

BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

EVENT PROMOTION/SPONSORSHIP GRANT APPLICATION

(Applications Should be Submitted at Least 120 Prior to the Event Date)

(1) **Name of Event:** The Fort Lauderdale Xtreme Top Box Throwdown

(2) **Location of Event – Please provide a location map:**

Fort Lauderdale Beach Park - 1100 Seabreeze Blvd, Fort Lauderdale, FL 33316

Event Site Plan is not available at time of this application. However, see attached location map for the purposes of location identification.

(3) **Date(s) of Event:** Saturday, October 11 and Sunday, October 12, 2014
Columbus Day Weekend

(4) **Hours of Operation:** 7:00 am- 7:00 pm each day

(6) **Proposed Activities Planned:** This is a two-day mixed-team athletic competition consisting of multiple teams competing simultaneously and in structured heats throughout each day. The activities range from running, muscle-ups, box jumps, deadlifts, clean and jerks, ball walls, thrusters, rope climbs and other movements which are standard for this sport. For reference, please see video recap of our last event titled Xtreme Top Box 2013 Recap.

(7) **Provide a detailed marketing plan that explains how the proposed event will be marketed/advertised. Attach a narrative, if necessary.**

This event will be marketed and advertised on a national marketing campaign over a five month advertising schedule, which includes recurring full page full color advertisements on multiple Crossfit related magazines and websites (**see details below**) and trade shows. We will also be promoting the event using direct marketing and activations at targeted Crossfit Regional competitions throughout the United States and Canada (**see dates and locations below**) as well as over 5,000 Crossfit affiliate gyms reaching over 1.5 million Crossfit gym members . Additionally, we are securing the services of one of the top rated social media companies in the nation, Netmark, <http://www.netmark.com/> to develop, implement and manage a social media campaign that will run concurrently with all other advertising and promotion through a seven month span.

Magazines and Websites:

(ongoing and recurring seven month advertising campaign on each of the following)

The Box Magazine: (circulation 100,000) <http://www.theboxmag.com/>

FB followers: 108,000

Boxlife Magazine: (circulation 30,000) <http://www.boxlifemagazine.com/>

FB follower: 32,000

WOD Talk Magazine: (circulation 50,000) <http://www.wodtalk.com/>

FB followers: 87,000

Sweat RX Magazine: (circulation 60,000) <http://sweatrxmag.com/>

FB followers: 4,400

Crossfit Games Regionals:

We will have marketing booths at each of these Crossfit Regionals with two representatives at each to promote our event in Fort Lauderdale. Crossfit Regionals are attended by athletes and spectators from all around the world.

May 9-11, 2014: Chicago, IL; Vancouver, BC; Jacksonville, FL

May 16-18, 2014: Columbus, OH; Toronto, Ontario; Kent, WA

May 23-25, 2014: Washington, DC; Del Mar, CA; San Antonio, TX

May 30- June 1, 2014: Canton, MA; San Jose, CA; Salt Lake City, UT

(8) Explain in detail the positive economic impact the proposed event will have for the BID and Beach Business. Discuss how these impacts will be measured and reported to the BID Committee upon completion of the event. Attach a narrative if necessary.

This event will be attended by more than 5,000 spectators and athletes from around the world each day. The positive economic impact in and around the Fort Lauderdale Beach area will be significant. Hotel room nights are conservatively estimated at around 2,000 with 40% of our attendance both in athlete registrations and spectators coming from out of town.

The economic impact will be measured by the number of room nights booked through our HQ hotels the Sheraton and Westin on Fort Lauderdale Beach, surveys and questionnaires given to registered athletes during registrations and attendees and spectators during the event. Questionnaires will inquire on specific information such as how many people traveling, age and demographics, how long was their stay, restaurants and shopping information and will they return next year. Questionnaires for athletes will be mandatory upon registration and for spectators will be voluntary but with giveaways as incentives at our information booth.

(9) Explain in detail how the proposed event will aid in the BID's efforts to identity or brand the beach as a world-class destination. Attach a narrative if necessary.

The event will be branded as the "Fort Lauderdale Beach Xtreme Top Box Throwdown". All event related marketing, advertising and promotion will have the "Hello Sunny" logo prominently displayed on it. As part of our continued social media campaign we will include invitations to come to Ft Lauderdale and enjoy the beach, weather, shopping and nightlife. We will include links to the Fort Lauderdale website so people can discover Fort Lauderdale and its many attractions. We will also include links to video that promote our HQ Hotel the Sheraton Fort Lauderdale, which includes footage and information of the beaches and local attractions. (sample video that will be viewed through our event website and social media: http://youtu.be/9VwHS34_XDw)

(10) BID event sponsorship, if approved, shall only be "seed" money, with contributions reduced in subsequent years. Provide a business plan detailing how the proposed event will become self-sustaining within 3 to 5 years. Attach a narrative if necessary.

This event is going into its second year. The plan is to build on the momentum and success of last year's event. The event is currently self-sustaining. However, due to the re-branding caused by the move from Miami Beach to Fort Lauderdale and a significant investment and increase in a national marketing and advertising campaign, this BID sponsorship is being requested. The BID funding requested represents a 16% of our overall event costs. We do not foresee needing any additional funding beyond 3 years, with a projected decrease in BID funding request of \$15,000 in year two and \$10,000 in year three.

(11) Total Cost of Event: \$150,000.00

(12) Revenue Sources (other than amount requested from BID):

This event has three sources of revenues. These are: 1) athlete registrations; 2) vendors; and 3) sponsors and is further supported by capital investments from Xtreme Top Box, Inc. and an approved grant from the Greater Fort Lauderdale Convention & Visitors Bureau.

(13) Amount Requested from BID: \$25,000.00

Location Map



**XTREME
TOP BOX
TEAM THROWDOWN**

*Second Annual
Super-Team Throwdown*



**OCTOBER 11-12, 2014
FORT LAUDERDALE BEACH, FL
PORTION OF PROCEEDS
BENEFITING
WOUNDED WARRIOR PROJECT**

facebook.com/XtremeTopBox



Tweet us @xtremetopbox



Overview

The Xtreme Top Box Throwdown is an extreme two-day team challenge in the heart of Fort Lauderdale Beach, FL, taking place Columbus Day Weekend October 11 & 12, 2014.

Xtreme Top Box is partnering with the Greater Fort Lauderdale Convention and Visitors Bureau to make this an event to remember. Taking place on the exquisite beachside property of the Sheraton Fort Lauderdale Hotel and Resort, this challenge will be a true test of fitness, challenging athletes mentally and physically with military and CrossFit-inspired workouts.

Teams will consist of ten members: 5 men and 5 women representing one team, also known as a Super Team. Over 50 teams and 500 athletes from across the U.S are expected to compete. Expected attendance is 10,000 over two days, with a sustained attendance of more than 2,500.

Who will be crowned the Top Box?

What is Crossfit?

Crossfit is the sport of fitness. It is a strength and conditioning program that promotes overall physical fitness using a variety of exercises including body weight exercises, weightlifting and gymnastics. Workouts are typically no longer than 30 minutes and can be modified to fit the abilities of anyone who wants to give it a try, from a new mom to your local firefighter or military personnel. Because it doesn't exclude anyone, one of CrossFit's best results is the community it provides.

From its meager 18 affiliated gyms in 2005, today CrossFit boasts over 6,000 affiliates worldwide. Its popularity in Latin America, Europe, Asia, and the Middle East has established it a truly global fitness brand. In 2013, a record 140,000 athletes competed in the CrossFit Open, the first of two qualifying rounds toward the CrossFit Games (the championships televised on ESPN2).

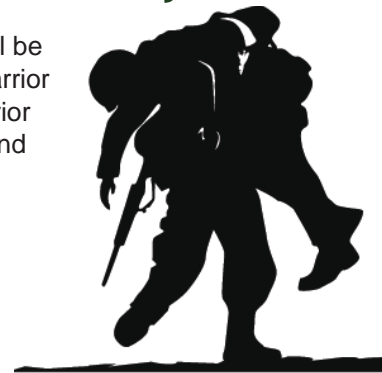
Events like Xtreme Top Box foster the sense of community allowing athletes and fans to be part of this great sport.

Event Highlights

- 2-day team competition in Fort Lauderdale Beach, FL
- Columbus Holiday Weekend
- \$45,000 in Cash Prizes
- Portion of proceeds benefiting the Wounded Warrior Project
- FREE Admission to all spectators

The Wounded Warrior Project

A portion of the proceeds will be donated to the Wounded Warrior Project. The Wounded Warrior Project provides programs and services to severely injured service members during the time between active duty and transition to civilian life.



Fort Lauderdale Beach, FL

Xtreme Top Box is taking over Fort Lauderdale Beach Park to offer you the most xtreme throwdown you'll ever experience.

Fort Lauderdale Beach is the backdrop to a number of prestigious and varied events. Fort Lauderdale Beach boasts more than seven miles of sparkling beaches that offer residents and visitors premier opportunities for recreation, relaxation and enjoyment. The City's award-winning wavewall and signature beachfront promenade highlight Fort Lauderdale's world famous coastline.

Who Will be There?

This event will not only attract thousands of CrossFit enthusiasts, it will also attract the thousands of beachgoers already on Fort Lauderdale Beach for Columbus day weekend ensuring your brand's exposure is maximized.



Event Details and Logistics:

Event consists of 5 to 10 team-oriented athletic challenges. Each challenge can take as little as 2 minutes per team or up to 1 hour per team depending on the challenge. Teams will be rotated throughout the Competition Areas over the course of the two days and within the event times of 9:00 am and 5:00 pm.

Event Perks

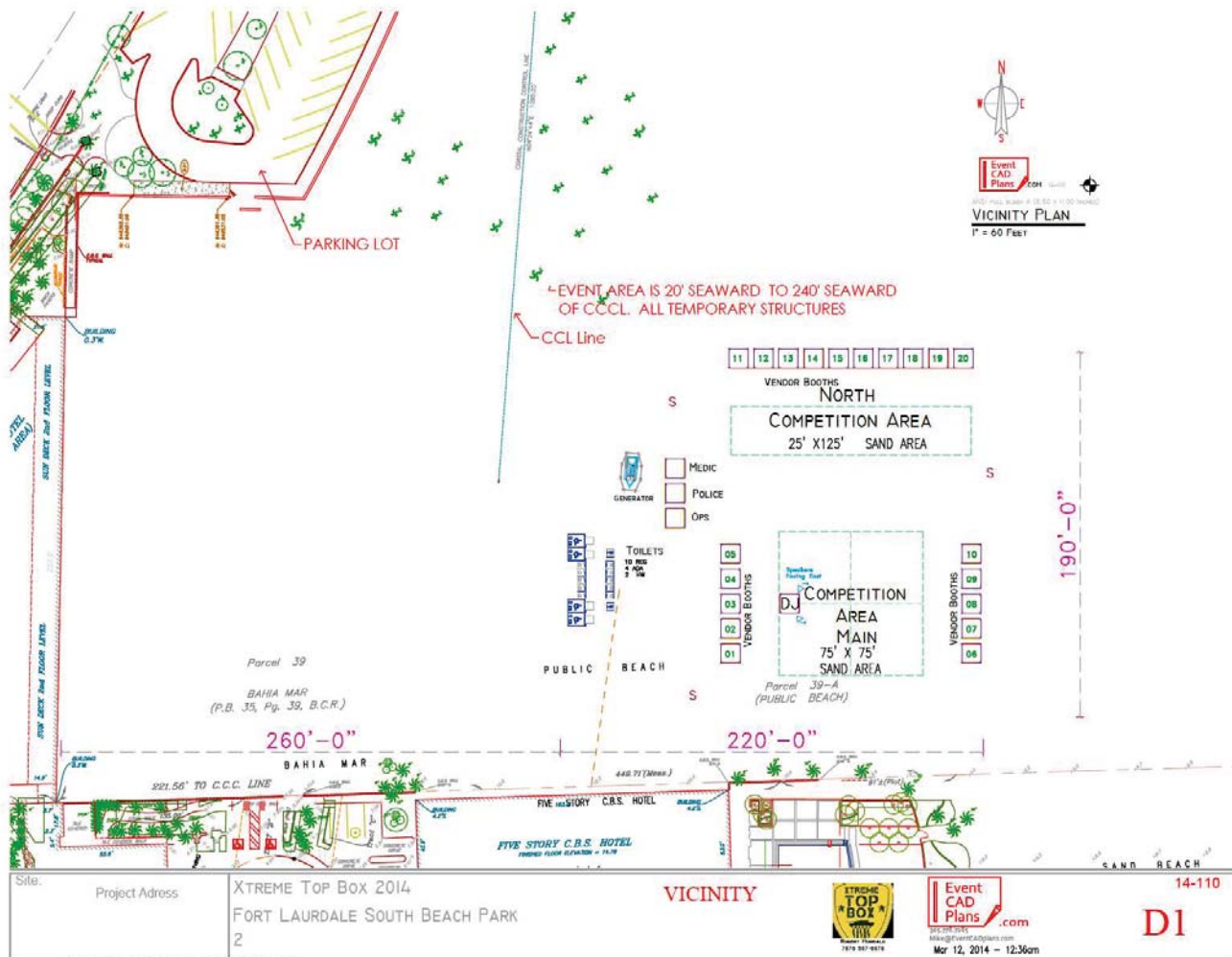
- No admission fees. Free to the Public!
- Event will be recorded for broadcasting/web casting.
- Portion of Proceeds to benefit the Wounded Warrior Project.
- Sheraton Fort Lauderdale is the official hotel headquarters for event.
- Set up 1 day prior (October 10, 2014).
- Tear Down (October 13, 2014 by 5:00PM).
- Event parking will be at parking lots/garages within the Fort Lauderdale Area.
- 24 hour security from set up to tear down.
- City of Fort Lauderdale Beach Police and Fire Rescue.
- Food Vendors - 4 booths max (20 x 10).
- Non-Food Vendors - 40 booths max (10 x 10).

Sponsors Include (but not limited to):

- Boxlife Magazine
- Maverick Athletic Equipment
- US Army
- Florida Army National Guard
- US Marine Corps
- US Air Force
- US Coast Guard
- US Navy
- StrongerRX
- Monster Energy Drink
- Muscle Milk



Location & Detailed Site Plan:



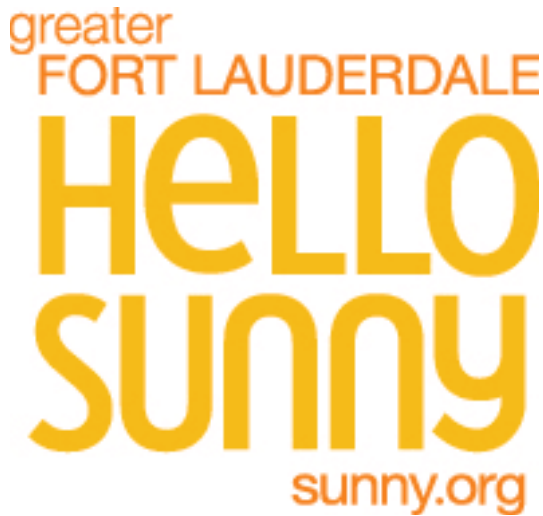
**XTREME
 TOP BOX
 TEAM THROWDOWN**

Event Publicity

Xtreme Top Box is focused on creating the most anticipated event series to maximize your brand's exposure. Event publicity includes but is not limited to:



- Multiple full page print and digital ads in BoxLife Magazine reaching over 100,000 CrossFit and fitness enthusiasts. Online digital editions available for free for Apple and Android users. BoxLife is the only free magazine dedicated specifically to the CrossFit community.
- Multiple full page print and digital ads in The Box Magazine which has a 100,000 circulation (on newsstands nationwide, including Barnes & Noble, Publix stores, Safeway stores, airports, Walmart, Target and several other newsstand outlets) Direct-mailed to more than 4,000 CrossFit box gyms nationwide. Available for purchase digitally on Zinio, NOOK, Kindle and iTunes.
- Multiple full page print and digital ads in Sweat RX Magazine with a circulation of 62,500 with a pass along readership of 2.5 people per each copy. Targeted National distribution for newsstand through Chapters/Indigo, Whole Foods Markets and specialty points of sale within Canada. Rack distribution is through strategic partners that include GNC retail stores at POS, CrossFit Affiliates and US newsstand distribution is through Books a Million and Barnes & Noble.
- Multiple full page print and digital ads in Wod Talk Magazine with a circulation of 100,000.
- 18 x 24 promo posters sent directly to CrossFit gyms across the country.
- Extensive social media marketing (Facebook, Twitter & Instagram).
- Professional PR, including press releases and other media acknowledgments.
- Personal visits to local South Florida Crossfit and fitness gyms.



Our Partnership with the Greater Fort Lauderdale Convention and Visitors Bureau will bring together the Most Xtreme Event the Beach has Ever Seen!

Xtreme Top Box will also accommodate participating athletes and volunteers with the following amenities:

- Discounted hotel accommodations for traveling athletes/volunteers
- Exclusive Participant/Volunteer T-shirt
- Custom medal acknowledgment for all Participants
- Tented warm-up and recovery area with a variety of food, beverages and massage
- First rate medical support throughout the two-day competition

EXPECTED DEMOGRAPHICS OF ATHLETES AND SPECTATORS

GENDER

Male	51%
Female	49%

AGE

18	10%
25-34	46%
35-44	33%
45-54	7%

MARITAL STATUS

Married	60%
Single	40%

HOUSEHOLD INCOME

0-\$50k	8%
\$50-\$100k	14%
\$100k-\$150k	27%
\$150k+	51%

EDUCATION

No College	14%
College	21%
Grad School	65%

Xtreme Top Box Throwdown 2013 Event Highlights



EXHIBIT 1

14-0593

XTREME TOP BOX TEAM THROWDOWN



Second Annual
**XTREME
TOP BOX**
TEAM THROWDOWN

**REGISTER
NOW**
XTREMETOPBOX.COM

**The Only Super-Teams
Throwdown in the World**

\$45K in Cash Prizes
2 Day Extreme Team Competition
5 MEN & 5 WOMEN PER TEAM
When: October 11-12, 2014
Where: Ft. Lauderdale Beach Park

A Part of the Proceeds to Benefit Wounded Warrior Project



Supporting Sponsors



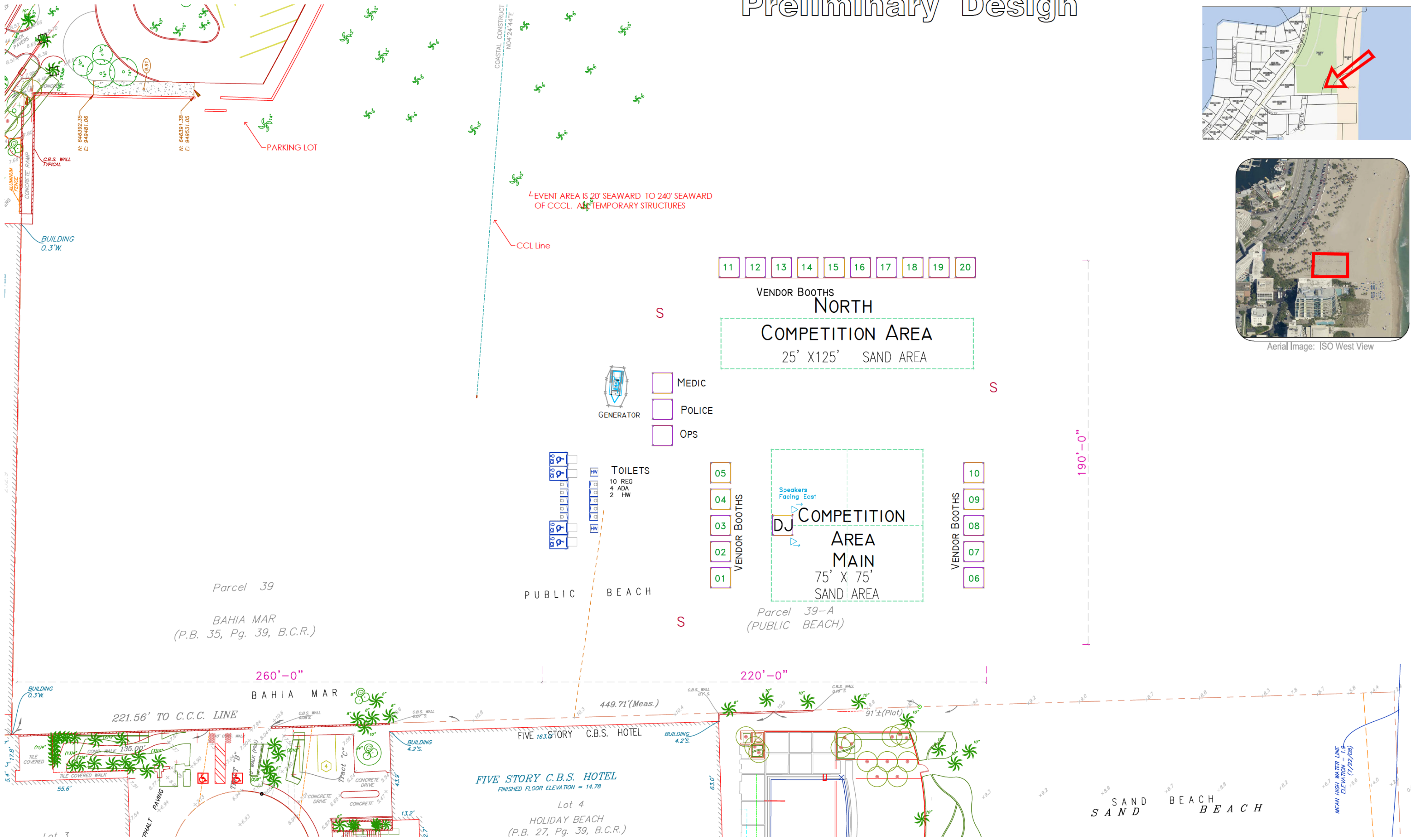
WWW.XTREMETOPBOX.COM
FACEBOOK.COM/XTREMETOPBOX



Preliminary Design



Aerial Image: ISO West View



XTREME TOP BOX 2014

EVENT SITE PLANS

FORT LAURDALE SOUTH BEACH PARK

2

PROJECT ADDRESS
Project Address



ROBERT MORGALO
7876 587-6878

ALL DIMENSIONS MUST BE VERIFIED BY THE CONTRACTOR. NOTIFY EVENT CAD PLANS IF ANY CONFLICTS OR ERRORS IN THE DRAWINGS OR SPECIFICATIONS BEFORE PROCEEDING. THESE DRAWINGS CONTAIN DRAFTING AND DESIGN DATA SPECIFICALLY FOR THE NOTED PROJECT AND CLIENT. THEY ARE NOT INTENDED FOR USE ON EXTENSIONS OF THIS PROJECT OR FOR REUSE ON ANY OTHER PROJECT. THE COPYING AND/OR MODIFICATION OF THIS DOCUMENT OR ANY PORTION THEREOF WITHOUT THE WRITTEN PERMISSION OF EVENT CAD PLANS, INC IS PROHIBITED.
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Tel: 305.778.7285
Email: Mike@EventCADplans.com

Site Plan Event Area

DATE	MARCH 8, 2014	JOB NO.	14-110
SCALE	See Sheet	REVISION	2
DRAWN	Mike McLaney	SHEET NO.	SP1
EDIT	Mike		