



CITY OF  
FORT LAUDERDALE

# City Event Sponsorship Presentation





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# Overview



Maximizes revenue opportunities for events.



Align sponsorships with City goals and community needs.



Outsourcing sponsor acquisition and management.



Hospitality Management.



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## Signature Events

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Fourth of July

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Great American Beach Party

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Jazz Brunch

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Starlight Musicals

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New Years Eve Downtown Countdown

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Sistrunk Parade and Festival

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Summer Jamz

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King Holiday Parade and Multicultural Festival

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St. Patrick's Parade

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## Community Events

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Carter Park Jamz

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Fort Lauderboo

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Light Up Sistrunk

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Light Up the Galt

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Light Up the Beach

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Pre Labor Day Festival

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Get Lit - Riverwalk

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Viernes Musicales

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Diwali

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# Sponsorship Solicitation



Outsource solicitation of sponsorship consultant services



Consultant's role: strategy development and securing sponsors



Leverage sponsorship benefits to enhance event production and experience

# Sponsorship Tiers

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**Title Sponsor:** 25% of total event budget.

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**Gold Sponsor:** 15% of total event budget.

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**Silver Sponsor:** 10% of total event budget.

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\* Department Director may negotiate pricing with sponsors to enhance event quality based on scope and budget considerations.

# Recent and Current Event Sponsors



BANK OF  
AMERICA



CORE  
CONSTRUCTION



WESTWAY  
TOWING



ANCHOR  
MECHANICAL

# Current Approval Process



1

City received  
sponsorship  
application

2

Staff review

3

Parks and  
Recreation Board  
recommendation

4

City Commission  
review for approval

5

Sponsorship  
agreement  
execution

# New Proposed Process



1

City received sponsorship  
application

2

Staff review

3

City Manager executes  
agreement

## **Suggested Authority Levels for Sponsorship Approval**

### **Level 1 - City Commission Approval Required:**

- Multi-year agreements or sponsorships of \$50,000 or more
- Naming rights considerations
- Parks and Recreation Advisory Board recommendation

### **Level 2 - City Manager or Designee Approval:**

- Sponsorships \$49,999 or less
- Single year agreements





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# Suggested Hospitality Areas at Signature City Events

The Parks and Recreation Department proposes sponsorship and hospitality areas for the following City produced events:

4<sup>th</sup> of July Spectacular

New Years Eve Downtown Countdown

Summer Jamz

These signature events attract thousands of attendees and offer a unique opportunity to highlight local businesses while enhancing the event experience.

# Designated hospitality areas



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Showcase our largest events by providing a premier space for sponsors, and dignitaries to experience the event.



Engage local businesses and partners by offering an opportunity to sponsor and associate their brand with Fort Lauderdale's annual events, increasing their local visibility.



Offset event costs through sponsorship by optimizing the event budget and reallocating funds toward additional amenities or enhancements.



Sponsoring businesses and/or partners would receive branding opportunities, acknowledging their support.

# Next Steps...

Obtain Commission feedback and direction

Issue RFP for sponsorship consultant services

Implement policy and sponsorship guidelines based on direction

