



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)
GRANT APPLICATION

1. LEGAL NAME OF APPLICANT (FIRST NAME, SUR NAME)
Ana Elvir
2. REGISTERED BUSINESS NAME AND FORM OF BUSINESS ENTITY (A-C)
 - A. REGISTERED BUSINESS NAME:
Paperless Wizards, LLC
 - B. IS THE COMPANY DOING BUSINESS UNDER ANOTHER NAME, IF YES, LIST NAMES(S) No
 - C. MARK (X) NEAR APPLICABLE BUSINESS STRUCTURE
 - Sole Proprietorship
 - Partnership
 - Corporation
 - S Corporation
 - Limited Liability Company
3. NAME AND POSITION/TITLE OF INDIVIDUAL AUTHORIZED TO SIGN A GRANT PARTICIPATION AGREEMENT WITH THE CITY, ON BEHALF OF THE STATED BUSINESS ABOVE
Ana Elvir; Managing Member
4. NAME OF EVENT / PROJECT / PROPOSAL
Fur The Love Pet Fest [FTL Pet Fest]
5. LOCATION OF EVENT – PROVIDE DESCRIPTION AND LOCATION MAP OR SITE PLAN
Las Olas Oceanside Promenade, 21 Las Olas Circle: *Site Map – Exhibit A*
6. LIST ALL THE DATES ASSOCIATED WITH THE EVENT
 - A. SET UP DATE(S): Saturday, February 20, 2021
 - B. EVENT DATE(S): Sunday, February 21, 2021
 - C. BREAK-DOWN DATE(S): Sunday, February 21, 2021
7. HOURS OF OPERATION: 10 am – 4pm
8. PROJECTED ATTENDANCE: Throughout Day; 500 – 750 +
9. COST TO ATTENDEES: Free or \$25 VIP ticket which include VIP Gift Bag & Perks
10. TOTAL EVENT COST: Estimated \$40,000



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11. AMOUNT REQUESTED FROM THE BID: \$10,000

12. INDICATE WHAT THE REQUESTED AMOUNT WILL BE USED FOR:

Cat's Meow Sponsorship (\$5,000) *See Sponsorship Benefits Attached*
Cost for Build out of the MyFTLB Activation Zone (\$2,500);
Swag Bag Inclusion for Beach Businesses (est. 100 = value \$500),
Police, Fire Rescue and Dog Clean Up Service (Est. \$2,000)

13. LIST OTHER REVENUE SOURCES (OTHER THAN AMOUNT REQUESTED FROM THE BID). IF REQUESTING FUNDS ELSEWHERE, INDICATE ORGANIZATION NAME, AMOUNT REQUESTED, AND STATUS OF THE REQUESTED FUNDS.

We have just begun the sponsorship process, however after surveying Good Karma Pet Rescue (GKPR) base of supporters and companies my dog Teddy is a brand ambassador for we have significant interest and sending out proposals. Thus far we have secured commitments for:

- 12 vendor booths (\$900), goal is total of 30 at \$85 = \$2,500
- Anticipated Ticket Sales 400 @\$25 = \$10,000
- DJ & Band - donated
- Greater Fort Lauderdale CVB - in-kind marketing support
- A presenting sponsorship (\$10,000) with Pet Supermarket & Chewy.com – pending
- Best Rental Service request for donation or 50% (\$4,800 value) – pending
- Nestle Waters North America, Water Donation – pending
- Fun Center Golf Cart in-kind - pending

14. PROPOSED ACTIVITIES PLANNED (ATTACH NARRATIVE IF NECESSARY)

The 1st Annual **FUR THE LOVE PET FEST** is a celebration of Fort Lauderdale's love for their furry companions and a day of four-legged fun. Pooches and parents will be able to participate in activities including demonstrations, doggie yoga, contests, kissing booth, pet portraits and more! There will be food trucks, vendors, raffle prizes, game zones, live entertainment, and a pet adoption tent too. *See proposed activities and schedule in Sponsorship Package*

15. BID EVENT SPONSORSHIP, IF APPROVED, SHALL ONLY BE "SEED" MONEY, WITH CONTRIBUTIONS REDUCED IN SUBSEQUENT YEARS UNLESS OTHERWISE APPROVED BY THE BID. PROVIDE A BUSINESS PLAN DETAILING HOW THE PROPOSED EVENT WILL BECOME SELF-SUSTAINING WITHIN 3-5 YEARS. ATTACH A NARRATIVE IF NECESSARY.

The event itself is being held and coordinated as a community / nonprofit partnership; profit is not the motivation, rather the amount to cover costs of producing a first class event with the ability to raise as much money and donate 100% of the profits to charity partner, Good Karma Pet Rescue. The grant request from the BID covers a prominent sponsor level, build out of a dedicated area within the site, as well as opportunities for



BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

local businesses within the BID area to participate, at minimum, by including a bounceback or other marketing piece in the gift bags to drive business. The aim is that the BID will consider the event to be of value to support year after year at the same, lesser, or higher amount requested if it shows consistency in promoting pet friendly hotels, businesses, attractions and ways to enjoy Fort Lauderdale Beach.

16. EXPLAIN IN DETAIL THE POSITIVE ECONOMIC IMPACT THE PROPOSED EVENT / PROJECT / PROPOSAL WILL HAVE FOR THE BID AND BEACH BUSINESSES. INDICATE HOW IT IS CONSISTENT WITH THE LEGISLATIVE DETERMINATIONS OF SPECIAL BENEFITS FOUND IN ORDINANCE C-06-34, SECTION 1.04 (A)(2), BY INCREASING THE NUMBER OF VISITORS TO THE BID DISTRICT.

As important as economic impact, which is difficult to ascertain from any event of this nature, it is well recognized that charitable giving is not only a good thing to do, but also good for business. Aside from the first goal of philanthropic efforts, contributing to charitable causes has a positive effect on how consumers view a business or area, and creates consumer loyalty. More now than ever people are going out and traveling with their pets. By highlighting Fort Lauderdale Beach as not only a pet-friendly destination but one that contributes to the well-being of the homeless pet population, it creates a top-of-mind situation when people determine where to dine, stay or play with their pets.

17. DISCUSS HOW THESE IMPACTS WILL BE MEASURED AND REPORTED TO THE BID COMMITTEE UPON COMPLETION OF THE EVENT. ATTACH A NARRATIVE IF NECESSARY.

The event impact will be reported to the BID showing website traffic, number of media / press hits, social media engagement metrics, attendance numbers, photos, videos, and attendance / vendor survey results. Should businesses be able to report usage of bounceback cards provided to attendees, we would include that information too, along with the total donation made to the charity partner, Good Karma Pet Rescue.

18. EXPLAIN IN DETAIL HOW THE PROPOSED EVENT WILL AID IN THE BID'S EFFORTS TO IDENTIFY OR BRAND THE BEACH AS A WORLD-CLASS DESTINATION. ATTACH A NARRATIVE IF NECESSARY.

The pet industry as reported by the Pet Industry Joint Advisory Council (PIJAC) is a \$221 billion dollar US industry. In Florida alone there is a reported \$6.9 billion total economic output and \$3.7 in direct sales.

Events such as the FTL Pet Fest tap into this market and help to:

- identify Fort Lauderdale Beach as a Pet Friendly destination,
- promote the 10 pet-friendly hotels, 20+ pet-friendly restaurants and half dozen pet friendly attractions on Fort Lauderdale Beach, as well as highlighting the only dog beach in the City of Fort Lauderdale.
- illustrate the philanthropic commitment of the area to support pet related causes

19. PROVIDE A DETAILED MARKETING PLAN THAT EXPLAINS HOW THE PROPOSED EVENT WILL BE MARKETED / ADVERTISED. ATTACH A NARRATIVE, IF NECESSARY.

SOCIAL MEDIA: Combined social media presence on FB (122K) and IG (35K) between



BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

my company, Good Karma and MyFTLB.com

TARGETED SOCIAL ADS, 30-mile radius / pet owners.

PARTICIPANTS / INFLUNCER MARKETING: Sponsors and Vendors will receive graphics to also share on their social media channels. We will also engage other social influencer pets and bloggers to attend the event and promote to their following.

EMAIL: At present, there is a combined email database of 48,000 contacts, plus the contact database of the CVB, who has pledged support

PRINT MEDIA / IN-KIND / PR: Limited plus any in-kind print media. As a charity event, we estimate press releases and media pickups will help promote the event.

20. BID SPONSORSHIP TERMS: Describe how the BOD Sponsorship will be included in advertising and marketing plans for the event; provide proof where applicable, and mark [X] agreeing to BID sponsorship terms (a-c)



A. THE BID LOGO

Will be included in all advertising and marketing efforts for the event in locations and in proportion with other sponsors at similar sponsorship levels, including radio, TV, print, online and on-site via banners, stage announcements, etc.

B. BID MANAGER WILL REVIEW AND APPROVE

Associated media, marketing, and advertising to ensure accuracy

C. OPPORTUNITY FOR 10 X 10 FOOTPRINT AT THE EVENT

BID is responsible for décor, rentals, and staffing

21. Mark [X] If You Understand and Agree with Each Statement

- I will request the BID logo in the appropriate format for Marketing Purposes
- I will provide a Presentation of the Event or Project to the BID Committee 90 Days Prior to the Proposed Event or Project [there are 70 days between presentation and event date]
- I have completed the new vendor application form to the City of Fort Lauderdale
- I have completed a W-9 form with the City of Fort Lauderdale
- If BID Committee recommends approval of funding, I will attend the scheduled City Commission meeting of which this item will be reviews to answer any questions the City Commission may have
- If the City Commission approves funding, I will submit an executed Grant



BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

Participation Agreement with the City of Fort Lauderdale and mail or hand-deliver (2) original copies to the City Attorney's Office:

City of Fort Lauderdale / City Hall
c/o D'Wayne Spense, Assistant City Attorney
100 North Andrews Avenue
Fort Lauderdale, FL 33301

- I understand sponsorship dollars are treated as reimbursement and as such, if approved, I will provide a final invoice at the end of the event or project along with supporting documents for expenses details in question 12.

- If city Commission approves BID funding, and after the event or project is complete, I will provide a post event financial overview presentation to the BID Committee

- I understand that within ninety (90) days of the close of the applicant's fiscal year, a financial statement (including profit and loss statement), prepared in accordance with generally accepted accounting principles, accounting for these funds and reporting upon the manner in which they were expended, shall be submitted to:

City of Fort Lauderdale Community Redevelopment Agency | BID
Attn: Vanessa Martin, Business
914 Sistrunk Boulevard, Suite 200
Fort Lauderdale, FL 33311

- The Beach Business Improvement District Committee has made it a requirement for returning applicants to provide full financial disclosure when providing post-event presentations. The financial statements shall include balance sheet and income statement. Failure to provide the required financial documents will render any application thereafter incomplete and denied funding.



BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

APPLICANT CONTACT INFORMATION

Physical Address: 1900 S. Ocean Boulevard, Apartment 7 V

Lauderdale By the Sea, Florida

Zip Code: 33062

Office Phone 954-952-7272

Cell Phone 954-952-7272

Email Address ana.elvir26@gmail.com

Prior to Signing, Mark [x] to confirm the following:

- LEGAL NAME AND PLACE OF BUSINESS ADDRESS MATCH SUNBIZ.ORG
- ATTACHED LOCATION OR SITE MAP
- ATTACHED PROOF(S) OF BID LOGO USE IN ADVERTISING/MARKETING EFFORTS
- AS APPLICANT, I AM THE AUTHORIZED REPRESENTATIVE TO SIGN THE BID APPLICATION AND CITY AGREEMENT

(OR)

- NOT AUTHORIZED TO SIGN THE AGREEMENT

WRITE NAME & POSITION OF AUTHORIZED INDIVIDUAL TO SIGN THE GRANT PARTICIPATION AGREEMENT WITH THE CITY. NAME SHOULD BE THE SAME AS QUESTION #3

Ana Elvir

Applicant Full Name (Print)

Applicant Signature

Ana Elvir

Paperless Wizards

Company Name & Applicant Title

December 4, 2021

Date Signed

Name: Click or tap here to enter text.

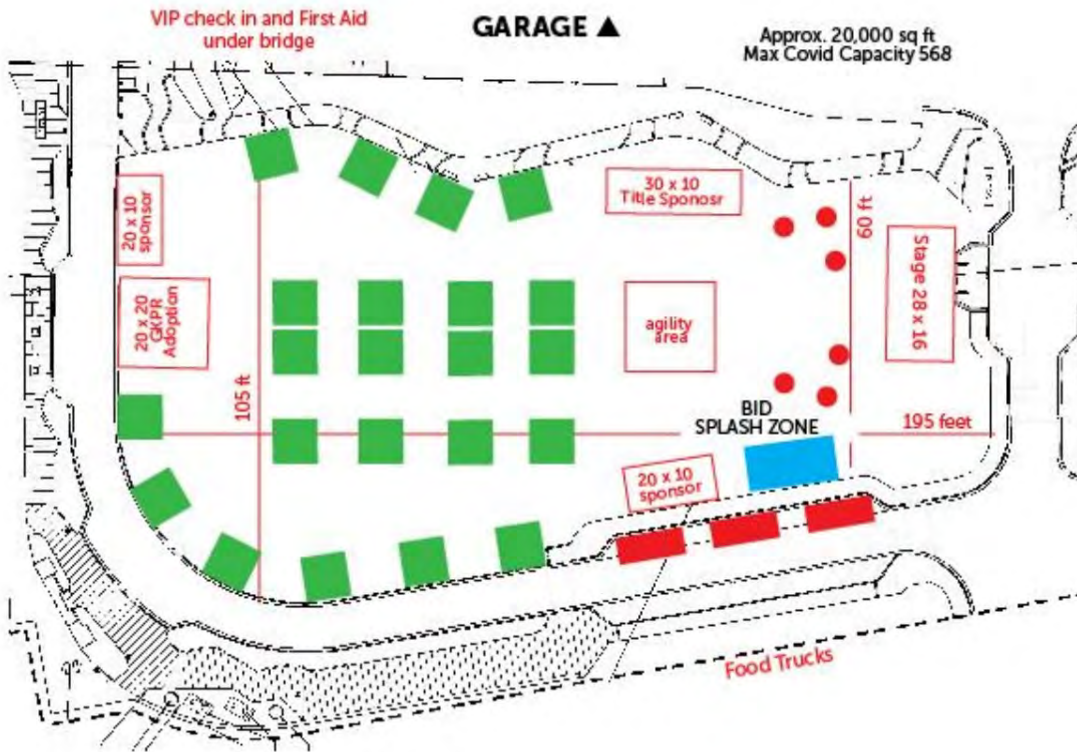
Title: Click or tap here to enter text.

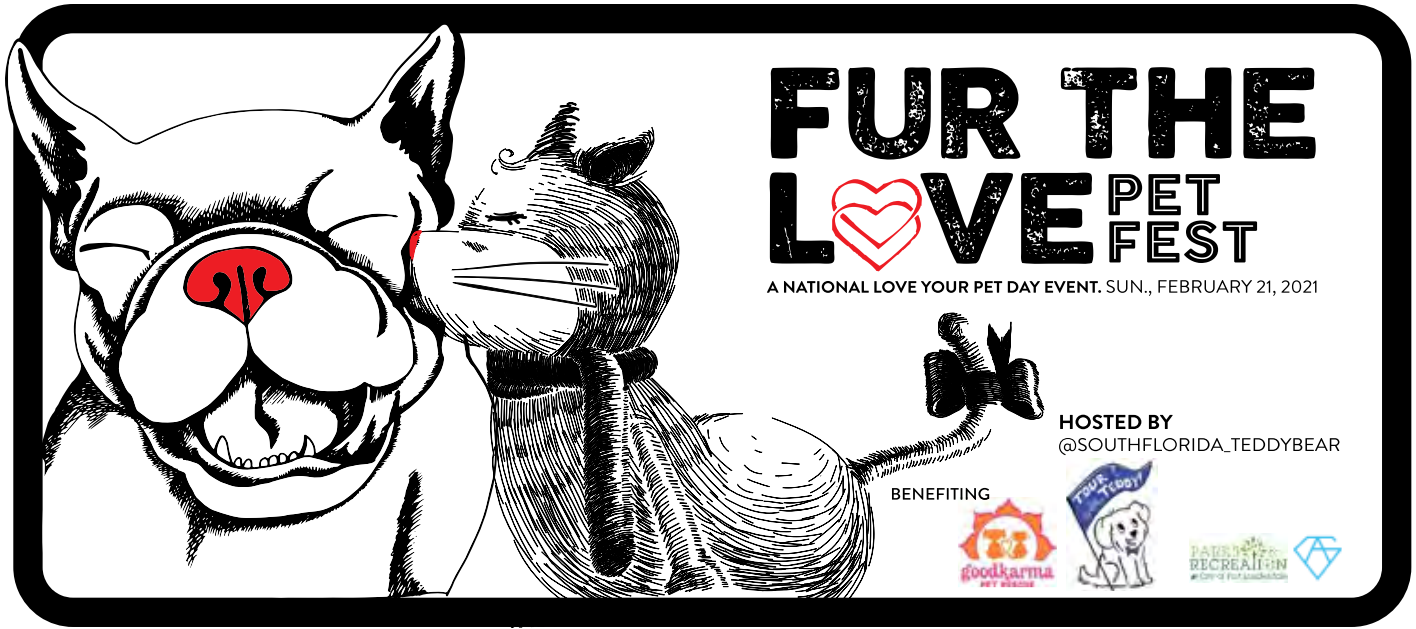
***Only authorized representatives of the company/corporation applying for the grant fund may sign the application. If applicant does not have the authority to sign a binding agreement applicant shall provide the name and title of the individual authorized to sign a grant participation agreement on behalf of the company or corporation with the city of Fort Lauderdale.**



BEACH BUSINESS IMPROVEMENT DISTRICT (BID) GRANT APPLICATION

EXHIBIT A – SITE MAP and LOCATION Approximate Placement





FUR THE LOVE PET FEST

A NATIONAL LOVE YOUR PET DAY EVENT. SUN., FEBRUARY 21, 2021

HOSTED BY
@SOUTHFLORIDA_TEDDYBEAR

BENEFITING



FUR THE LOVE PET FEST 2021

The 1st Annual **FUR THE LOVE PET FEST** is a celebration of Fort Lauderdale's love for their furry companions and a day of four-legged fun. Bring your pooches and participate in activities including demonstrations, doggie yoga, contests, kissing booth, pet portraits and more! There will be food, vendors, raffle prizes, game zones, live entertainment and a pet adoption tent too. So come and join on **Sun., February 21** from **10am - 4pm** at the new **Las Olas Promenade & Park** for a great day in support of a great organization, **Good Karma Pet Rescue**, to support the work they do and some pretty amazing pets!

ABOUT GOOD KARMA PET RESCUE

Good Karma Pet Rescue of South Florida is a 501(c)(3) non-profit Rescue with an adoption facility and foster network for all breeds of Dogs and cats in need in South Florida. As an animal rescue, Good Karma strives to make sure its actions remain in line with its name. They don't take shortcuts to make things easier, or to save money, or to place animals more quickly. The mission started out of love for animals and the desire to make a profound and positive difference for every animal that comes under their care. The goal for Good Karma Pet Rescue is to find each and every dog, puppy, cat, and kitten that comes their way the perfect home — with an adopter that thinks of them as their reward for the good they've done in their lives. www.GoodKarmaPetRescue.org



MEET OUR HOSTS TEDDY & ANA

Ana and Teddy are the dynamic mom and pup duo behind the wildly popular, engaging and entertaining Instagram Page, SouthFlorida_TeddyBear, and 'Living A Fairytail' blog. In June, after celebrity and entertainment reporter, Perez Hilton heralded Teddy as the newest "it" pup, Teddy's popularity rose, and the fun way for Ana to share her and Teddy's South Florida adventures became a full-time job. As a product ambassador, model, and host of the Tour with Teddy series, the friendly and inquisitive Maltese also lends a paw when he can to help fellow furry friends in need.

 /southflorida_teddybear
www.LivingAFairytail.com



Las Olas Intracoastal Park
100 Las Olas Circle
Fort Lauderdale, FL 33316



SPONSOR OPPORTUNITIES & BENEFITS

SPONSORSHIP LEVELS	TOP DOG (1) \$10,000	CATS MEOW (6) \$5,000	FURIEND (6) \$3,000	PAW PAL \$1,000
Logo Lockup; presented by: Exclusivity of Category	10% Disc. 2-Yr Contract 15% Disc. 3-Yr Contract			
Recognition on Website and Social Event Page	Home Top Banner Top Sponsor Page Social Event CoHost	Activation Section Sponsor Page Social Event Tag	Sponsor Page Social Event Tag	Sponsor Page Social Event Tag
Prominent Placement and Named Activation Sponsor	30' x 10' Vendor+ Space Adoption Tent	20' x 10' Vendor+ Space Experience Activation	10' x 10' Vendor + Space Station Activation	10' x 10' Vendor + Space
Exclusive Banner Ad and/or Logo and Link in Event Emails	Email Header (2) with Banner and Link	Logo and Link	Logo and Link	Logo and Link
Logo/Business Name on Event Tickets & Waiver	Event Ticket Page Event Waiver	Event Ticket Page Event Waiver	Event Waiver	Event Waiver
Recognition in Print & Online Collateral Materials & Press	All Print and Collateral Materials	All Print and Collateral Materials	Select Print and Collateral Materials	Select Print and Collateral Materials
Recognition on Social Media Reach: FB 122K / IG 35K	16 Dedicated Posts over all 8 Social Profiles	8 Dedicated Posts over all 8 Social Profiles	4 Dedicated Posts over 4 IG Profiles	2 Dedicated Posts over 2 IG Profiles
Logo / Link on Mobile Event Schedule & Vendor List	Banner on Event App and Hyperlink	Banner on Event App and Hyperlink	Name & Hyperlink	Name & Hyperlink
Representative on Contest Judging Panel & Name on Award	Full Panel for Contest presented by Your Co.	Full Panel for Contest presented by Your Co.	Judging Opportunity if Available	Judging Opportunity if Available
Inclusion of Promotional Item in Guest "Doggie Bags"	Logo in Event Lockup Insert in Bag	Insert in Bag	Insert in Bag	Insert in Bag
Logo on Featured Signage At the Event	All Signage in Logo Entrance Step & Repeat Activation Area	Entrance Signage Stage Banner Activation Area	Entrance Signage Stage Banner Activation Area	Entrance Signage
Logo on T-Shirts / Quantity	Logo on Front & Back 20 Shirts	Logo on Back of Shirt 12 Shirts	Logo on Back of Shirt 8 Shirts	Name Listing 4 Shirts
Tickets & Parking Passes	20 VIP Packs / 10 Passes	12 VIP Packs / 6 Passes	8 VIP Packs / 4 Passes	4 VIP Packs / 2 Passes



VENDOR OPPORTUNITIES & IN-KIND SUPPORT

VENDOR ONLY

Vendors selling/distributing edible products (for people or pets) must provide a COLI naming the City of Fort Lauderdale, rAv Communications and Paperless Wizards as an additional insured. Certificates must be received prior to the event.

VENDOR LEVELS	VENDOR+ \$185	FOOD TRUCK \$100	VENDOR AREA \$85	BAG INSERT \$50
Activation Space	10' x 10' Area, includes 10' x 10 Tent, 1- 8' Table & 2 Chairs	Space for Truck 3 High Top Tables Provided	10 x 10 Space Only White Tents or Branded Tent Only	
Recognition on Event Website Social Event Pages	Name & Hyperlink on Vendor Page	Name & Hyperlink on Food Page	Name & Hyperlink on Vendor Page	Name on Gift Bag Page
Name / Logo Vendor Passport	With Consumer Offer or Raffle Prize Donation	With Consumer Offer or Raffle Prize Donation	With Consumer Offer or Raffle Prize Donation	
Signage	Offer Sign if Applicable	Offer Sign if Applicable	Offer Sign if Applicable	
Parking	1 Reserved Parking Space		1 Reserved Parking Space	

IN KIND SUPPORT

Non-Cash / In-Kind Sponsorships will be Recognized and Receive Benefits* equal to 50% of the Established Retail Value.

* 50% Value Tax-Deductible Donation to Good Karma Pet Rescue

- BOX LUNCH / SNACKS – Est. 50 ppl.
- ICE – Est. 300 lbs Bagged
- WATER – Individual Bottles & Gallons
Approx. 300 Bottles; 100 Gallons
- ADVERTISING – Print, TV, Radio
- AWARD TROPHIES – 4
- GOLF CART – 2
- CHILDRENS GAMES
- BAND / DJ
- TENTS – (1) 20' x 20'; (2) 10' x 50'
or 50% Retail Discount on All Tents
- STAGE – 28' x 20'
- TABLES – Est. 50; 6', 8' and 30" High Top
- CHAIRS – Est. 100 Folding
- EVENT SECURITY
- DOG CLEAN UP
- GARBAGE & RECYCLING



DETAILS

DATE: SUNDAY, FEBRUARY 21, 2021

TIME: 10AM - 4PM

LOCATION:

LAS OLAS INTRACOASTAL PROMENADE
21 LAS OLAS CIRCLE
FORT LAUDERDALE BEACH

ADMISSION: FREE

\$25 VIP [VERY IMPORTANT PACK]
INCLUDES GIFT BAG VALUED AT \$100+
PLUS 3 RAFFLE TICKETS TO WIN PRIZES

SCHEDULE

10:00 AM	DJ
10:30 AM	DOGGIE YOGA
11:00 AM	LOOK A LIKE CONTEST
11:00 AM	PET CPR CLASS
11:30 AM	DEMONSTRATIONS
12:00 PM	PET CPR CLASS
12:00 - 1:30 PM	BAND
1:00 PM	PET CPR CLASS
1:30 - 2:30 PM	TALENT CONTEST AGILITY COURSE WINNER RAFFLE PRIZES
2:30 - 4:00	BAND

ACTIVITIES

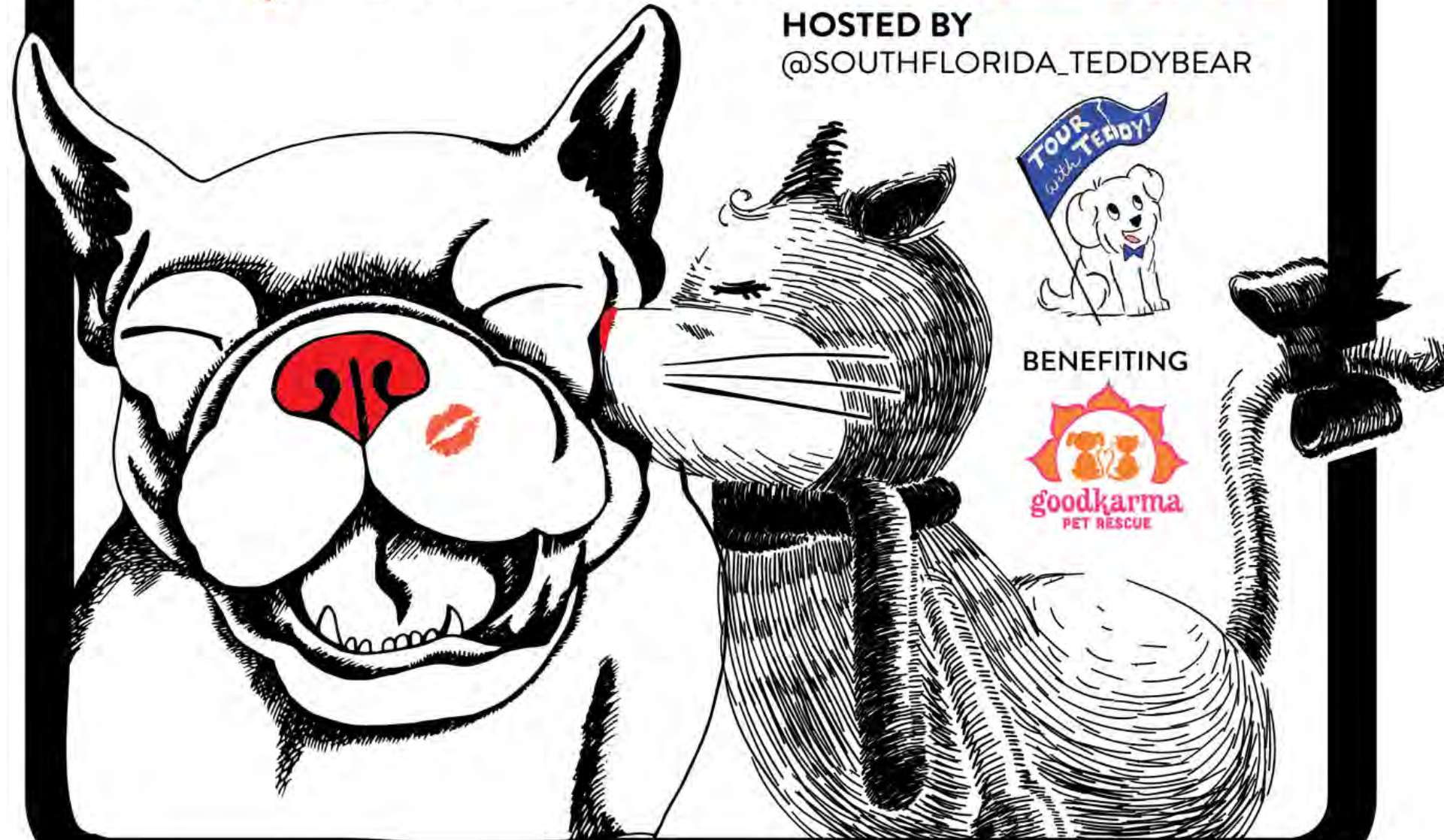
DAY LONG ACTIVITIES

GOOD KARMA PET ADOPTION
LOCAL PET VENDORS
PROFESSIONAL PET PHOTOS
CARICATURE ARTIST
SELFIE STATIONS
TATTOO PAW-LOR
DOGGIE KISSING BOOTH
DOGGIE SPLASH ZONE
SMALL DOG UNLEASHED
AGILITY COURSE
PET SPA TREATMENTS
FOOD TRUCKS
CHINESE AUCTION

*Tentative Schedule and List of Activities at Time of Printing.
Custom Opportunities and Activations Available.

FUR THE LOVE PET FEST 02.21.21

HOSTED BY
@SOUTHFLORIDA_TEDDYBEAR



ABOUT ME & TEDDY



Teddy and I are the mom and pup duo behind the popular and entertaining Instagram Page, @SouthFlorida_TeddyBear and 'Living A Fairytail' blog.

I adopted Teddy in May 2020 after being furloughed from my job of 6 years as the Corporate Sales and Event Manager for Morton's The Steakhouse West Palm Beach. To fill my days I took Teddy with me everywhere and started chronicling our adventures on Instagram.

In June, after celebrity and entertainment reporter, Perez Hilton heralded Teddy as the newest "it" pup, Teddy's popularity rose, and the fun way for Teddy and I to share our South Florida adventures became a full-time job.

ANA ELVIR

- 18 years working in the hospitality, marketing and special events industry in South Florida
- BA Degree in Public Relations
- Teddy's Mom

TEDDY

- 10 month old (Dec 24)
- Ambassador for local and national brands and products
- Model and Instagram Influencer
- Host of Tour with Teddy on MyFortLauderdaleBeach.com and other locations around S Florida

How Hotels Are Taking Care of Their Resident Animals During COVID-19 (Video)

BY SARAH BRUNING APRIL 08, 2020

- Save
- Pin
- FB
- More



Though the COVID-19 pandemic has forced temporary hotel closures, there's still a lot of work going on behind the scenes, especially for properties that have animals in their care. Around the world, trainers and naturalists continue to look after the critters they – and guests – love so much.



More Pet Friendly Resorts Ensuring Optimal COVID-19 Safety Measures

June 11, 2020 • Travel • by Claudia Bensimoun

Tweet Save 2 Like 1



Bachelor Gulch, Colorado, a Resort by Ritz Carlton.

Dogs have their day at this year-round mountain resort during the post COVID-19 (coronavirus) pandemic. Today, the travel and hospitality industries have upped their game with key focus on

hygiene practices to ensure optimal safety measures.

With a new vision geared toward aggressive cleanliness guidelines which have been approved by public health officials and industry leaders, Stay Safe Guidelines not only embrace employee, guest health and physical distancing measures to keep everyone safe, but also allow for all Fido-Friendly pet resorts to offer the ultimate summer getaway experience.

Pet-lovers can rest assured that while Fido-friendly resorts adjust to the new normal, have adequate contact tracing and hospital capacity

Dog adoptions and sales soar during the pandemic

Shelters, rescues and breeders report increased demand as Americans try to fill voids with canine companion



Most Read National



1 New Mexico shut down hospitals from being... wasn't enough.

Road tripping with dogs during a pandemic

Tony McReynolds - 8/6/2020



On the Packing List This Year: Masks, Sanitizer and a Very Good Boy

Neither house sitters nor jetting off for the weekend are possibilities for most dog owners who want to travel right now. So these furry friends are increasingly curled up in the back (or front) seat, enjoying the ride.

f t e r b



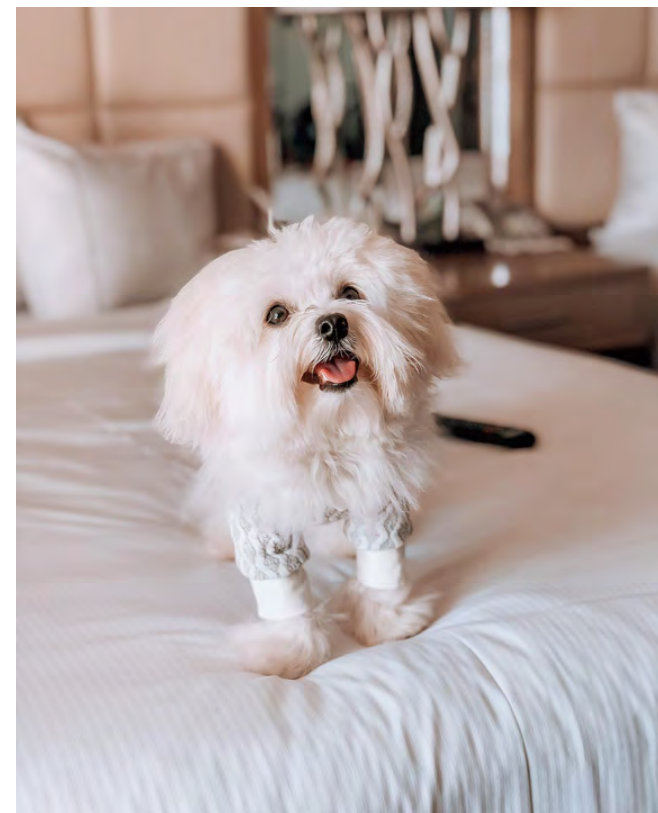
Want to Get Away With Your Dog? Getaway Makes Pet-Friendly Escapes for City Dog Owners Simple

Getaway's cabins make social-distancing easy and welcome dogs for a one-time \$40 fee.

By Kelli Bender June 26, 2020 03:04 PM

- FB
- Tweet
- More





TOUR WITH TEDDY - 8 Weeks | 10,069 IGTV Views | 776 Video Comments | 8,700 Photo Engagements

FUR THE LOVE PET FEST OVERVIEW

The 1st Annual **FUR THE LOVE PET FEST** (#FTLPetFest) is a celebration of Fort Lauderdale's love for their furry companions and a day of four-legged fun. Bring your pooches and participate in activities including demonstrations, doggie yoga, contests, kissing booth, pet portraits and more! There will be food, vendors, raffle prizes, game zones, live entertainment, contests and a pet adoption tent with proceeds benefiting Good Karma Pet Rescue, a 501(c)(3) nonprofit based in Broward County.

SCHEDULE (Tentative)

10:00 am - Noon: DJ (donated)

10:30 - 11:30 am: Doggie Yoga

11:00 am - Noon: Look A Like Contest

11:00 am - 1:30 pm: Pet CPR Classes

11:30 am - 12:30 pm: Demonstrations

12:00 - 1:30 pm: Band

1:30 - 2:30 pm: Talent Contest

2:30 - 4:00 pm: Band

ACTIVITIES (proposed)

Good Karma Pet Adoption

Local Pet Vendors

Pet Photos / Selfie Stations

Caricature Artist

Doggie Kissing Booth

Doggie Splash Zone

Small Dog Unleashed Area

Agility Course

Spa Treatments / Tattoos

Food Trucks

Raffle /Auction



FTL PET FEST MARKETING

SOCIAL MEDIA: Combined social media presence on FB (122K) and IG (35K) between my company, Good Karma and MyFTLB.com

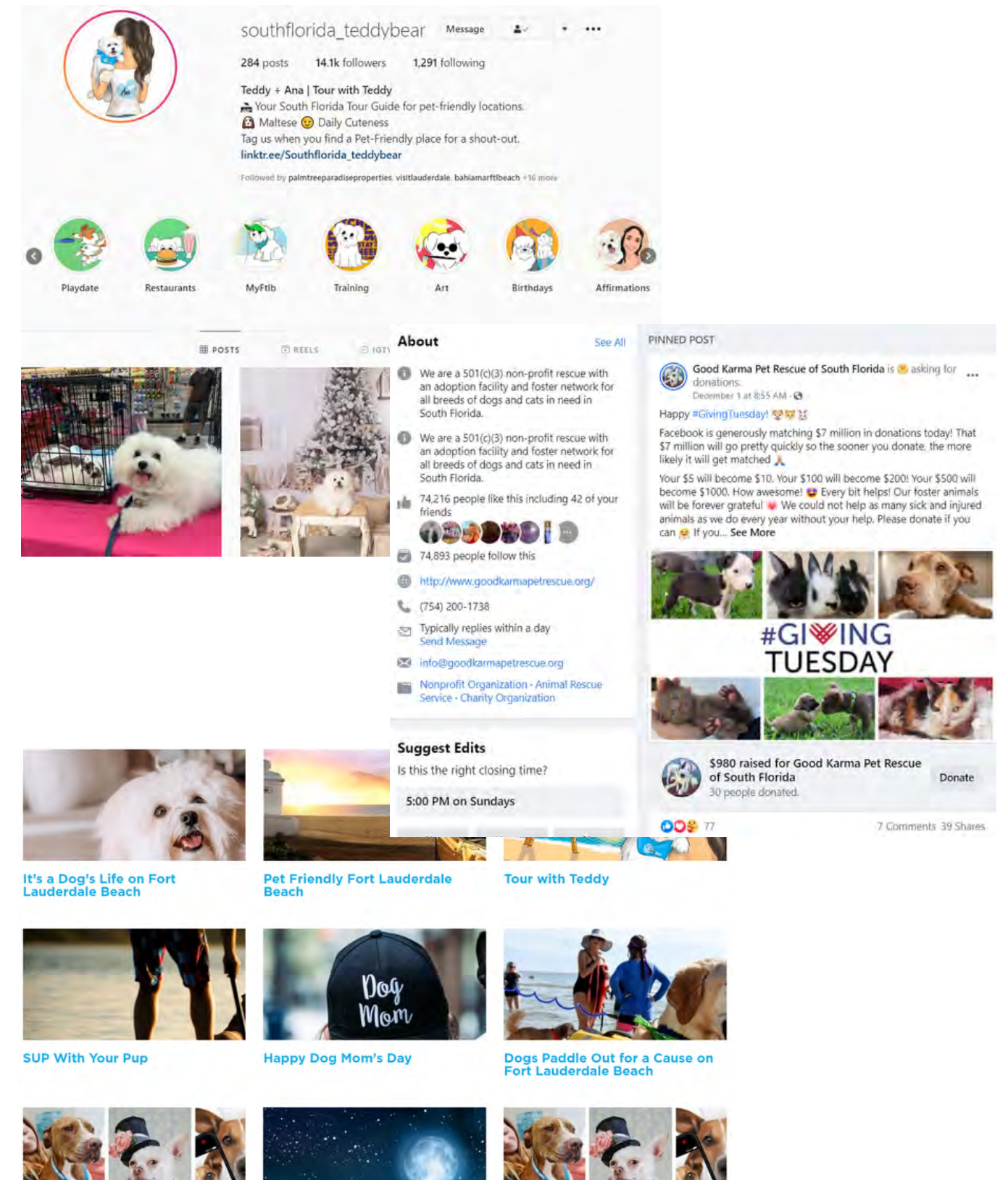
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PRINT MEDIA / IN-KIND / PR: Limited plus any in-kind print media. As a charity event, we estimate press releases and media pickups will help promote the event

CVB: The CVB Marketing Team is working internally to create content around traveling with your pet and will tie into the event



FTL PET FEST \$10,000 GRANT REQUEST

Cat's Meow Sponsorship Level (\$5,000)

- Recognition on Website with Banner and Hyperlink
- 20 x 10 Space / Experience Activation - Had proposed a Dog Beach/ Cool Zone but could create a Photo Scene with the Pet Friendly Aspect or Around the Tour with Teddy Series
- Logo and Link in Event Emails
- Logo on Ticket Page and Event Waiver
- Logo on all Print and Online Collateral Materials
- 8 Dedicated Posts on All Social Networks
- Banner on Event Mobile Schedule
- Judging Opportunities for BID Representative
- One Collateral Piece in Swag Bag
- Logo on Entrance Signage, Stage Banner and Activation Area
- Logo on Back of Volunteer Shirts
- 12 VIP Swag Bags and 6 Parking Passes

Build Out of the BID Area, \$2,500 value

Swag Bag Inclusion for Beach Businesses (est. 100), \$500 value

Police, Fire Rescue, Doggy Clean Up, estimated cost, \$2,000



SPONSOR OPPORTUNITIES & BENEFITS

SPONSORSHIP LEVELS	TOP DOG (1) \$10,000	CATS MEOW (3) \$5,000	FURIEND (6) \$3,000	PAW PAL \$1,000
Logo Lockup; presented by: Exclusivity of Category	10% Disc. 2-Yr Contract 15% Disc. 3-Yr Contract			
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Prominent Placement and Named Activation Sponsor	30' x 10' Vendor+ Space Adoption Tent	20' x 10' Vendor+ Space Experience Activation	10' x 10' Vendor + Space Station Activation	10' x 10' Vendor + Space
Exclusive Banner Ad and/or Logo and Link in Event Emails	Email Header (2) with Banner and Link	Logo and Link	Logo and Link	Logo and Link
Logo/Business Name on Event Tickets & Waiver	Event Ticket Page Event Waiver	Event Ticket Page Event Waiver	Event Waiver	Event Waiver
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Recognition on Social Media Reach: FB 122K / IG 35K	16 Dedicated Posts over all 8 Social Profiles	8 Dedicated Posts over all 8 Social Profiles	4 Dedicated Posts over 4 IG Profiles	2 Dedicated Posts over 2 IG Profiles
Logo / Link on Mobile Event Schedule & Vendor List	Banner on Event App and Hyperlink	Banner on Event App and Hyperlink	Name & Hyperlink	Name & Hyperlink
Representative on Contest Judging Panel & Name on Award	Full Panel for Contest presented by Your Co.	Full Panel for Contest presented by Your Co.	Judging Opportunity if Available	Judging Opportunity if Available
Inclusion of Promotional Item in Guest "Doggie Bags"	Logo in Event Lockup Insert in Bag	Insert in Bag	Insert in Bag	Insert in Bag
Logo on Featured Signage At the Event	All Signage in Logo Entrance Step & Repeat Activation Area	Entrance Signage Stage Banner Activation Area	Entrance Signage Stage Banner Activation Area	Entrance Signage
Logo on T-Shirts / Quantity	Logo on Front & Back 20 Shirts	Logo on Back of Shirt 12 Shirts	Logo on Back of Shirt 8 Shirts	Name Listing 4 Shirts
Tickets & Parking Passes	20 VIP Packs / 10 Passes	12 VIP Packs / 6 Passes	8 VIP Packs / 4 Passes	4 VIP Packs / 2 Passes

link to view sponsorship package <https://form.jotform.com/203163011402131>