponsor boards
- Speaking opportunity
- 8 All Inclusive tickets and 8 general admission tickets
- 1 vendor table with 2 chairs in 10 x 10 tent
- Sponsor provided giveaway for the event
- Name and or logo, quote, and boiler plate in all media advisories after confirmed sponsorship
- Name & or logo with website link on CaribbeanVillage.net sponsorship page for 6 consecutive months.
- Social media mentions via Caribbean Village's social media accounts



Marketing Strategy

- Increase Social Media visibility
- Increase Radio Buys outside of this market
- Onsite marketing & promotion across Florida
- Billboards
- Email Marketing
- Re-target website visitors
- Target patrons from the ten major cities
- Sponsorship link on our website
- Inclusion for press release, PR and Interviews



A DJ in a white shirt and black pants is performing on a stage, leaning over a large black speaker. A large, diverse crowd of people is gathered behind a metal barrier, many with their arms raised in the air, some holding up phones to record. The scene is set outdoors at dusk or dawn, with a cloudy sky and palm trees visible in the background. The overall atmosphere is festive and energetic.

Partner with US as we position the
Caribbean Food & Rum Festival as
THE destination event for Broward
County



CARIBBEAN VILLAGE
FOOD & DRUM
FESTIVAL

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CaribbeanVillage.net

SPONSOR NOW