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## **Fort Lauderdale Beach Business Improvement District (BID)**

### **GRANT APPLICATION**

#### **1. Legal Name of Applicant (First Name, Last Name)**

#### **2. Registered Business Name and Form of Business Entity (A-C)**

##### **A. Registered Business Name**

##### **B. Is the company doing business under another name?**

*If yes, please list the name below.*

##### **C. What is the business structure of your company?**

*Please mark an X next to the appropriate selection below.*

- ☐ Sole proprietorship
- ☐ Partnership
- ☐ Corporation
- ☐ S-Corp
- ☐ Limited Liability Corporation (LLC)



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- 3. Name and title of individual authorized to sign a Grant Participation Agreement with the City, on behalf of the stated business above:**

- 4. State the name of the event and whether this is an inaugural event or has been held in prior years. If it's been held before, please list event years and locations.**

- 5. Location of Event**

*Provide description and location map or site plan.*

- 6. List all dates associated with this event**

a. Set-Up Date:

b. Event Date:

c. Breakdown Date:

- 7. Hours of Operation:**

- 8. Projected Attendance:**

- 9. Cost to Attendees:**

- 10. Total Cost of Event:**



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**11. Amount Requested from the BID:**

**12. Indicate what the requested amount will be used for:**

**13. List other revenue sources, other than the amount requested from the BID. If requesting funds elsewhere, indicate the organization name, amount requested, and status of receiving requested funds.**

**14. Please list proposed activities planned.**

*Attach a narrative, if necessary.*

**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 three to five years. Attach a narrative, if necessary.**



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- 16. Explain in detail the positive economic impact the proposed event/project/proposal will have for the BID and the businesses located within its boundaries. Indicate how it is consistent with the legislative determinations of special benefit found in Ordinance C-06-34, Section 1.04 (A)(2), by increasing the number of visitors to the BID.**

- 17. Discuss how these impacts will be measured and reported to the BID Committee upon completion of the event. Attach a narrative, if necessary.**

- 18. Explain in detail how the proposed event will aid in the BID's efforts to brand Fort Lauderdale Beach as a world-class tourist destination. Attach a narrative, if necessary.**

- 19. Provide a detailed marketing plan that explains how the proposed event will be marketed and advertised. Attach a narrative, if necessary.**



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### GRANT APPLICATION

#### BID SPONSORSHIP TERMS

**20. Describe how the BID sponsorship will be included in advertising and marketing plans for the event; provide proof where applicable; and mark an X next to the term, if you agree.**

- ☐ **A. 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 REVIEW AND APPROVAL:** Of associated media, marketing, and advertising to ensure accuracy.
- ☐ **C. OPPORTUNITY FOR A 10" x 10" ACTIVATION AREA AT THE EVENT.** For those receiving more than \$50,000 in annual funding. BID is responsible for providing all décor and staffing.

**21. Applicant shall mark an [X] to acknowledge agreements with the following terms:**

- ☐ I will request the BID logo in the appropriate format for marketing purposes. BID Manager will provide logo and manage usage.
- ☐ I will provide a PowerPoint presentation detailing the event or project to the BID Committee 90 days prior to the proposed event or project.
- ☐ I have completed a new vendor application form with the City of Fort Lauderdale.
- ☐ I have completed a W-9 form and submitted it to the City of Fort Lauderdale.
- ☐ If the BID Committee recommends approval of funding, I will attend the scheduled City Commission meeting at which this item will be reviewed to answer questions the commission may have.
- ☐ If the BID Committee recommends approval of funding, I will submit an executed Grant Participation Agreement with the City of Fort Lauderdale and mail, or hand-deliver (2) original copies to the City Attorney's Office. Address follows on the next page.



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## Fort Lauderdale Beach Business Improvement District (BID)

### GRANT APPLICATION BID SPONSORSHIP TERMS

City of Fort Lauderdale  
City Hall  
C/O Lynn Solomon, Assistant City Attorney  
100 North Andrews Avenue  
Fort Lauderdale, FL 33301

Please also submit electronic copies via e-mail to:

- Tasha Cunningham, BID Manager:  
tasha@thebrandadvocates.com
- Cija Omengebar, City of Ft. Lauderdale CRA:  
COMengebar@fortlauderdale.gov
- Sonia Sierra, Senior Legal Assistant, City of Ft. Lauderdale:  
ssierra@fortlauderdale.gov

☐ I understand that 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 detailed in Question 12.

☐ If the City Commission approves BID funding, and after the event or project is complete, I will provide a post-event financial overview PowerPoint presentation to the BID Committee, no later than 60 days after the event.

☐ I understand that within ninety (90) days of the close of the applicant's fiscal year, a financial statement, including a detailed profit and loss statement, must be prepared, in accordance with generally accepted accounting principles, and submitted to:

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



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## Fort Lauderdale Beach Business Improvement District (BID)

### GRANT APPLICATION

#### APPLICANT'S CONTACT INFORMATION

Name, Physical Address, Office Number, Cell Number and E-Mail Address

Carlos Suarez  
433 NE 11th Avenue  
Fort Lauderdale, FL 33301  
Office #: N/A  
Cell #: (954) 873-4263  
E-mail: carlos@seaglassexperience.com

Prior to Signing This Application,  
please check the following to  
acknowledge completion:

- ☒ LEGAL NAME AND  
PLACE OF BUSINESS  
MATCH SUNBIZ.ORG
  - ☒ LOCATION OR SITE MAP  
IS ATTACHED TO THE  
APPLICATION
  - ☒ PROOFS OF HOW THE  
BID LOGO WILL BE USED  
ARE ATTACHED
  - ☒ AS THE APPLICANT, I AM  
THE AUTHORIZED  
REPRESENTATIVE TO  
SIGN BID APPLICATION  
AND CITY AGREEMENT
- or
- ☐ NOT AUTHORIZED TO  
SIGN AGREEMENT

#### BID FUNDING HISTORY

(For BID Staff Use Only)

Carlos Suarez

APPLICANT FULL NAME (PRINT)

APPLICANT SIGNATURE

#### MANAGER:

Seaglass Group, LLC / Manager

#### COMPANY NAME AND TITLE

November 5, 2021

#### DATE SIGNED

NOTE: Only the authorized representative of the company applying for grant funds may sign this application. If the 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, with the City of Fort Lauderdale.

# SEAGLASS

THE FORT LAUDERDALE ROSÉ EXPERIENCE

PRESENTED BY



**WHAT:** A one-of-its-kind, immersive, three-day event featuring rosé varietals from around the world while showcasing the best in wine, spirits, craft beer, live music and food pairings from celebrity chefs. In addition to the planned activities, Seaglass will host an “in the biz” cocktail party for brands pouring at Seaglass and a VIP dinner to highlight charity partner AutoNation’s DRVPNK campaign for breast cancer research. This invitation only event will take place in January, 2022 at Sardelli’s Italian Steakhouse located in Hollywood, Florida.

**WHERE:** On the sands of Fort Lauderdale Beach directly across from the Hilton Fort Lauderdale Beach Resort.

**WHEN:** January 21<sup>st</sup>, 22<sup>nd</sup> & 23<sup>rd</sup>, 2022

- Friday, January 21: 6:30pm (VIP) | 7pm-10pm SEAGLASS After Dark
- Saturday, January 22: 11:30am (VIP) | 12pm-3pm Main Event
- Saturday, January 22: 7:00pm- 11:00pm Sold out
- Sunday, January 23: 12:30pm (VIP) | 1pm – 4pm Main Event

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## BY THE NUMBERS

<b>2400</b>	<b>30+</b>	<b>20+</b>
Guests throughout the three days	Rosé Varietals	Craft Beers, Wines & Spirits

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**CHARITY:** Giving back is always in style and we’re proud to support **AutoNation’s DRV PNK** initiative that creates awareness and supports critical cancer research. In taking sustainable measures, Seaglass organizers are making best efforts to mitigate its impact on the environment by supporting environmental clean ups and ocean conservation.

**BRANDS:** Bacardi Rum, Bodvar, Bottega Rosé, Channé Rosé, Codigo Tequila, Cotes de Femme Rosé, Dark Horse Rosé, Fleur De Mer Rosé, Florida Craft Beer, Hampton Water, J Vinyards Brut Rosé, Komos Tequila, La Fête du Rosé, LaMarca Rosé, Maison #9 Rosé, Miami Cocktail Company, Nicolas Feuillate, Pommery Champagne, Shooters Pink Flamingo Rosé, Syltbar Rosé, Three Olives Vodka, Wölffer Estate Rosé, Whispering Angel Rosé



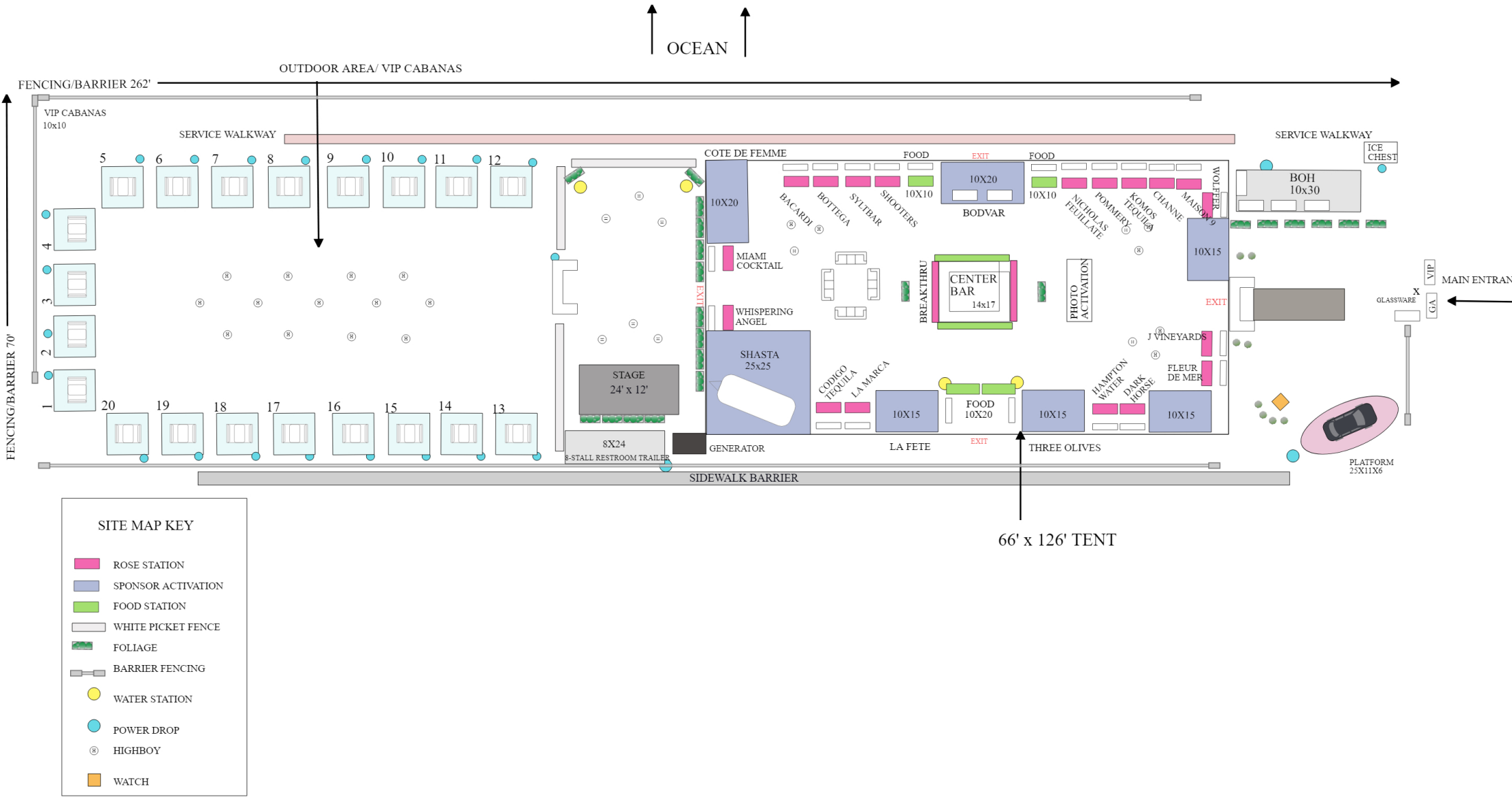
# SEAGLASS

THE FORT LAUDERDALE ROSÉ EXPERIENCE

PRESENTED BY



**NOTABLES:**    **Chef Dean Max** (*DJM Restaurants*)  
                  **Chef José Mendín** (*Pubelly*)  
                  **Chef Paula DaSilva** (*Ritz Carlton Fort Lauderdale*)  
                  **Chef Nicole Rhone** (*Hilton Fort Lauderdale Beach Resort*)  
                  **Chef Taek Lee** (*Takato*)  
                  **Steve Martorano** (*Café Martorano*)  
                  **Belkys Nerey** (*WSVN-TV*)  
                  **DJ Anna de Ferran**, and more!





## SEAGLASS EXPERIENCE 2022 MARKETING / ADVERTISING OVERVIEW

### **MARKETING OVERVIEW:**

The overall marketing plan is to bring out of town visitors and locals to the 2022 Seaglass Experience, by building anticipation, creating awareness, and launching a pre-sale ticket campaign that starts on October 1, 2021. The Seaglass marketing team, along with the **Alchemy Agency** and **Aqua Marketing**, will implement local & statewide strategies along with efforts placed in feeder markets on the East Coast and in the Midwest:

1. Ad placements (print and digital)
2. Editorial coverage
3. Boosted social media posts
4. Web banners for partner websites
5. Street banners
6. Display signage at sponsor locations
7. geotargeting/geofencing campaigns
8. Collateral distribution in the Fort Lauderdale Beach area
9. Billboard advertisements (located on Griffin Road & I-95)  
First Run: October 15, 2021 – November 15, 2021  
Second Run: December 15, 2021 – January 15, 2022

Editorial coverage will include published articles in Venice Magazine, purchased ad space in print publications that serve the Fort Lauderdale local and travel communities. VIP ticket giveaways will be executed via influencers and with a cross promotion campaign with wine & spirits retailer, Primo Liquors.

### **Hotel Partnerships:**

1. Hotel packages and cross promotion advertising with FTL beach front hotels
2. Seaglass promotion to Hilton Honors members nationwide
3. Ad placement on travel sites
4. Partnership with Greater FTL Convention and Visitors Bureau
5. Travel destination targeted digital advertising in feeder markets

**Digital Advertising for Pre-Sale Campaign**

1. Email campaign to target first-year attendees highlighting the pre-sale campaign. Messaging will emphasize what makes the 2022 Seaglass newer, bigger, better.
2. Include a recap of Seaglass 2020 with photos of Seaglass event goers, sponsors, and activities.
3. Pre-Sale launch starts October 1 to tie into Breast Cancer Awareness Month. Messaging will include the AutoNation DRV PNK campaign to tie into the Seaglass charity partnership.
4. Identify Food/Wine Influencers and partner with them to reshare and post on their IG. Give them promo code to enter when purchasing tickets, they will receive bonuses for each promo code used.
5. E-mail blasts and boosted social media campaign to target Palm Beach/Wellington to Miami Beach and will feature a 60 sec countdown of the Seaglass 2020 video with a new end page pushing to Seaglass site. CTA: Tag the friend you want to Rose the Day away with. (messaging)

**TICKET SALES MARKETING TIMELINE****First Day Of Ticket Sales:**

- Event will be added to all community event calendars.
- First Social Post to be shared on Partner's Social Media (Hilton/ AutoNation)
- A countdown clock will be added to Seaglass/Venice websites counting down to event.

**October: Week 2:**

- IG/FB post featuring a carousel of images of 2020 fun. Begin Social Media 'Giveaway': Win 2 Tickets to Seaglass 2022
- CTA: Like post, tag a friend, and follow Venice Mag, Seaglass, Primo and any other partners.

**October Week 3:**

- Announce winner, encourage ticket purchase. Tease November giveaway.
- Get approval for street banners from City and get design approved and banners ordered.
- Place Seaglass signage at all South Florida Primo Locations.
- Finalize feature in Venice Winter Issue about Seaglass.
- Finalize Billboard design(s) for Clear Channel.

**October: Week 4:**

- Coordinate with partners, advertisers, and sponsors to have signage at their locations.
- Utilize partnerships with Chamber and Local Alliances to share information about event on social / sites.

**Boat Show: 10/28-11/1**

- Table tents and coasters will have QR Codes linking to Seaglass site / Tickets.
- Video running at Boat Show will feature Sizzle Reel including Seaglass and Venice.
- Distribute Seaglass Flip Flops at Boat Show.

- Seaglass Signage at Boat Show.
- Sell tickets to the event at Boat Show via card readers.
- Distribute flyers w/ Seaglass info and QR Code to site.
- Capture emails at event.

**November:**

**Purpose:** Continue to build awareness and drive ticket sales via partnerships with all sponsors.

- Digital Banners to run on sponsor websites w/ link to Seaglass site.
- Street Banners to go up along A1A and Las Olas. (City of Ft Laud partnership)
- Partners will send out eblasts with Seaglass information and highlight their participation in the event.
- Begin 2<sup>nd</sup> Social Media Giveaway: Swag Bag and tickets for two to Seaglass. CTA: Tag who you're grateful for, like the post, and follow Venice Mag, Seaglass, Primo and any other participating partners.
- Focus on Food: Social and Email campaign will begin rolling out images of food at Seaglass. Spotlighting Chefs and brands while tying into Seaglass wines and foods.
- Buy ad on Nextdoor in all targeted areas.
- First billboard goes up.

**DECEMBER:****Holiday Messaging:**

- Email / Social: Give the Gift of Rose All Day: Create printable gift cards for the last-minute Holiday Shopper.
- Partner with Primo to create a basket of select featured Seaglass Rose with a local delivery option for recipient.
- Continue sharing new highlights from brands on social and tagging all involved.
- Share sneak peek of Swag Bag items on social. Push ticket sales.

**WINTERFEST:**

- Providing swag and giveaways for participating boats.

**JANUARY:**

**Purpose:** To Create a sense of Urgency

- Campaign will build on the existing line up of brands, entertainment and overall experience.
- Spotlight entertainers who will be performing on social and have them also share the information with their followers.
- Individual social posts featuring wines / chefs on social media.
- Running 2<sup>nd</sup> Billboard.

**ONE WEEK OUT:**

**Purpose:** Push ticket sales via Social / Eblast / TV.

- Boost social within target radius.
- Coordinate with Deco to tease the event.
- Set up Visit and Live Shot with Deco Drive on Friday, Jan 21 as event is set up.
- Bites with Belkys with Chef DaSilva to promote culinary and wine pairings: One week prior to event.

Mercedes-Benz & **AutoNation**

SEAGLASS<sup>TM</sup>  
THE FORT LAUDERDALE ROSÉ EXPERIENCE

PRESENTED BY



January 21-23, 2022

[seaglassexperience.com](https://seaglassexperience.com) | @SEAGLASSEXPERIENCE





# THE EXPERIENCE

SEAGLASS is hosted by Venice Magazine the premier lifestyle publication in Fort Lauderdale. This three-day event will immerse guests in a one-of-a-kind experience on the sands of Fort Lauderdale Beach with the Atlantic Ocean as its backdrop.

- Expanded footprint for Fort Lauderdale Beach takeover with projected attendance at 2,400
- Live music and culinary pairings from celebrity chefs
- 30+ exclusive rosé varietals plus wine, spirits and beer
- Brand and culinary activations showcased throughout the weekend



Your support brings us  
one step closer to  
driving out cancer  
through AutoNation's  
DRV PNK initiative.



Friday, January 21  
6:30pm Cabana Entry  
7pm-10pm SEAGLASS After Dark

## WHEN + WHERE

Saturday, January 22  
11:30am Cabana Entry  
12pm-3pm Main Event  
7pm-11pm Moss Late-Night Party

Sunday, January 23  
12:30pm Cabana Entry  
1pm – 4pm Main Event

Each ticket into Seaglass is an invitation to an immersive rosé paradise unlike anything you've ever seen — sea breezes, sand beneath your feet, tropical aromatics and all the rosé and pink beach vibes you can imagine. The sprawling beachfront setting filled with indulgent fun and more than 30 rosé varietals and more than 20 winemakers, spirit producers, chefs and notable luminaries is all-inclusive with this ticket.

## PARTICIPATING CHEFS



NICOLE RHONE



DEAN MAX



JOSÉ MENDÍN



PAULA DASILVA



STEVE MARTORANO



BELKYS NEREY



TAEK LEE

CAM 22-0001  
Exhibit 2  
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## WINE + SPIRITS

Bacardi Rum  
Bodvar  
Bottega Rosé  
Channé Rosé  
Codigo Tequila  
Cotes de Femme  
Rosé  
LaFete Rosé  
LaMarca Rosé  
Maison #9 Rosé  
Miami Cocktail Company  
Nicolas Feuillate

Dark Horse Rosé  
Fleur De Mer Rosé  
Florida Craft Beer  
Hampton Water  
J Vinyards Brut Rosé  
Komos Tequila  
  
Pommery Champagne  
Shooters Pink Flamingo  
Rosé  
Syltbar Rosé  
Three Olives Vodka  
Wölffer Estate Rosé  
Whispering Angel Rosé



# STRATEGIC INITIATIVES FOR INCREASED VISITORSHIP & REVENUE

- Leverage GFLCVB to promote Seaglass Experience through strategic marketing initiatives to target core audiences in the respective feeder markets.
- Partnerships with drive market travel services and connecting transportation offerings to drive demand to the Greater Fort Lauderdale area.
- Local hotel and restaurant partnerships and in-store promotions.
- Increased commerce on Fort Lauderdale Beach with visitors and residents spending at beachfront restaurants, stores, and other local businesses.
- Cross-promotional opportunities with key retail partners expanding on experiential reach (i.e., ticket promos, co-branding, pop-up events, VIP/member incentives, food/wine pairings, etc.)

# MARKETING THE EXPERIENCE

## Traditional Marketing, Public Relations and Advertising

- OOH, Radio, Broadcast, Print, Digital
- Media Sponsorships
- Sponsored Content and In-Depth Editorial
- Media Relations (trend stories and evergreens)
- Leveraging brand ambassadors and influencer marketing
- Targeted outreach in lifestyle, luxury, culture and travel publications

## Drive Markets

Miami  
West Palm Beach  
Boca Raton  
Naples  
Pompano Beach

## Feeder Markets

New York  
Hamptons  
DC  
Chicago  
New Orleans



*Transforming  
Fort Lauderdale Beach into a  
Rosé Paradise*



# BID BRANDING

The Marketing & Advertising plan for Seaglass includes opportunities for the BID logo to be included in print and digital advertising as well as on Seaglass collateral, event signage, and website. New in year 2022 are in room amenities for registered Seaglass guests at participating hotels. Guests that identify the Seaglass code upon registering will receive a VIP in-room amenity that will include a custom mini bottle of rose among other items.

## BID Branded Merchandise

1. BID custom item included with in-room VIP amenity at select beachfront hotels.
2. BID logo on Seaglass event wristbands.



SEAGLASSEXPERIENCE.COM | @SEAGLASSEXPERIENCE | JANUARY 21-23, 2022

Mercedes-Benz & AutoNation  
**SEAGLASS**  
THE FORT LAUDERDALE ROSÉ EXPERIENCE

PRESENTED BY  
**Hilton**  
FORT LAUDERDALE  
BEACH RESORT



**JANUARY 21-23**

BUY TICKETS NOW AT SEAGLASSEXPERIENCE.COM

VENICE VISIT LAUDERDALE EVERYONE UNDER THE SUN CITY FURNITURE DRIVE PINK DRV & PNK AutoNation ft beach Discover. Stay. Dine. Play.





*Thank You!*



*Pinkalicious vibes all weekend long with exclusive beach beats*





Partner / Location	Deliverables	Run Dates	CTA
<b>SEPTEMBER</b>			
Hilton	Hilton Web/Print/Social/Elevator video	Oct 1-Jan 21	Awareness/TicketSales/Traffic
AutoNation	Social	Oct 1-Jan 21 / ongoing	
CVB / Acqua	Social / Site / Eblast	Oct 1-Jan 21	
Print Ads: TBD	Travelhost / Modern Luxury	Dec/Jan	
Sponsor Shares	All Wine Sponsors (Digital)		1-Oct
Influencers	Influencer Digital Posts / Boosts		27-Sep Awareness/TicketSales/Traffic
Printed Coasters	Coasters w/ Logo / QR Code	For use everywhere	
LYC Beach Club Signage	Printed / Social / Eblast		
Press Release	Sent out 10.13 via Newswire / Alchemy		14-Oct Awareness/TicketSales/Traffic
Event Calendars	Digital Post / Event Description	Oct 1-Jan 22	Awareness/TicketSales/Traffic
Beaux Arts Signage	Signage / Flyers / Mags / Emails		
Winterfest	Social / Signage / Add'l touchpoints?		Awareness/TicketSales/Traffic
Charity Guild Event	Signage / Flyers / Emails		14-Oct Awareness/TicketSales/Traffic
Next Door	Paid Digital Post		1-Oct Feeder markets Awareness
Google Ads	Boosted Posts	Oct 1-Jan 21	
I heart Radio	Radio Spots / Barter	Oct 1-Jan 21	
<b>OCTOBER</b>			
Press Release	Sent out 10.13 via Newswire / Alchemy		14-Oct Awareness/TicketSales/Traffic
VIP Dinner	Eblast		1-Oct Awareness / Share
Digital Billboard	Billboard	Oct 14 - ?	Awareness
Primo Liquors	POS Flyers / POS Signage w QR code	Oct 1-Jan 22	Awareness / Ticket Sales
Boat Show	Flyers / Signage / Video Loop	Oct 1-Jan 22	Awareness / Ticket Sales
Venice/SG Web Banner	Website / Social	Oct 1-Jan 22	
AutoNation	Social	ongoing	
Cross promo w/ current advertisers	Web/Social / Eblasts	Oct 1-Jan 22	
Street Banners	Banners	Dec 21-Jan 21	Awareness
Social Media Boosts	As identified		Feeder markets / Awareness / Sales
Google Ads	Boosted Posts	Oct 1-Jan 21	
Wilton Manors targeted ads	Flyers / Signage / Pride Partners		
Hotel partner / Promo Codes	Partner hotel promo code campaign	Oct 15 - Jan 15	Buy Now / Save on Hotel Stay
GeoTargeted/Programatic Ads	TBD		Feeder markets
<b>NOVEMBER</b>			

Brightline	Digital / Eblast	Nov 1-Jan 23	Awareness/TicketSales/Traffic
Dinner Save the Date	Evite		13-Oct
Dinner: Printed Invitation	Design and send to printer	send out 3 weeks prior	
Venice Fall Party / Westin	Signage/flyers at event		20-Nov
Gratitude Campaign	Digital / Eblast		16-Nov Charitable Giving

DECEMBER	Deliverables	Run Dates	CTA
Venice/Seaglass Eblast/Website			
Street Banners	20 Lightpole banners on A1A / Las Olas	Dec 21-Jan 21	Awareness / Ticket Sales
Venice Web Banner	Website / Social	through Jan 22	Give the Gift of Rose
Eblast	Digital / Eblast		16-Nov Charitable Giving
Deco Drive Teaser	TV Segment		Event Awareness / Tickets
Venice Feature / Digital / Social	Feature story	Dec 1-Feb	Event Awareness / Tickets
Holiday Gift Campaign	Digital / Eblast	Dec 5-30	
New Year Campaign / Jan Push	Digital / Eblast	Jan 1 - Jan 22	Ticket push
JANUARY	Deliverables	Run Dates	CTA
Eblast	Digital / Eblast		16-Nov Charitable Giving
Seaglass Branded Signage	Banner for Event		
Seaglass Event Signage	Bathroom Signage		
Venice Web Banner	Website / Social	through Jan 22	
SG Social Countdown	Social	Jan 1 - Jan 22	Immediacy
SG Winners Announced	Social		15-Jan TicketSales/Traffic
Deco Drive Segment	TV	Jan 21-23	TicketSales/Traffic

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**SEAGLASS**  
THE FORT LAUDERDALE ROSÉ EXPERIENCE

PRESENTED BY



**Hilton**  
FORT LAUDERDALE  
BEACH RESORT



**JANUARY 21-23**

**BUY TICKETS NOW AT SEAGLASSEXPERIENCE.COM**

**VENICE**



**VISIT  
FORT LAUDERDALE**  
EVERYONE UNDER THE SUN

**CITY**  
FURNITURE



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