



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

## GRANT APPLICATION

1. Legal Name of Applicant ( First Name, Sur Name):

Lisa Scott-Founds

2. Registered business name and Form of Business Entity (a–c):

a. Registered Business Name:

Winterfest, Inc.

b. Is the company doing business under another name, if yes, list name(s):

NA

c. Mark (X) near applicable business structure:

☐ -Sole Proprietorship

☐ -Partnership

☒ -Corporation

☐ -S Corporation

☐ -Limited Liability Company (LLC)

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

Lisa Scott-Founds ; President/CEO

4. Name of Event/Project/Proposal:

Winterfest Parade Viewing & Festival (open to the public to purchase tickets )

5. Location of Event – Provide description and location map or site plan:

Las Olas Intracoastal Promenade Park

6. List all the dates associated with this event:

a. **Set-up date(s):** 12/10/2021

b. **Event date(s):** 12/11/2021

c. **Break-down date(s):** 12/12/2021

7. Hours of Operation: 4-11pm

8. Projected attendance: 3000+

9. Cost to attendees: \$20 adult, \$10 children 10 years and younger (this the lowest ticket price that will be offered. \$25 and \$15 will be regular price and we will offer \$5 discounts

10. Total Cost of Event: \$150,000

11. Amount Requested from BID: \$25,000



BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

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

Fencing, security, restrooms, sanitation, cleanup, promotions, brochures, marketing, logistics, police detail, Fire/EMS, Television, newspaper, magazines, social media, Entertainment, power, lighting, tents/tables/chairs, barricades, traffic signage.

**13. List other Revenue Sources (*other than amount requested from the BID*). If requesting funds elsewhere, indicate organization name, amount requested, and status of requested funds.**

Corporate sponsorship- amounts vary, ongoing effort. As of 8/2/21- commitments from Lacroix, Stella Artois, Florida Panthers, we are still seeking sponsors

**14. Proposed Activities Planned (Attach a narrative if necessary):**

Live Music, food and beverages for purchase, sponsor activations, sampling, vendor booths, children's activities, Boat Parade viewing, festival atmosphere

**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 to 5 years. Attach a narrative if necessary.**

The Parade is a 50 year old event and viewing locations have been a big part of the celebration. A change of venue with adjacent parking is a tremendous appeal to our audience and will make access to the event inclusive. This area will be the largest organized viewing area along the 12 mile parade route. It will be highlighted and featured thru out our advertising campaign. The new location will be highlighted to ensure the public knows our change of venue. Area will also be the only organized Viewing for residents & Tourists alike. We intend to work with all the area hotels on the beach and restaurants to create a program to encourage people to stay and play. We are walking distance to those locations. (see attached program suggestion)- the Hilton Fort Lauderdale is committed already assist with outreach, we are working with FLRA, Beach Council, Broward Tourism Coalition for additional outreach for this program). This will be tracked thru a unique ticket code.

**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 benefit found in Ordinance C-06-34, Section 1.04(A)(2), by increasing number of visitors to the BID District.**

Winterfest as a whole has an economic impact of 50 million dollars to the Greater Fort Lauderdale Economy annually. We will be incorporating this area and appropriate language to include the BID and the area in a 3 million dollar advertising campaign from October-December. This will bring attention to the area and promoting the businesses including hotels and restaurants by offering a package we will promote (such as: a weekend stay will include viewing tickets to this area- same as program in #15) . This information is available now for accessing and sending us the promotion to make live on our site. It will be sharable for all participants in program. Cross promoting is in our branding efforts drawing people to the area that may not



## BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

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otherwise be aware of it. We encourage the BID to activate at the event, further promoting their initiatives and providing special benefits to the assessed properties of the Beach Business Improvement District. We will encourage Economic development by assisting in business attraction, promote local businesses and destinations (hotels, shops, restaurants); generate increased economic activity; generate a clean, safe environment for visitors, improve quality of life within the region; establish Fort Lauderdale Beach as a premier resort destination; increase tourism in the area; expand business revenue and increase economic growth; enhance the attractiveness of the district; create a unique sense of place for visitors to enjoy.

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 will be ticketed, we will have reporting on actual attendees and where they are from. We will hire Touchpoll (professional polling company) to survey guests, professional photographs of the area will be taken and we will provide a recap of the campaign elements related to this particular event/location.

18. 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.

We will promote with the Advertising campaign as indicated above, this location will also be included in our 1 hour television special that is produced in cooperation with WSVN Channel 7, aired 5 times locally and also in Boston. Additionally, picked up by Bally (formerly Fox Sports) and aired in 35 additional markets. This will shine a bright light on the area. There are additional marketing/branding opportunities within Winterfest such as a boat in the parade (not included in this ask, but a variety of options available for discussion).

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

We have television spots promoting the area for ticket purchase on WSVN Channel 7, spots on iheart radio, magazine ads and distributed heavily thru social media in addition to 100,000 brochures, newsletters/souvenir journals direct mailed and also sent digitally to 150,000. All will include the Promenade Park viewing location. This is heavily included in our advertising/marketing campaign valued at 3 million dollars. This campaign begins in October.

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



## GRANT APPLICATION

☒ **A. THE BID LOGO**

WILL BE INCLUDED IN ALL ADVERTISING AND MARKETING EFFORTS FOR THE EVENT IN LOCATIONS AND IN PROPORTION WITH/OTHER 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**

OF ASSOCIATING MEDIA, MARKETING AND ADVERTISING TO ENSURE ACCURACY.

☒ **C. OPPORTUNITY FOR ONE 10X10 FOOTPRINT AT THE EVENT. THE BID IS**

RESPONSIBLE FOR PROVIDING ALL DÉCOR, RENTAL ( OR COST OR FENTAL) AND STAFFING FOR ITS FOOTPRINT.

**21. Mark [X] if understands and agree with each statement:**

- ☒ - I will request BID Logo in appropriate format for marketing purposes.
- ☒ - I will provide a PowerPoint Presentation of 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 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 schedule City Commission meeting of which this item will be reviewed to answer any questions City Commission may have.
- ☒ - If City Commission approves 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:

City of Fort Lauderdale  
City Hall  
C/O D'Wayne Spence, Assistant City Attorney



## BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

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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 end of the event or project, along with supporting documents for expenses detailed in question 12.

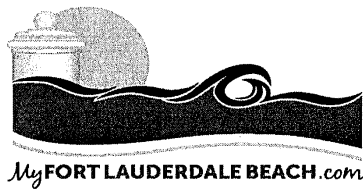
☒ - If City Commission approve BID Funding, and after the event or project is complete, I will provide a post event financial overview powerpoint presentation to the BID Committee.

☒ - 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 a post-event presentation. 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'S CONTACT INFORMATION:**

PHYSICAL ADDRESS: 512 NE 3<sup>RD</sup> AVENUE

FORT LAUDERDALE

ZIP CODE: 33301

OFFICE PHONE: 954-767-0686

CELL PHONE: 954-562-7021

EMAIL ADDRESS: LISA@WINTERFESTPARADE.COM; DAWN@WINTERFESTPARADE.COM

**PRIOR TO SIGNING, MARK [X] TO  
COFIRM COMPLETION OF 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 BID APPLICATION  
AND CITY AGREEMENT.  
(OR)
- ☐ NOT AUTHORIZED TO SIGN AGREEMENT;

**WRITE NAME & POSITION OF AUTHORIZED  
INDIVIDUAL TO SIGN THE GRANT  
PARTICIPATION AGREEMENT WITH THE CITY.**

Name should be the same as →  
question #3

LISA SCOTT-FOUND

APPLICANT FULL NAME (PRINT)

APPLICANT SIGNATURE

Winterfest, Inc.

PRESIDENT/CEO

COMPANY NAME & APPLICANT TITLE

JULY 6, 2021

DATE SIGNED

NAME: LISA SCOTT-FOUND

TITLE: PRESIDENT/CEO

**\*ONLY AUTHORIZED REPRESENTATIVE OF THE COMPANY/CORPORATION APPLYING FOR GRANT FUND  
MAY SIGN APPLICATION. IF APPLICANT DOES NOT HAVE AUTHORITY TO SIGN A BINDING AGRREMENT,  
APPLICANT SHALL PROVIDE NAME AND TITLE OF INDIVIDUAL AUTHORIZED TO SIGN A GRANT  
PARTICIPATION AGREEMENT ON BEHALF OF COMPANY OR CORPORATION WITH THE CITY OF FORT  
LAUDERDALE.**





Winterest Parade Viewing  
 Site Map DRAFT  
 December 11, 2021





## **“Best Show on H2O”**

### **JOIN THE CELEBRATION!**

There are all sorts of ways to be a part of Winterfest!

From entering a boat promoting your business to supporting Winterfest Events.

Businesses can also show their support inexpensively by donating items to the Winterfest online auction and/or offering a discount to customers using a promo code to celebrate Winterfest's 50<sup>th</sup> Anniversary!



*Winterfest 2021*

**PARADE DATE  
DECEMBER 11, 2021**





**HELP US CELEBRATE 50 YEARS - PROMOTE YOUR BUSINESS WITHIN WINTERFEST**

**BROWARD COUNTY RESTAURANTS, HOTELS, ATTRACTIONS, BUSINESSES**

**IT IS AS EASY AS ONE, TWO –**

### **1. WINTERFEST'S 50<sup>th</sup> ANNIVERSARY WITH OUR GOLDEN PROMO CODE**

Opportunity to be a part of Winterfest's 50<sup>th</sup> Celebration as an inclusion on the website. Approved Broward County businesses will be listed with their promotion on our Website. Our social media will be promoting visitors and residents to visit the page to take advantage of the offers.

The Winterfest® 50<sup>th</sup> Anniversary Campaign will encourage cross promotions throughout Broward County. The Winterfest team along with various other hospitality committee members are in the preliminary promotional stages. We are working to encourage restaurants and hotels in the area to promote the anniversary and play off the 50 years (ie. **WF50 promo code** gives the user 50% off / \$50 off, or other discounts on their purchases). Discounts are to be valid from June-December 2021. Any restrictions must be submitted prior to your company being listed on the site.

Our Facebook Page alone has over **40,000 FANS**.



### **AND 2. WINTERFEST ONLINE AUCTION**

#### **THE PERFECT ONLINE HOLIDAY SHOPPING EXPERIENCE:**

The Online Auction annually hosts over 200 spectacular Items which include hotel rooms, dinners, etc. Supporters of the auction reap the benefits of a three-month online promotion with attendees of the Black-Tie Ball as well as online shoppers seeing their logo, photos, etc. within the online auction pages.

Our social media drives traffic to the auction pages. Minimum donation of \$100 has your logo and photo on the auction pages. Donation of \$1000 or more gives your company additional exposure on social media.

### **OTHER OPTIONS?**

**HOST A WINTERFEST HAPPY HOUR ...**

**HOTELS SUPPORT OUR WINTERFEST WEEKEND VACATION CAMPAIGN**

**OWN A BOAT? JOIN THE PARADE AND BE A FLOATING BILLBOARD FOR YOUR BUSINESS**

Own a 20, 40 or 60 ft boat? If you can decorate it with lights and add a sign – your boat becomes a floating billboard for your company in the Parade. Entry fees for boats with corporate signage start at \$250. It's a great way to be a part of the community and promote yourself.

Don't have a boat? Contact Winterfest for information on charter vessels. We do everything from charter, catering and hire the decorators – so you and your guests can just walk on and enjoy the ride.

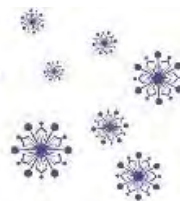
**WANT MORE FROM WINTERFEST?** Contact our office – there are so many possibilities.





# WINTERFEST

## BOAT PARADE



## WANT MORE FROM WINTERFEST?

### Join Our Corporate Team of Partners

Join our team of Corporate Partners and reap the rewards of a family tradition with an annual advertising campaign valued at more than 3 million dollars. The **50th annual Winterfest Celebration featuring the Seminole Hard Rock Winterfest Boat Parade**, is an internationally recognized event that historically reaches a live audience in excess of **1,000,000 people** (pre-Covid numbers) in one day along the 12-mile parade route, while reaching millions more with our one-hour television special. Winterfest is the perfect organization to brand your company while showing goodwill to the community at large.

Call **954-767-0686** today to find out about partnerships that give you the opportunities to engage in our overall event campaign.

CELEBRATIONS – PARTNERSHIPS – COMMUNITY – BE A PART OF IT  
WINTERFEST 2021



Launch Party



Family Fun Day



Black Tie Ball



Grand Marshal Reception



VIP Area



Seminole Hard Rock  
Winterfest Boat Parade



Parade Viewing Area



Captain's Meeting



Captain's Cup



Volunteer Party



#### **OCTOBER-DECEMBER 2021 MARKETING FOR THE PARADE VIEWING AREA:**

##### **PRINT:**

**150,000 Newsletters:** 4-Page Newsletter and 12-Page Newsletter which will be distributed within the following magazines via direct mail (Dade, Broward and Boca/Delray Lifestyle residents.) in October and November:

1. Las Olas – Fort Lauderdale, Laud By The Sea, LHP, Pompano, Deerfield, Hillsboro
2. Boca/Delray
3. Coral Springs/Parkland
4. Weston/SW Ranches
5. West Broward – Plantation, Davie, Cooper City, West Miramar, Pembroke Pines
6. Aventura
7. Doral
8. Pinecrest/Coral Gables

**100,000 Brochures:** 20-page brochure distributed throughout the tri-county within businesses such but not limited to the Seminole Hard Rock Hotel & Casino, select Publix Supermarkets, local hotels, restaurants, festivals, fairs, Fort Lauderdale International Boat Show as well as Visitor Welcome Centers on the Turnpike.

##### **TELEVISION:**

A minimum of forty (40) :15 / :30 promotional spots on WSVN Channel 7 (FOX)

**RADIO:**

A minimum of (20) Fifty :15 / :30 promotional *radio spots* and give-a-ways promoting the area in the tri-county area.

**DIGITAL:**

**EBLASTS & E-NEWSLETTERS:** Lifestyle Magazine targeted Eblast to 150K  
30 year old + Florida resident database

**MAGAZINE DIGITAL VIEWERSHIP** (from Lifestyle Magazine): Digital Viewership is estimated at 560K in November and December.

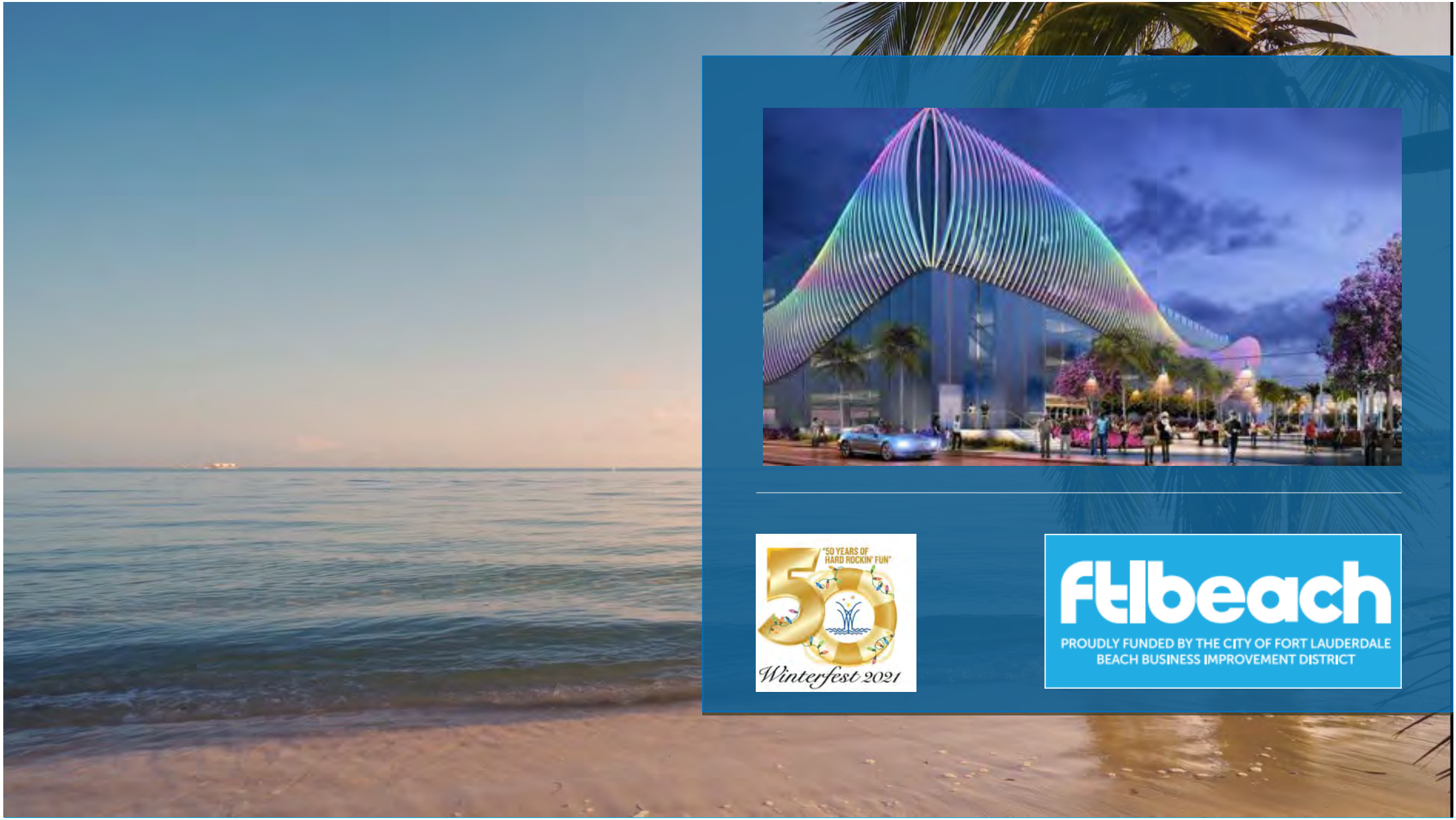
**HANDSHAKE and other CROSS PROMOTIONS** with Parade Supporters on Facebook and other Social Platforms.

**FACEBOOK:** Event Page created for the Viewing Area. Promoting our sponsors.

**STAY AND PLAY:** A minimum of eight (8) Digital Promotions Posts on multiple social media platforms promoting to Stay in BID Area Hotels, enjoy restaurants in the areas and watch the Parade.

**STAY AND PLAY:** A minimum of four (4) Digital Promotions Posts on multiple social media platforms promoting to Stay after the Parade for the Concert and enjoy a night at a local BID Area Hotels.







## WINTERFEST PARADE VIEWING AREA

On Las Olas Boulevard and the Intracoastal

## BEACH – PARADE – NIGHTLIFE – STAY

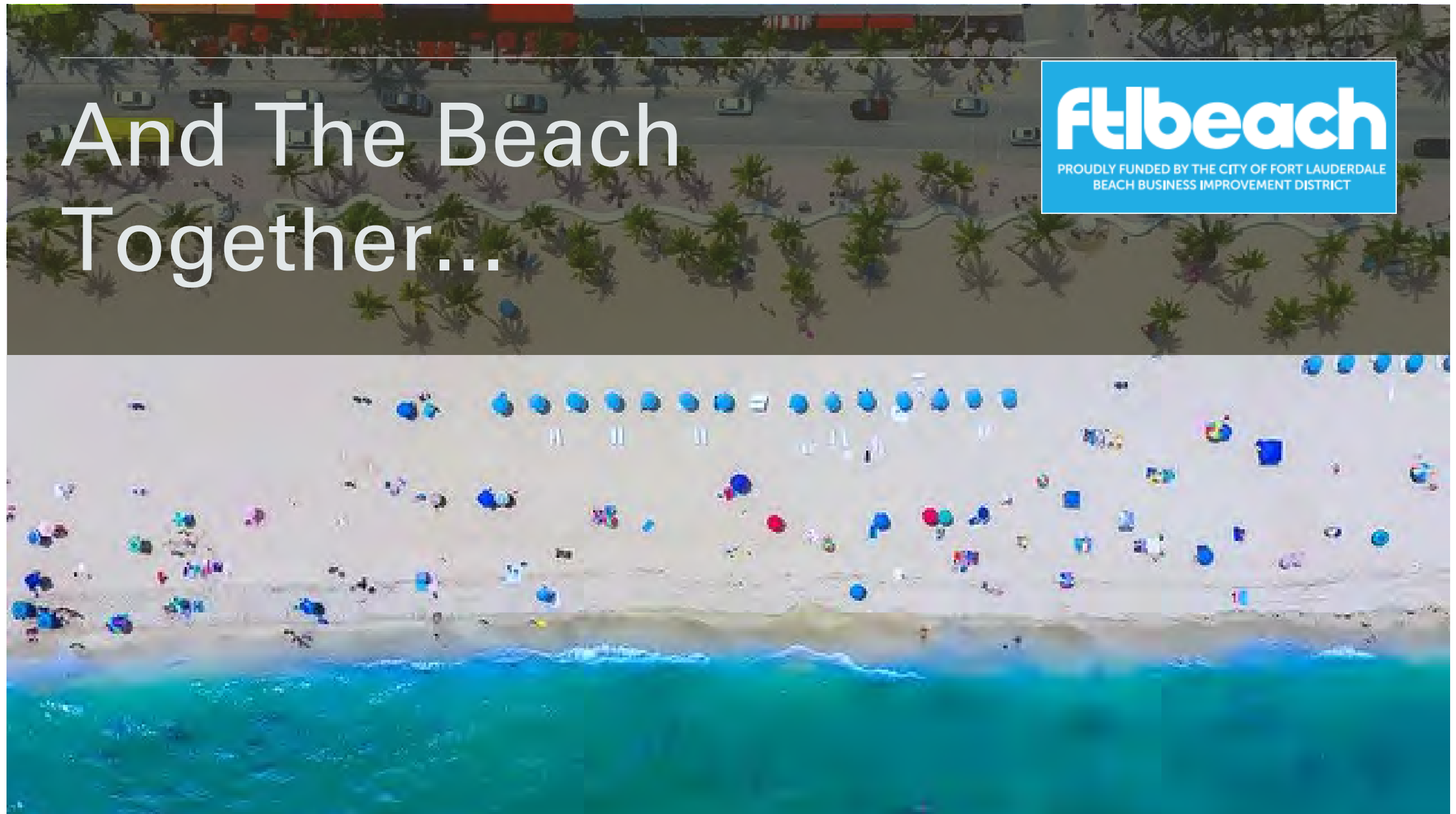
Campaign to Brand – Promote - Connect the new Parade Viewing Area walking distant to Fort Lauderdale's Beach and Intracoastal Attractions





# The Intracoastal





# And The Beach Together...

**ftlbeach**

PROUDLY FUNDED BY THE CITY OF FORT LAUDERDALE  
BEACH BUSINESS IMPROVEMENT DISTRICT



# Celebrate Winterfest







## "Party in the Park" Parade Viewing Area

CAMPAIGN –  
PARADE VIEWING AREA



This is the **LARGEST** organized viewing area along the 12-mile Parade Route scheduled on **DECEMBER 11, 2021**

**NEW LOCATION FOR 2021** with Garage Parking and easy access to the beach before or after the Parade. The Winterfest Parade Viewing Area is the prime location to view the Parade, located east of Las Olas Bridge – Promenade Park. Approximately **4,000** guests will be able to easily park, spend a day at the beach and a night in our gated viewing area with entertainment, food and fun. This area is a festival within the event with an assortment of interactive games, hospitality, vendors, food and beverages for purchase. A stage with live entertainment and Santa Claus will be on hand for photos. **Entertainment will continue after Parade passes.**

**TELEVISION VIGNETTE:** Guaranteed image of BID activation in our one-hour Winterfest television special in the vignette (subject to final editing by WSVN). ***\*PLEASE NOTE:*** This one-hour television special is produced in cooperation with WSVN Channel 7 (South Florida FOX Affiliate with 1.5 million household viewers). In 2020, the Winterfest special aired five times in South Florida, twice in the Boston market on **WHDH-TV** and **WLVI-TV**. In addition, it aired seven times on FOX Sports Florida (now Bally's Sports) which is available to 7.1 million households in and outside of Florida.



# Parade Viewing Area

SAFETY

“Stay Healthy During the Holidays”

## HEALTH AND SAFETY NOTE:

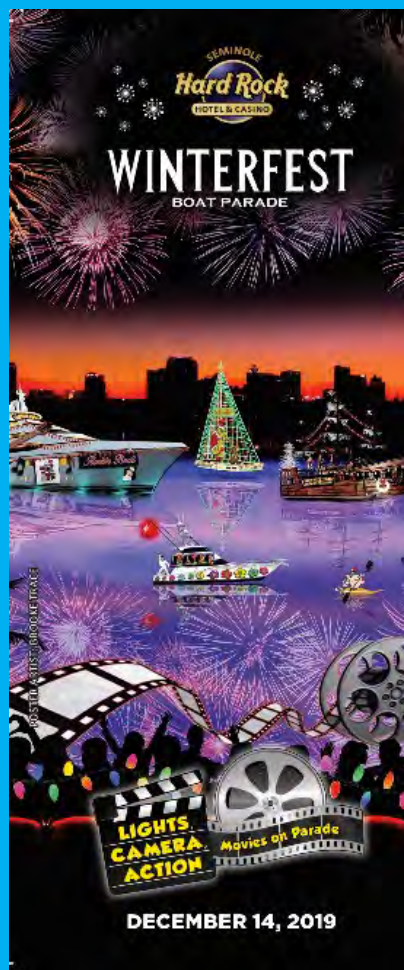
Winterfest will follow CDC COVID-19 guidelines. We will continue to evaluate leading up to our event. It is during this outdoor event that Winterfest will promote a “Stay Healthy during the Holidays” environment.

## PLEASE NOTE:

- The Parade Viewing Area is an outdoor event.
- The arrival experience into the area will be as contactless as possible.
- Parade Viewing Area has contactless tickets / digital ticket scanning
- Chairs will be available to attendees and comfortably placed to view the Parade.
- Hand sanitizing stations will be available throughout the area.
- Fully attended and sanitized restrooms will be placed at this outdoor location. Sanitation will be continuous during the event.
- All ticket purchasers will be required to acknowledge ticketing/attending terms & conditions disclaimer. The link will be included on all credentials, tickets and select signage displayed at events.
- Staff/Volunteers will adhere to guidelines.







Sample pages from 2019 campaign

**PARTY IN THE PARK**  
See Bret Michaels from the Best Seats on the Parade Route!

**SEMINOLE Hard Rock HOTEL & CASINO WINTERFEST BOAT PARADE**

**BROWARD HEALTH**

**GRANDSTAND VIEWING AREA**

Presented by **FLORIDA**

December 14th - gates open at 3:30 p.m.  
at Hugh Taylor Birch State Park

**AUTHORIZED TICKET LOCATIONS**

**crown** **Hard Rock** **Total Wine**  
also sports general **HOLLYWOOD, FL** **SPIRITS • BEER & MORE**

Seminole Hard Rock Hotel & Casino Front Desk,  
Winterfest Office, online, mail or phone

Take in the Parade's sights and sounds from the best seats on land!  
All seats are **reserved and assigned**  
Culinary Courtyard presented by  
plenty of food and beverages for sale

**Live Entertainment on the Fort Lauderdale Stage**  
Featuring **Breeze**

**Commentary by BIG 105.9**

**FESTIVAL ATMOSPHERE**  
Photos with Stanley Panther and Santa  
Engage with a variety of vendors and charity groups.  
Interactive games

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## Parade Viewing Area and Festival

## CAMPAIGN – PRINT - BROCHURE

**SEMINOLE Hard Rock HOTEL & CASINO WINTERFEST BOAT PARADE**

**TITLE SPONSOR**  
Seminole Hard Rock Hotel & Casino

**OFFICIAL SPONSORS**  
BROWARD  
BNC 105.9  
Fifth Third Bank, South Florida  
HeartMedia, Inc.  
NewsRadio 10 WOOD  
Paul Casanova Show  
Republic National Distributing Company  
Riverside Hotel  
Southwest Airlines®  
Brooke Trice, Poster Artist  
WSWV Channel 7  
YTDI

**MEDIA PARTNERS**  
Blacker-South Florida  
Blue Track Production  
Dena Drive  
Dining Direct  
Eye On South Florida.com  
Fort Lauderdale Media Associates, Inc.  
FOX Sports Florida  
Go Riverwalk Magazine  
Gold Coast Magazine  
Lifestyle Media Group  
Quadrant One  
South Florida Luxury Guide  
Sun Sentinel Media Group  
TMN Magazine  
Travelhost Magazine of Greater Fort Lauderdale  
Yellow Cab Magazine

**FOUNDING SPONSORS**  
City of Fort Lauderdale  
Greater Fort Lauderdale Chamber of Commerce  
Marine Industries Association of South Florida  
HEALTHSPOT of the Palm Beaches and Greater Fort Lauderdale

**EVENT SPONSORS**  
1000 Bunt  
Alfa Romeo of Fort Lauderdale  
Bahamas Paradise Cruise Line  
Broadway Across America  
Broward College  
Broward Health  
DEX Imaging, Inc.  
Fertus of Fort Lauderdale  
Fidelity Investments  
Florida Panthers  
Fort Lauderdale Marriott Harbor Beach Resort & Spa  
Gray Robinson Attorneys at Law  
Greater Fort Lauderdale Convention & Visitors Bureau  
Hilton Fort Lauderdale Marina  
Historic Stranahan House Museum  
Holly Cross Hospital  
Hortwin Communications  
Hugh Taylor Birch State Park  
Joe DiMaggio Children's Hospital  
La Croix  
Mancini Dubiel Equine  
Masters of Fort Lauderdale  
Nova Southeastern University  
Palm Sands Resort  
Publix Super Markets, Inc.  
South Florida Fair  
Stella Artois  
Saver Cinema  
Sylvester Comprehensive Cancer Center  
Tingano  
UBS Financial Services - The Gartner Financial Team  
Ultimate Software  
Universal Property & Casualty Insurance Co.

**BOAT PARADE SPONSORS**  
AARP South Florida  
ACR Electronics, Inc.  
AquaFlight  
Bahamas Ministry of Tourism & Aviation  
Baha Mai Fort Lauderdale Beach  
Ben's Barricades  
BNI  
Catholic Health Services  
Chenoweth S.A., Inc.  
City of Dania Beach  
Dania Ponto  
Dynamic Effects & Fireworks Co.  
FPC  
Image 360 - Lauderdale  
The Galleria at Fort Lauderdale  
Water Taxi

**CONTRIBUTING SPONSORS**  
All My Gains Moving & Storage  
Belcampers  
Cape Ken Bowling  
Can Workplaces  
Carroll's Jewelers  
Cathy & Larry Donelle  
Crisley Productions, Inc.  
Crazy About Costumes  
Crown Wine & Spirits  
Deno Productions  
Downtown Salons  
Herbal Cinnamon Whiskey  
GPO Photography  
Gutta, Shurt and Co. CPAs, Inc.  
Harbor Nails & Beauty  
I LOVE ITT Events LLC  
King Intelligence and Security Services, Inc.  
Light FX Pro  
Museum of Discovery & Science  
Panta Interactive  
Pat Anderson, Artist  
Medi-Lab Expert.com  
Northwestern Mutual  
Popcorn  
Pleasanto  
Piazza Italia Restaurant  
Prohibition Sports & Entertainment, LLC  
Remy Martin  
Riverside Fort Lauderdale, Inc.  
Rock with Entertainment  
S.M.A.R.T. Graphics  
Seminole Tribe of Florida  
Sixth Star Entertainment & Marketing, Inc.  
Shepherd's Distributing Company  
Solis Corporation  
The Bahamas  
The Las Olas Company  
Three Olives Vodka  
Total Wine & More  
Two Men and a Truck  
Van Der Valk  
Vip Fort Lauderdale  
Zink & Co.  
Zola Reiter

**OPERATION ASSISTANCE**  
Broward Amateur Radio Club  
Broward County Board of County Commissioners  
BSO Marine Unit  
City of Fort Lauderdale Dockmaster  
City of Fort Lauderdale Parks and Recreation  
Florida Department of Transportation  
Fort Lauderdale Police Department  
Fort Lauderdale Police Marine Unit  
United States Coast Guard

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### PRINT: LOGO IN BROCHURE

### 100,000 BROCHURES:

20-page brochure distributed throughout the tri-county within businesses such but not limited to the Seminole Hard Rock Hotel & Casino, select Publix Supermarkets, local hotels, restaurants, festivals, fairs, Fort Lauderdale International Boat Show as well as Visitor Welcome Centers on the Turnpike.





# Parade Viewing Area and Festival

CAMPAIGN –  
PRINT - MAGAZINE

PRINT: LOGO PLACEMENT IN AD

## MAGAZINE AD

Logo inclusion in a minimum of one (1) Advertisement (ie. Lifestyle, Go Riverwalk, Gold Coast) Ad placement in October or November issue. Circulation range from 15,000 to 150,000.



**SEMINOLE Hard Rock WINTERFEST BOAT PARADE**

**WINTERFEST WHITE PARTY**  
GRAY ROBINSON ATTORNEYS AT LAW | MARRIOTT RESORT FORT LAUDERDALE HARBOR BEACH  
OCTOBER 26th

**Joe DiMaggio Children's Hospital FAMILY FUN DAY**  
Publix. NOV. 24th

**SEMINOLE Hard Rock WINTERFEST BLACK TIE BALL**  
PRESENTED BY Ford | DECEMBER 7th

**SEMINOLE HARD ROCK WINTERFEST GRAND MARSHAL RECEPTION**  
DECEMBER 13th | 2019 Grand Marshal BRET MICHAELS

**PARTY IN THE PARK**  
DECEMBER 14th

**SPONSORS:** WSVN, 100, PAUL, REPUBLIC NATIONAL DISTRIBUTING, LIFESTYLE, SOUTHWEST, FIFTH THIRD BANK, AUTHORIZED TICKET OUTLET, NEW YORK.

**LIGHTS CAMERA ACTION** Movies on Parade  
DECEMBER 14, 2018

**DATES TO REMEMBER**

**OCT. 26 - GRAY ROBINSON, P.A. WINTERFEST WHITE PARTY**  
Hosted by Fort Lauderdale Marriott Harbor Beach Resort & Spa. Featuring delights from Plaza Italia and other top chefs' choice. Poster Unveiling - Brooke Trace, artist - Bahamas Paradise Cruise Line Junkanoo Welcome. Become a Sponsor - Get Invited!

**NOV. 24 - JOE DIMAGGIO CHILDREN'S HOSPITAL WINTERFEST FAMILY FUN DAY PRESENTED BY PUBLIX**  
FREE fun for kids of all ages! Polar Experts, face painting, sampling, massages, Cathy & Larry Daniels' Pet Rescue Row and much more. Photo ops with Santa. Free giveaways and Live Entertainment.

**DEC. 7 - SEMINOLE HARD ROCK WINTERFEST BLACK TIE BALL PRESENTED BY FORD**  
Spirits from Republic National Distributing, Co. and Magic Carpet Reception, Fidelity Investments Silent Auction and special performances from the Broadway Musical "Disney's Aladdin."

**DEC. 10 - CAPTAIN'S MEETING PRESENTED BY INFORMIA**  
Hosted by Hilton Fort Lauderdale Marina. Raffle items for Parade participants.

**DEC. 13 - SEMINOLE HARD ROCK WINTERFEST GRAND MARSHAL RECEPTION**  
This is a private reception to honor our Grand Marshal Bret Michaels. Synchronize Competitive Cancer Center is Ambassador. Become a Sponsor - Get Invited! Concert Tickets are available to the public: online at [www.mysfml.com](http://www.mysfml.com).

**DEC. 14 - GRANDSTAND VIEWING AREA "Party in the Park"**  
Soda, Artist Culinary Court, Live Entertainment and activities. ALL SEATS RESERVED AND ASSIGNED at Hugh Taylor Birch State Park.

**DEC. 14 - VIP VIEWING AREA PRESENTED BY HOLY CROSS HOSPITAL**  
Hosted by the Riverside Hotel and Stranahan House. Become a Sponsor - Get Invited!

**DEC. 14 - SEMINOLE HARD ROCK WINTERFEST BOAT PARADE**  
48th Annual Holiday Parade - "LIGHTS, CAMERA, ACTION... MOVIES ON PARADE!" Highlights: Grand Marshal Showboat (Tickets on sale) featuring our host city - City of Fort Lauderdale. Showstopper entries sponsored by WSVN, Southwest Airlines, Tampa Times City of Greater South, PFL, Republic National Distributing Co., AARP, Live Nation by Catholic Health Services, GLOVES Underground and more. Vote for your favorite entry to win on the Winterfest App!

**JAN. 30, 2020 - CAPTAIN'S CUP AWARDS RECEPTION**  
Hosted by the Greater Fort Lauderdale Broward County Convention Center.

**MARCH 2020 - VOLUNTEER PARTY**  
Hosted by Timpane

**EVENT & TICKET INFORMATION**  
954-767-0686  
WinterfestParade.com

**Become a Sponsor - Get Invited!**  
Contact Lisa @ WinterfestParade.com  
#WinterfestFL19

Download our Winterfest App  
USA Today's Readers' Choice  
10 Best - Holiday Festival

**SEMINOLE Hard Rock WINTERFEST BOAT PARADE**

**LIGHTS CAMERA ACTION** Movies on Parade  
SATURDAY DECEMBER 14

**TURN YOUR BOAT INTO A FLOAT**  
Enter your boat for as little as \$35  
KAYAKS • MOTOR BOATS • SHOWBOATS  
PRIVATE • CORPORATE • NONPROFIT  
BE A STAR - DEC. 14TH

**DON'T HAVE A BOAT?**  
Watch the Parade from the  
**BROWARD HEALTH GRANDSTAND AREA**  
Grandstand Reserved and Assigned Seats are \$25-\$30

**DON'T MISS A SINGLE WINTERFEST CELEBRATION**

**Joe DiMaggio Children's Hospital FAMILY FUN DAY**  
NOV. 24th  
FREE FUN FOR EVERYONE

**SEMINOLE Hard Rock WINTERFEST BLACK TIE BALL**  
PRESENTED BY Ford | DECEMBER 7th

**VISIT WINTERFESTPARADE.COM or CALL 954.767.0686 for details**

**SPECIAL THANK YOU TO OUR SPONSORS**

**OFFICIAL BANK OF WINTERFEST**  
FIFTH THIRD BANK

**SPONSORS:** WSVN, 98.9, 100, DOBEL, 1888, SunSentinel.

Sample pages from 2019 campaign



Sample pages from 2019 campaign

# Parade Viewing Area and Festival

CAMPAIGN –  
PRINT - MAGAZINE



PRINT: **LOGO PLACEMENT IN MAGAZINES**

**MAGAZINES WITH WINTERFEST NEWSLETTER INCLUDED IN THE PAGES (each month October AND November) Circulation 150,000 each month:**

October/November distributed within the following magazines via direct mail (Dade, Broward and Boca/Delray Lifestyle residents):

- Las Olas – Fort Lauderdale, Laud By The Sea, LHP, Pompano, Deerfield, Hillsboro
- Boca/Delray
- Coral Springs/Parkland
- Weston/SW Ranches
- West Broward – Plantation, Davie, Cooper City, West Miramar, Pembroke Pines
- Aventura
- Doral
- Pinecrest/Coral Gables





## CAMPAIGN – PRINT - NEWSLETTER

ADDITIONAL PRINTED COLLATERAL WILL BE AVAILABLE FOR DISTRIBUTION TO HOTEL / RESTAURANT ESTABLISHMENTS.







# WINTERFEST

BOAT PARADE



## GRANDSTAND VIEWING AREA

PRESENTED BY 

**GET YOUR TICKET FOR THE PARTY IN THE PARK**

Your ticket includes parking, shuttle to and from the Park and a RESERVED SEAT! Purchasing is as easy as 1, 2, 3.

1. Get your \$5 discount coupon the next time you are at Publix Super Markets (see our website for select locations)
2. Stop by Crown Wine & Spirits, Total Wine & More OR head to Seminole Hard Rock Hotel & Casino Front Desk to get your tickets.
3. You can also enter the discount code online at winterfestparade.com.

The Broward Health Grandstand Viewing Area presented by the Florida Panthers is filled with activities including inflatables, interactive games and give-a-ways. The area will feature the jolly man himself – Santa available for photos!

Live Entertainment on the Fort Lauderdale Stage featuring **BREEZE**

Boat Commentary provided by Big 105.9's Greg 'Toast' Lemega



Hungry? Thirsty? Don't worry, we have you covered! The Stella Artois Culinary Courtyard will have a variety of festival foods, beer, wine and soda for purchase (and some sampling too from LaCroix and other sponsors!).

Scared of the dark? Don't worry – there will be plenty of GLOW fun give-a-ways by Ford.







LIGHTS, CAMERA, ACTION... MOVIES ON PARADE • SATURDAY, DECEMBER 14, 2019 11

Sample pages from 2019 campaign

# Parade Viewing Area and Festival

## CAMPAIGN – ONLINE NEWSLETTER / MAGAZINE

### ONLINE PROMOTIONS: LOGO PLACEMENT IN NEWSLETTER/ONLINE MAGAZINE

**WINTERFEST NEWSLETTER** digital blast to 150,000+ via our Media Partners such as Lifestyle Magazine in November.

**MAGAZINE DIGITAL VIEWERSHIP** (NEWSLETTER inside Lifestyle Magazines): Digital Viewership is estimated at 560K in November and December for EACH issue.

THANK YOU TO OUR SPONSORS:

<p><b>TITLE SPONSOR</b></p>  <p>HOLLYWOOD, FL</p>	<p><b>FOUNDING SPONSORS</b></p>  <p>RAPB + GFLR</p>
<p><b>OFFICIAL SPONSOR</b></p>  <p>FIFTH THIRD BANK</p>	<p><b>OFFICIAL SPONSOR</b></p>  <p>BROOKE TRACE POSTER ARTIST</p>
<p><b>MEDIA PARTNERS</b></p>  <p>DECO</p>	<p><b>MEDIA PARTNERS</b></p>  <p>lifestyle</p>
<p><b>CONTRIBUTING SPONSORS</b></p>  <p>SEA KEY BROS</p>	<p><b>CONTRIBUTING SPONSORS</b></p>  <p>Yelp</p>

THANK YOU TO OUR SPONSORS:

<p><b>EVENT SPONSORS</b></p>  <p>Gray Robinson</p>	<p><b>EVENT SPONSORS</b></p>  <p>Hotwire</p>
<p><b>EVENT SPONSORS</b></p>  <p>Ford</p>	<p><b>EVENT SPONSORS</b></p>  <p>NSU</p>
<p><b>EVENT SPONSORS</b></p>  <p>Hilton</p>	<p><b>EVENT SPONSORS</b></p>  <p>Publix</p>
<p><b>EVENT SPONSORS</b></p>  <p>Timpango</p>	<p><b>EVENT SPONSORS</b></p>  <p>Aqua</p>

# Parade Viewing Area and Festival

CAMPAIGN –  
TELEVISION



Sample commercial

## LOGO INCLUSION

### TELEVISION COMMERCIALS

A minimum of forty (40) :15 / :30  
promotional spots on WSVN  
Channel 7 (FOX affiliate)  
promoting the Parade Viewing Area  
and destination.





## CAMPAIGN –SOCIAL FACEBOOK EVENT

### FACEBOOK EVENT ON WINTERFEST SOCIAL PLATFORM

Event Page will link to the online ticket company and will be updated with parking and tips for Parade Night. This event can be co-hosted to expand promotions. Average people responding to the online event 1.3K and up.

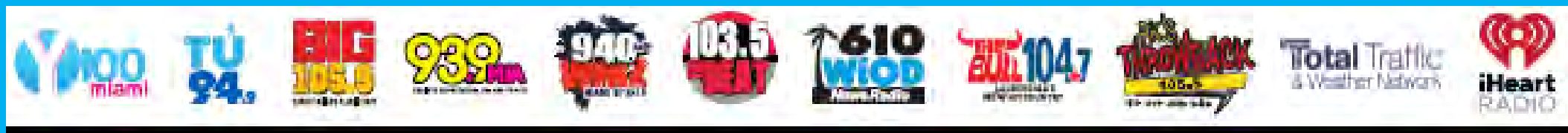


## Parade Viewing Area and Festival

CAMPAIGN –  
RADIO / FB EVENT

### RADIO SPOTS

A minimum of (20) Twenty  
:15 / :30 *radio spots* promoting the  
area in the tri-county area.  
*iHeart Radio supports this  
campaign digitally too.*







**WINTERFEST in JULY**  
**PLAN & SAVE Promo!**  
**\$5 OFF**  
Adult Grandstand Tickets



BLACK FRIDAY / CYBER MONDAY STARTS NOW WITH WINTERFEST:  
Get your tickets to Winterfest Grandstand Viewing Area powered by Ford and SAVE - use code:FORDWF18 click:  
<https://winterfestparade.com/tickets> and save \$5 on adult tickets (tickets will be ONLY \$20pp) OR visit Total Wine & More, Crown Wine & Spirits OR Seminole Hard Rock Hotel & Casino - Hollywood, FL to get physical tickets this weekend! #BackFriday #CyberMonday #WinterfestFL18



## Parade Viewing Area and Festival

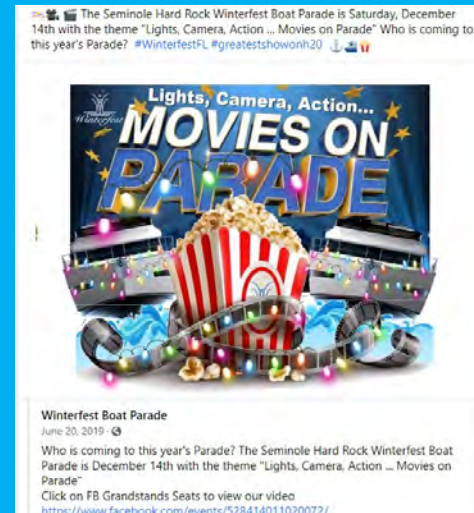
### CAMPAIGN – SOCIAL

#### SOCIAL MEDIA POST

Digital Promotions Post promoting ticket purchase and where to watch the Parade.

**HANDSHAKE and other CROSS PROMOTIONS** with Parade Supporters on Facebook and other Social Platforms.

Promotions will host a variety of sponsors.



Sample social posts and images of the Parade Viewing Area campaign at Hugh Taylor Birch State Park with other sponsors in this area.





# Parade Viewing Area and Festival

## CAMPAIGN – SOCIAL



Winterfest Boat Parade added 141 new photos to the album: Winterfest White Party - 2019 — with Lisa Siegel and Ross Bielejeski at Fort Lauderdale Marriott Harbor Beach Resort & Spa.  
October 27, 2019 · 🌐

GrayRobinson P.A. Winterfest White Party and hosted by Fort Lauderdale Marriott Harbor Beach Resort & Spa featuring delights from top restaurants.

Photos of the distinguished guests and sponsors at the party. - Photos by Howie Grapek, Grapek Photography Online.



SAT, DEC 14, 2019

**New River Patio Party of the Winterfest Boat Parade ~ \$80 pp**

Riverside Hotel, 620 E Las Olas Blvd

☆ Interested

### SOCIAL MEDIA POST

Digital Promotions Post promoting to Stay in BID Area Hotels, enjoy restaurants in the areas and watch the Parade.

**HANDSHAKE and other CROSS PROMOTIONS** with Parade Supporters on Facebook and other Social Platforms.



Social Media Get-A-Way Contest promoting the destination

Sample social posts related to staying in the area and highlighting Parade's title sponsor and other Winterfest Hotel partners.

# “Play and Stay” Branding with Local Businesses

CAMPAIGN –  
SOCIAL



## Historic Stranahan House Museum

335 SE 6th Ave,  
Fort Lauderdale, FL 33301

(954) 524-4736

SAVE \$2 on adult tickets with promo code: **WF50**  
(online savings only / valid thru 12/31/2021)

<https://stranahanhouse.org/admission/>

Get Promo



## Stoked On Salt Online Orders

When ordering, use the promo code **WF50** and receive a **FREE Eco-Friendly SOS Canvas Tote Bag**.

Offer Valid thru December 2021.

<https://stokedonsalt.com>

Get Promo

## STAY and PLAY

BID Partners  
Parade Viewing and  
Hotel Packages  
(details to come)



## WINTERFEST'S 50<sup>th</sup> ANNIVERSARY WITH OUR GOLDEN PROMO CODE:

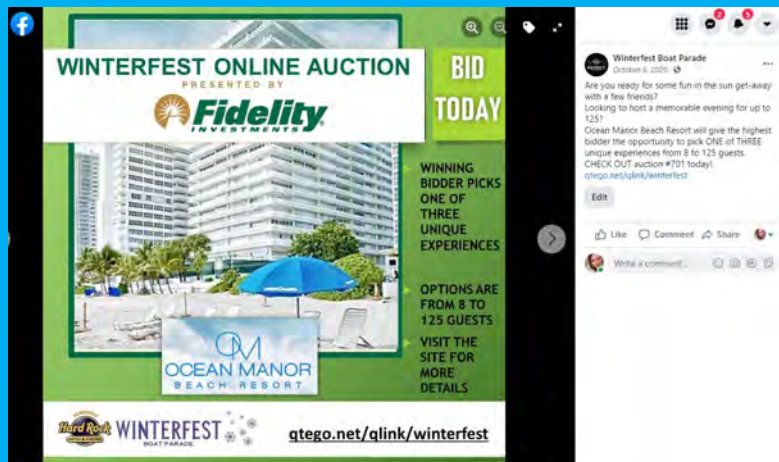
Opportunity to be a part of Winterfest's 50<sup>th</sup> Celebration as an inclusion on the website. Approved Broward County businesses will be listed with their promotion on our Website. Our social media will be promoting visitors and residents to visit the page to take advantage of the offers.

The Winterfest® 50<sup>th</sup> Anniversary Campaign will encourage cross promotions throughout Broward County. The Winterfest team along with various other hospitality committee members are in the preliminary promotional stages. We are working to encourage restaurants and hotels in the area to promote the anniversary and play off the 50 years (ie. **WF50 promo code** gives the user 50% off / \$50 off, or other discounts on their purchases). Discounts are to be valid from June-December 2021. Any restrictions must be submitted prior to your company being listed on the site. Our Facebook Page alone has over **40,000 FANS**.





Sample social posts promoting restaurants and hotels which donated items to the 2020 Winterfest Online Auction.



## “Play and Stay” Branding with Local Businesses

CAMPAIGN –  
SOCIAL

**WINTERFEST ONLINE AUCTION – PROMO LOCAL RESTAURANTS, HOTELS, ATTRACTIONS**

**THE PERFECT ONLINE HOLIDAY SHOPPING EXPERIENCE:**

The Online Auction annually hosts over 200 spectacular Items which include hotel rooms, dinners, etc. Supporters of the auction reap the benefits of a three-month online promotion with attendees of the Black-Tie Ball as well as online shoppers seeing their logo, photos, etc. within the online auction pages.

Our social media drives traffic to the auction pages. Minimum donation of \$100 has your logo and photo on the auction pages. Donation of \$1000 or more gives your company additional exposure on social media.





# 2019 ECONOMIC IMPACT on

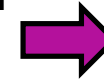


# \$51,438,341



View the 2019  
WINTERFEST  
ANNUAL REPORT

[https://bit.ly/  
2019WFannualreport](https://bit.ly/2019WFannualreport)



## Join Our Corporate Family Today!

Winterfest, Inc. is a 501(c)4 organization 512 Northeast 3<sup>rd</sup> Avenue, Fort Lauderdale, Florida 33060

[Winterfestparade.com](http://Winterfestparade.com)

QUESTIONS? Contact Lisa Scott-Founds, President & CEO

Winterfest, Inc. 954-767-0686

[lisa@winterfestparade.com](mailto:lisa@winterfestparade.com)