

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:**
EVP Ft. Lauderdale Pro Am
- (2) **Location of Event – Please provide a location map:**
City Beach, Ft. Lauderdale (North of Yankee Clipper area)
- (3) **Date(s) of Event:**
May 2, 3 & 4, 2014
- (4) **Hours of Operation:** 7am to 7pm
- (5) **Proposed Activities Planned:**

Friday – May 2nd

9-2pm Set up at the beach
2-4pm EVP Corporate Challenge
8-10pm Welcome athletes and fans party

Saturday – May 3rd

8:30 am First Pro Game to begin
8:45 am Amateur Teams check-in
10:00 am Women's Pro Match
11:00 am Serving Contest
12:10 pm Men's Pro Match & VIP Tent
1:00 pm EVP "Bump to the Buckets Contest"
1:10 pm Women's Pro Match
3:00 pm Men's Pro Match
4:00 pm Women's finals
5:00 pm Men's Finals
8:00 pm Post Party with Awards Ceremony
9:00 pm Event Photos at Post Party!

Sunday – May 4th

9:00 am Coed 4 on 4
10:00 am Coed 2 on 2
11:00 am Coed Juniors 2 on 2

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

Marketing Poster & Postcards;The pre-event grassroots marketing effort will be executed 60 days prior to the event. 200 posters and 2000 postcards will be distributed throughout the Ft. Lauderdale BID area. Many of the local businesses will hang a poster in the entry window and place postcard at the exit door. The cost of printing is \$900 and the distribution is normally handled by EVP staff.

-Social Media including FB and E-casts

- Promoted to athletes and fans at 15 national tour events (See Schedule)

- EVP TV Shows will promote events and will announce upcoming EVP Tour Stops

(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.

300 athletes and their 2000 friends/fans will be attending this event on Saturday & Sunday. These athletes will be staying overnight & purchasing goods for the weekend. EVP Tournament Staff; Tour Announcer, Pro Director, Amateur Director and several staff will be using local business to make the event purchases at hardware stores and restaurants. National TV exposure will brand the BID area as volleyball friendly destination. (1): 30 second commercial (Please FTP to EVP 30 days before event) (1):60 second special segment on using script and B-roll of the area amenities.

(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.

1. Increase your brand visibility across the country. See Addendum A.
2. Promote your brand to over 6,000 Y/A athletes & 120,000 walk by spectators per season
3. Publicize to thousands of people via social media, email blasts, posters and event giveaways.

(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.

The sponsorship BID fee will allow the EVP Tour to develop a national event in Ft. Lauderdale and create a national campaign to visit Ft. Lauderdale across the other EVP stops.

The EVP Tour will use this event to attract national and regional corporate sponsors that will step in and provide additional financial support. EVP Tour understands that the bid fee is for a temporary time and will communicate with the BID team when the budget revenue exceeds its revenue goals of \$12,000. See attached sponsorship deck.

(11) Total Cost of Event:

\$11,500 without TV Production and Distribution

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

Entry Fees	4000
Tour Sponsorship	0
Local Sponsors	2000
National Sponsors	0

(13) Amount Requested from BID:

\$6,000.00

Addendum A

2014 EVP Tour Schedule

May 2-4 EVP Ft. Lauderdale Beach Pro Am, Ft. Lauderdale, FL
May 10 Beach Bum Open @ Tybee Island, Savannah, GA - TV
May 17 Boardwalk Pro Am @ Panama City Beach, FL
May 24 EVP Island Holiday @ Vanderbilt Beach, Naples, FL -TV
May 31 Outer Banks Pro Am @ Nags Head, NC - TV
June 7 Gulf Coast Championships @ Gulfport, MS
June 14 Spike n' Splash @ North Beach, Racine, WI
June 28 EVP Atlanta Open @ LakePoint Sports, Emerson, GA
July 19 EVP Rocks Rosemont @ Rosemont, IL - TV
July 26 Adirondack Coast Pro Am @ Plattspurgh, NY - TV
Aug. 2 Great Lakes Beach Championships @ Main Beach, Michigan City, IN
Aug. 9 Chicago Pro Am @ North Ave Beach, Chicago - TV
Aug. 16 EVP Rock the River @ Charleston, WV - TV
Aug. 30 Southeast Championship @ Panama City Beach, FL - TV
Sept. 13 West Coast Championships @ Orange County, CA
Sept. 20 National Championships @ Delray Beach, FL - TV
Sept. 27 EVP World Finals of Beach Volleyball @ Stockton, CA - TV



EVP® TOUR.COM

206 Lindenwood Dr Michigan City, IN 46360

Fax: 800-218-5518

Direct: 312-287-5988

September 18, 2013

Christina Torrey
Marketing & Sales Manager
Wizard Entertainment

Dear Christina,

This will confirm the terms of the agreement for the City of Fort Lauderdale Beach Business Improvement District (Host City) to host a "National EVP Tour" event including the EVP Pro Beach Volleyball Tour on:

- May 3-4 2014
- May 2-3 2015

The EVP Tour (Sports Endeavors, Inc.) is solely responsible for fulfilling the sponsorship deliverables as stated in each sponsorship agreement it signs. The Host Sponsor are only acting as an agent in sale of the sponsorship packages on behalf of the EVP Tour. The EVP Tour must sign all event sponsorship agreements including cash, in-kind and trade values in an efforts to support the event stated above. The Host Sponsor and the Host Agency have no involvement in fulfilling any deliverables of the EVP Tour (Sports Endeavors, Inc.)

1. EVP Tour will provide City of Fort Lauderdale Beach Business Improvement District with the following:

- a) HOST SPONSOR Designation for the 2014 & 2015 EVP National Volleyball Tournament.
- b) Marketing & promotions of the HOST CITY at all 15 Tour stops including (4) court banners.
- c) (24) Professional teams (Saturday) and (80) Amateur Teams Saturday & Sunday.
- d) Tournament Staff; Tour Announcer, Pro Director, Amateur Director and several staff.
- e) 2 million-event insurance with HOST CITY as additional insured.
- f) Volleyball equipment including nets, lines and balls.
- g) \$5,000 cash Prize money and amateur prizes.
- h) Malt Beverage sales rights are given to the Host City. All beer sold must be brands of the EVP Tour sponsor and approved by the EVP Tour prior to the event.
- i) Site map of the event.
- a) (100) Volleyball t-shirts for participants and spectators.
- b) Permit for (15-20) Beach volleyball courts on May 3-4, 2014 and May 2-3, 2015.
- c) Permit for Amplified Sound; (8) 10 X 10 tents, (3) 10 x 20 Tents.
- d) Permit for corporate signage at the event including (40) Court Side signage & (2) inflatable's.
- e) (1): 30 second commercial (Please FTP to EVP 30 days before event)
- f) (1) :60 second special segment on using script and B-roll of the area amenities.
- g) Permit for Selling EVP Merchandise Sales (hats, t-shirts, bags, etc.)

2. City of Fort Lauderdale Beach Business Improvement District will provide the following to the EVP Tour:

- h) \$6,000 cash bid fee per year.
 - \$3000 paid upon signing this agreement.
 - \$3000 paid on May 1, 2014
 - \$3000 paid on September 1, 2014
 - \$3000 paid on May 1, 2015
- i) The HOST SPONSOR may receive a "rebate" of 70% of the "bid fee" from grants and (2) local sponsors. After the 70% is rebated to Host Sponsor, any additional sponsorship dollars collected by either party will be split as follows: 80% of sponsorship fees are designated for the EVP Tour paid upon invoice and 20% is designated to the Host. Local agreements must be faxed to 800-218-5518 90 days prior to event date.
- j) Logo in Jpeg and eps formats.
- k) (1) 30 sec TV commercial in HD to EVP FTP site 30 days before event. (Aired during Chicago EVP Tour event on August 3, 2014)
- l) (1) 60 second script to EVP Tour 60 days before event. (Aired during Chicago EVP Tour event on August 3, 2014)
- m) (1) 10: second Public Service Announcement during event. 30 days before the event.

Force Majeure.

In the event either party is unable to carry out its material obligations under this Agreement by reason of "force majeure" (defined below) those obligations will be suspended during the continuance of the force majeure, provided the cause of the force majeure is remedied by the disabled party as quickly as practicable. The term "force majeure" means any event caused by occurrences beyond a party's reasonable control, including, but not limited to, acts of God, fire or flood, war, Federal, State, City or local governmental regulations, policies or actions enacted or taken subsequent to execution of this Agreement.

If the force majeure extends for more than thirty (30) days and the affected Event(s) cannot be reasonably rescheduled, Sponsor or Organizer, as the case may be, will be entitled to terminate this Agreement upon written notice to the other party in which case the Organizer will promptly refund a pro-rata portion of any Fee paid by Sponsor to Organizer representing those benefits which were not realized by Sponsor under this Agreement. Neither party will be responsible for the other party's lost profits, special, incidental or consequential damages incurred by the other in the event of termination of this Agreement due to the occurrence of a force majeure event.

Please review these terms and if you are in agreement, authorize with your signature below and return to my attention by fax at 800-218-5518.

Sincerely,

Ross Balling
Tour Commissioner

City of Fort Lauderdale
Beach Business Improvement District

Date

ADDENDUM A
2014 EVP® EVENT RATE CARD
FOR LOCAL EVENT SPONSORS

Levels/Sponsorships	Cost Per Event
<ul style="list-style-type: none"> • TV Show – 94 Million households 26 states <ul style="list-style-type: none"> • 29 minute TV Show produced • (3) 30 second commercials total. (3 per show) • Logo on TV Show scoreboard • (1) 30 second special event coverage 	\$ 20,000.00
<ul style="list-style-type: none"> • Title Sponsor <ul style="list-style-type: none"> • 4 banners on center court • 10 announcer mentions • Logo on Front of 1000 t-shirts • 200 t-shirts • (40) Lunch passes with a Volleyball Pro • Awards Ceremonies introduction 	\$ 12,000.00
<ul style="list-style-type: none"> • Presenting Sponsor <ul style="list-style-type: none"> • 2 banners on center court • 10 announcer mentions • Logo on Back of 1000 t-shirts • 100 t-shirts • (20) Lunch passes with a Volleyball Pro • Awards Ceremonies introduction 	\$ 6,500.00
<ul style="list-style-type: none"> • Participating Sponsor <ul style="list-style-type: none"> • 2 banners on court # 2 • 4 announcer mentions • Logo on Back of 1000 t-shirts • 50 t-shirts • (10) Lunch passes with a Volleyball Pro • Awards Ceremonies introduction 	\$ 2,000.00
<ul style="list-style-type: none"> • Court Sponsor: <ul style="list-style-type: none"> • 2 banners on court #3 • 4 announcer mentions • Logo on Back of 1000 t-shirts • 50 t-shirts 	\$ 1,200.00
<ul style="list-style-type: none"> • "A Day at the Beach" Ticket* *Minimum ticket order is 20 	\$ 40.00
<ul style="list-style-type: none"> • General Seating 	Free