



**SPONSORSHIP  
PROSPECTUS**





# WINTERFEST

BOAT PARADE



## "BEST SHOW ON H2O"

Winterfest, best known for its **one-of-a-kind Boat Parade**, brings together our community and visitors worldwide. In 1988, community leaders decided to build upon the popularity of the Boat Parade and create a non-profit organization that would make the Parade and its surrounding events into a world-class extravaganza. Broward County also benefits thanks to Winterfest's economic impact on the community, which is more than **\$50 million annually**.

Winterfest encourages diversity among all Fort Lauderdale cultures, races, and religions. Winterfest has a massive base of 300+ volunteers, supporters, and sponsored by its Board of Directors. Since most Winterfest events are free to the public, sponsorships from local and national corporations and organizations provide the "fuel" to help run all Winterfest festivities. Our sponsors ensure the continued success and future growth of the Winterfest Celebration.

The International Festival and Events Association has named Winterfest **one of the top 20 Parades in the World**. With more than 50,000 parades in the United States alone, this is a huge international honor that places Winterfest in the prestigious company of the Macy's, Mardi Gras, Rose Bowl, and Disney Parades.



# 2024 PARADE BY NUMBERS

The Seminole Hard Rock Winterfest Boat Parade has made an economic impact on Broward County of \$50 million annually.

## Visitors in Parade Viewing

83% First Time Attendees

47% out-of-area / outside Broward County

60% traveled to Broward County specifically for Winterfest



### HOTEL

61% Of out-of-area visitors stayed in a hotel in Broward County

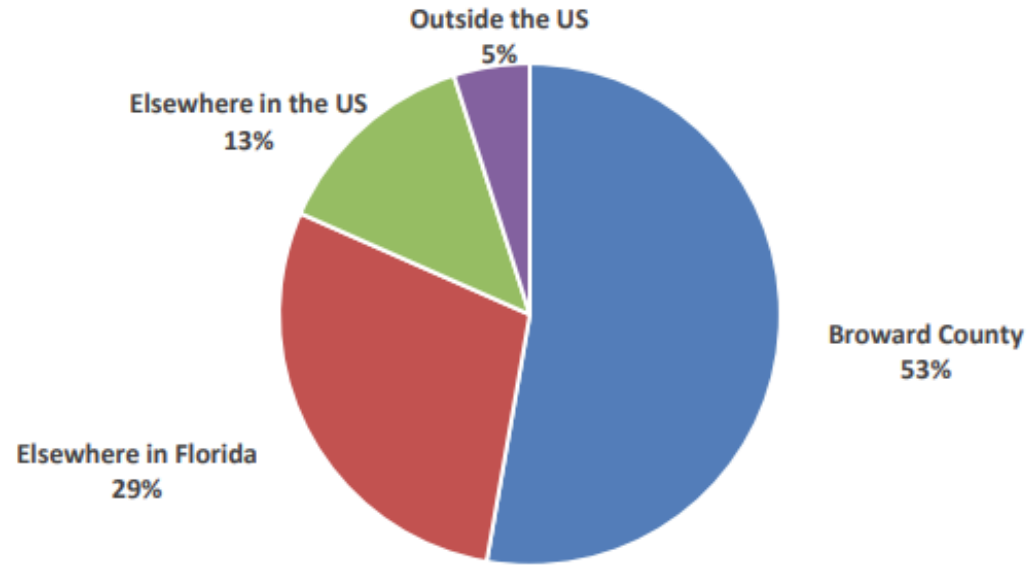
36% stayed 4-7 nights

32% stayed for one night



### CRUISE

8% Of the out-of-area visitors added Winterfest as part of a cruise vacation





# 2024 PARADE BY NUMBERS

The Seminole Hard Rock Winterfest Boat Parade has made an economic impact on Broward County of \$50 million annually.

## Marketing and Promotion

### PROMOTIONAL ADVERTISING

Google Advertising ranges 423K impressions with an average of 16K clicks

### WEBSITE / SOCIAL MEDIA

**Website:** 32-53K a day during December with an average of 1-10K a day

### **Facebook- 41K followers**

yearly average views of posts: 3.9K reach of 2-23K per post

Audience: 71 Women / 29 Men  
Location: 40K United States, followed by Canada, Spain, United Kingdom, Argentina, Italy, Brazil, Mexico, France and

Colombia

**Instagram- 4K followers** with reach approximately 8.8K a month from October – December

**X – 3.5 Followers** with reach approximately 2-12K a month from October – December

Winterfest WEB value alone as **\$4,025,836**

## Earned Media and Publicity Coverage

### TV MEDIA

Reached a United States Potential audience of 7.1 million

Bitner Group tracked WSVN viewers of Winterfest stories as 2,977,323 with a value of \$974,654

### ONLINE MEDIA

Online coverage reached a potential audience of **4.3 million**

- EyeOnSouthFlorida – live stream
- WSN Channel 7 - social media engagement of their followers with Winterfest - 548,000 Facebook, 126,000 Twitter and 58,500 Instagram

UPDATED AS OF 2/4/25





# 2024 PARADE BY NUMBERS

## Marketing and Promotion

### 🎵 PROMOTIONAL ADVERTISING

WSVN Channel 7 Television Special on YouTube:

<https://youtu.be/wZ7aSBUXU2U>

## WINTERFEST® TELEVISION SPECIAL

### ONE HOUR SPECIAL:

Winterfest® Television Special is shared around the state through a network partnership with WSVN (Fox Affiliate) and Bally Sports Sun and is rebroadcast throughout the holiday season.

**SOUTH FLORIDA:** Watch the Winterfest® Television Special on WSVN 7.

Friday, December 20, 2024.....7:00-8:00 PM

Wednesday, December 25, 2024.....5:00-6:00 AM

Wednesday, December 25, 2024.....12:00-1:00 PM

Wednesday, January 1, 2025.....5:00-6:00 AM

Wednesday, January 1, 2025.....12:00-1:00 PM

Check your local listing for the airings on Bally Sports Sun

**BOSTON:** Sister stations will air the Parade.

WHDH - Wednesday, December 25, 2024 10:00-11:00 AM

WLVI - Wednesday, December 21, 2024.....5:00-6:00 PM



# 2024 TELEVISION

## Marketing and Promotion

# VIDEO PROMOTIONS FOR WINTERFEST 2024 ON GOOGLE!

Winterfest 2024 PSA Contest / Spend the Weekend - <https://vimeo.com/1022202357/f5e728fb84?share=copy>





# 2024 PARADE BY NUMBERS

## Marketing and Promotion

### 📣 PROMOTIONAL ADVERTISING

#### RSVP mailed postcards:

**50K** households in Broward County average home value \$725K

**100K** households in Palm Beach with average home value \$852K

#### Outside Tri-County:

- 50K** households in the following markets
- Orlando
  - New York
  - Atlanta
  - North Carolina



### JOIN OUR HOLIDAY CELEBRATIONS



**FAMILY FUN DAY**  
NOVEMBER 24  
FREE Event



**GRAND MARSHAL RECEPTION**  
DECEMBER 13  
Invitation Only Event



**BLACK TIE BALL**  
DECEMBER 7  
Tables of 10 starting at \$4,000



**SEMINOLE HARD ROCK WINTERFEST BOAT PARADE**  
DECEMBER 14  
Tickets 35-\$40

LEARN ABOUT ALL OUR EVENTS





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



# 2024 PARADE BY NUMBERS

## Marketing and Promotion

### 📌 PROMOTIONAL ADVERTISING

#### BROCHURES:

Distribution at Turnpike stops, select Publix locations, hotels, marinas, condos within the tri-county as well as the Fort Lauderdale International Boat Show.

Also distributed digitally.





# 2024 Parade by the Numbers

## Marketing and Promotion

### PROMOTIONAL ADVERTISING

#### NEWSLETTER:

Inserted in 150K Lifestyle Magazines, mailed and distributed throughout the tri-county

Also distributed digitally.

### WINTERFEST BOAT PARADE

PARADE VIEWING AREA

December 14

Location: Las Olas Intercoastal Pierwalk Park, 80 Las Olas Circle, Fort Lauderdale, FL 33301

#### BRIDGE OPENINGS & CLOSINGS

**SATURDAY, DECEMBER 14**

**CLOSURES WILL BE IN EFFECT:**

- Las Olas Bridge (I-95) from 10:00 AM to 1:00 PM
- Las Olas Expressway (I-95) from 10:00 AM to 1:00 PM
- Las Olas Expressway (I-95) from 1:00 PM to 4:00 PM
- Las Olas Expressway (I-95) from 4:00 PM to 7:00 PM
- Las Olas Expressway (I-95) from 7:00 PM to 10:00 PM

**NO PARKING ZONES:**

- Las Olas Bridge (I-95) from 10:00 AM to 1:00 PM
- Las Olas Expressway (I-95) from 10:00 AM to 1:00 PM
- Las Olas Expressway (I-95) from 1:00 PM to 4:00 PM
- Las Olas Expressway (I-95) from 4:00 PM to 7:00 PM
- Las Olas Expressway (I-95) from 7:00 PM to 10:00 PM

#### BRIDGE CLOSINGS FOR ROAD TRAFFIC

| Bridge Name                | Direction  | Time               |
|----------------------------|------------|--------------------|
| Las Olas Bridge (I-95)     | Northbound | 10:00 AM - 1:00 PM |
| Las Olas Bridge (I-95)     | Southbound | 10:00 AM - 1:00 PM |
| Las Olas Expressway (I-95) | Northbound | 10:00 AM - 1:00 PM |
| Las Olas Expressway (I-95) | Southbound | 10:00 AM - 1:00 PM |
| Las Olas Expressway (I-95) | Northbound | 1:00 PM - 4:00 PM  |
| Las Olas Expressway (I-95) | Southbound | 1:00 PM - 4:00 PM  |
| Las Olas Expressway (I-95) | Northbound | 4:00 PM - 7:00 PM  |
| Las Olas Expressway (I-95) | Southbound | 4:00 PM - 7:00 PM  |
| Las Olas Expressway (I-95) | Northbound | 7:00 PM - 10:00 PM |
| Las Olas Expressway (I-95) | Southbound | 7:00 PM - 10:00 PM |

#### EVENT SPONSORS

### WINTERFEST BOAT PARADE

FREE FAMILY FUN DAY

November 24 - 10 AM - 5 PM

Location: Las Olas Intercoastal Pierwalk Park, 80 Las Olas Circle, Fort Lauderdale, FL 33301

#### PERFORMING BY

Joe DiMaggio Children's Hospital

#### IN ASSOCIATION WITH

Las Olas Intercoastal Pierwalk Park

#### ACTIVITIES

- Live music performances
- Face painting
- Clay making
- Arts and crafts
- Games and contests
- Food and beverages

### WINTERFEST BOAT PARADE

DECEMBER 14, 2024

## From Sawgrass to Seagrass: Waves of Holiday Cheer

Join the Winterfest® family as we celebrate the holiday season with the 12-mile Seminole Hard Rock Winterfest® Boat Parade on December 14th!

This year marks the 53rd anniversary of the Winterfest® organization, and we invite you to be part of the festivities. The Parade travels from Downtown Fort Lauderdale to Pompano Beach, making it the largest holiday celebration in Broward County.

The theme for this year, "From Sawgrass to Seagrass: Waves of Holiday Cheer," reflects South Florida's beautiful landscapes, from the Everglades to the ocean, all while embracing the spirit of the holidays. Whether it's paddleboarders, kayakers, pontoons, fishing boats, cabin cruisers, or megayachts, this Parade promises a diverse and exciting display.

Don't have a boat or live nearby? No worries! You can watch the Parade from various spots along the route, including our designated viewing area on the Intracoastal. Plus, the event will be televised and streamed online.

Don't miss out on the fun! Enter your boat, buy tickets, or explore partnership opportunities. Happy Holidays! We look forward to seeing you at the Parade!

Lisa Scott-Forster, President & CEO  
Bill Walker, Chairman of the Board

# 2024 PARADE BY NUMBERS

## Marketing and Promotion

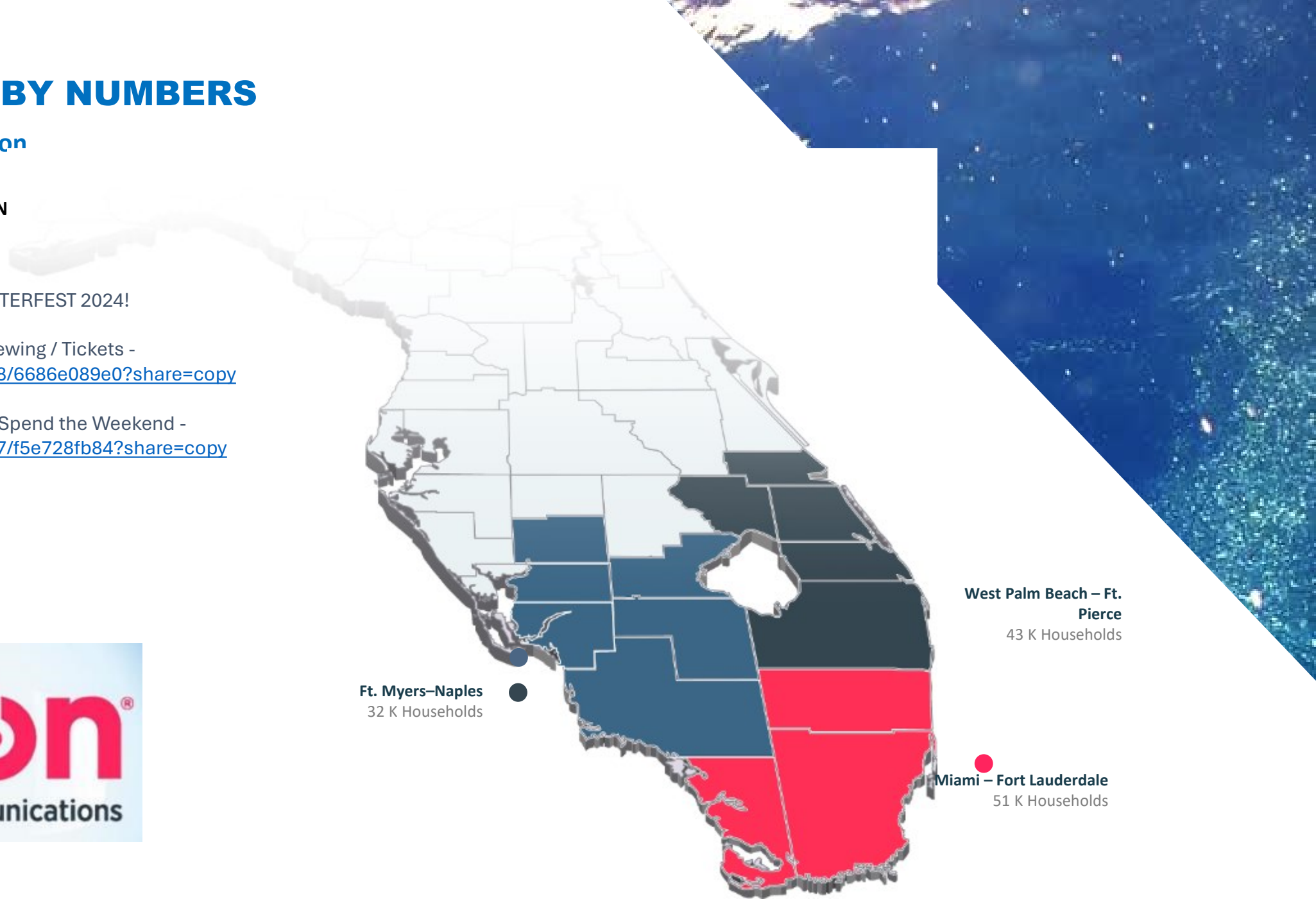
### 📌 PROMOTIONAL ADVERTISING

#### HOTWIRE COMMUNICATIONS

VIDEO PROMOTIONS FOR WINTERFEST 2024!

Winterfest 2024 PSA Parade Viewing / Tickets -  
<https://vimeo.com/1022211628/6686e089e0?share=copy>

Winterfest 2024 PSA Contest / Spend the Weekend -  
<https://vimeo.com/1022202357/f5e728fb84?share=copy>





ClientWinterfest Inc

Start DateTBD

End Date12/14/2024

TargetAdults, Entertainment, Families, Staycation, Boating



MEDIA

Schedule

Digital Reach Schedule

| Date Range     | Impressions | Targeting  | Rate | Investment   |
|----------------|-------------|--|------|--------------|
| TBD - 11/24    | 175,000     | <u>FAMILY FUN DAY</u> :: Broward County, South Palm<br>Families with Children - RETARGETING  |      |              |
| TBD - 12/14    | 300,000     | <u>PARADE TICKETS VIEWING AREA</u> :: Broward County, South Palm<br>Entertainment, Event Seekers, Holiday, Boating, Festival Attendees                               |      |              |
| TBD - 12/14    | 1,000,000   | <u>CONTESTING OUT OF MARKET CAMPAIGN</u> :: NE Area Audience (NY, NJ, Penn), GA, TX, Tampa<br>Targeting Sweepstake Intenders, Travel Intenders, Holiday Entertainers |      |              |
| TBD - 11/30    | 150,000     | <u>BOAT ENTRIES</u> :: Broward County Only<br>Behaviors & RETARGETING  |      |              |
| TBD - 12/14    | 150,000     | View Thru Conversion Pixel<br>used as neededto be  |      |              |
| 12/1 - 1/15/24 | 75,000      | <u>ART ENTRIES</u> :: Broward County Only - Elementary School Age (Parents)  |      |              |
| 1,850,000.00   |             |  |      | \$ 16,650.00 |

# 2024 PARADE BY NUMBERS – SOCIAL SAMPLES

# GET TICKETS NOW!

SEMINOLE

Hard Rock

HOTEL & CASINO

WINTERFEST

BOAT PARADE

DECEMBER 14



Nicklaus Children's Health System

PARADE VIEWING AREA



FOOD • DRINKS • LIVE ENTERTAINMENT  
PARADE SEATING • FUN FOR THE ENTIRE FAMILY











DEVICE ID:  
Impressions 116,421  
Clicks 162  
CTR 0.14%

SOCIAL:  
IG giveaway:  
- 278 link clicks  
- 8,377 people reached  
- 11,568 impressions  
- 37 likes  
- 91 comments  
- 19 shares  
- 8 saves

FB:  
Parade Viewing  
- 340 link clicks  
- 10,527 people reached  
- 13,986 impressions  
- 28 interactions  
- 2 shares  
- 2 saves

IG:  
Parade Viewing  
- 223 link clicks  
- 7,322 people reached  
- 9,092 impressions  
- 59 likes  
- 29 shares  
- 15 saves

Direct link to purchasing tickets: <https://www.squadup.com/events/nicklaus-childrens-hospital-parade-viewing>

Link to the Event Page: <https://winterfestparade.com/events/parade-viewing-area>



# GET TICKETS NOW!

SEMINOLE

Hard Rock

HOTEL & CASINO

WINTERFEST

BOAT PARADE

DECEMBER 14



Nicklaus Children's Health System

PARADE VIEWING AREA



FOOD • DRINKS • LIVE ENTERTAINMENT  
PARADE SEATING • FUN FOR THE ENTIRE FAMILY













SPECIAL GIVEAWAY  
- 2 tickets for Parade Viewing  
with 2 people under 18  
Winners by random drawing  
Winners by random drawing  
Winners by random drawing













# 2024 PARADE BY NUMBERS – SOCIAL SAMPLES

**WINTERFEST**  
BOAT PARADE

**FREE EVENT**

PRESENTED BY

Joe DiMaggio Children's Hospital

**FAMILY FUN DAY**

PRESENTED BY

ESPLANADE PARK

**NOV. 24 | 10 A.M - 3 P.M.**

DECEMBER 7, 2024 | 6 PM - MIDNIGHT

Tables of 10 start at \$4,000

**WINTERFEST**  
BOAT PARADE

**TICKETS \$35-\$40**

Nicklaus Children's Health System

**PARADE VIEWING AREA**

**DECEMBER 14**





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

**WINTERFEST**  
BOAT PARADE

**TICKETS \$35-\$40**

Nicklaus Children's Health System

**PARADE VIEWING AREA**

**DECEMBER 14**





Digital banners on Travel and Breaking News

**WINTERFEST**  
BOAT PARADE

**GET TICKETS NOW!**

**DECEMBER 14**

Nicklaus Children's Health System

**PARADE VIEWING AREA**

**TICKETS \$35-\$40**



FOOD • DRINKS • LIVE ENTERTAINMENT • PARADE SEATING  
FUN FOR THE ENTIRE FAMILY



# AWARDS, HONORS AND ACCOLADES

Between 2023-2024, The Seminole Hard Rock Winterfest Boat Parade received numerous industry awards for excellence.

## 2024 Florida Festivals and Events Association SUNsational

The Florida Festival and Events Association has named Winterfest to its top 20 Parades in the World. With more than 50,000 parades in the United States alone, this is a huge international honor that places Winterfest in the prestigious company of the Macy's, Mardi Gras, Rose Bowl and Disney Parades.

### Winterfest, Inc. - Christmas In July

**1st Place-** Social Media Advertising Campaign

### Seminole Hard Rock Winterfest Black Tie Ball

**2nd Place-** Tickets & Invitations

### Seminole Hard Rock Winterfest Boat Parade

**1st Place-** Promotional / Marketing Poster

**1st Place-** Promotional Mailer

**1st Place-** T-Shirt

**2nd Place-** Billboard / Signage

**2nd Place-** Instagram

**3rd Place-** Event Recap / Annual Report

**3rd Place-** Television

### Winterfest Foundation Student Art Exhibit

**3rd Place-** Community Outreach Program

## 2024 International Festivals and Events Association Pinnacle Awards

The International Festival and Events Association has named Winterfest to its top 20 Parades in the World. With more than 50,000 parades in the United States alone, this is a huge international honor that places Winterfest in the prestigious company of the Macy's, Mardi Gras, Rose Bowl and Disney Parades.

### Winterfest, Inc.

#### Seminole Hard Rock Winterfest Boat Parade

Fort Lauderdale, FL, United States

**Gold** - Best Newspaper Insert

**Silver** - Best Promotional Brochure

**Silver-** Best Single Magazine Display Ad

**Bronze** - Best T-Shirt Design

## 2023 Southeast Festivals & Events Association

### Kaleidoscope Awards

#### Silver

Best Television PSA

Best Promotional Poster

## Additional Honors

BizBash has announced its list of Top 100 Events in Miami/South Florida and has named Seminole Hard Rock Winterfest Boat Parade to this exclusive list

Winterfest has won various USA Today 10Best Readers' Choice Award Contest in Travel and Parades.



**BIZBASH**





# THEME ROLL OUT



## AUGUST 27, 2025

Hosted by: **Savor Cinema**

Join us as we unveil the official theme for the **2025 Seminole Hard Rock Winterfest Boat Parade** — “Yacht Rock of Ages”

FREE and open to the public

This Happy Hour-style event will give Parade Participants, Sponsors, and the Community a **sneak peek** at what's in store for the iconic Parade on **December 13**. Come enjoy cocktails, entertainment, and the smooth sounds of Yacht Rock while mingling with fellow supporters and Winterfest fans!

### HAPPY HOURS:

- June 18 – Il Lugano
- August 27 – Theme Roll Out/Savor Cinema
- September 17 – Galuppi's
- November 18 – Mai Kai

Each event is free and open to the public – perfect for networking, celebrating, and supporting Winterfest all year long!

# THEME ROLL OUT



## COMMITTED PARTNERSHIPS

Host: Savor Cinema

## AVAILABLE PARTNERSHIPS

Welcome Reception:  
\$5,000

Movie Montage

Sponsor: \$4,000

Entertainment Sponsor  
at Reception: \$2,500







## LAUNCH PARTY

This event is by invitation only and sponsorship is your ticket in. The Winterfest® Launch Party with a “Platinum Record Rewind” theme was the kick-off event for the 2024 Winterfest Season. This exclusive party is for sponsors, community leaders, Winterfest board of directors and media partners. WSVN, as well as our print sponsors add to the already extensive media coverage. Culinary creations and craft cocktails will be cleverly mixed with entertainment, fashion, music, and Parade highlights. The primary benefit of this sponsorship is the opportunity to showcase your community involvement to the “Who’s Who” in Greater Fort Lauderdale and beyond.





Available Sponsorships for 2025

# LAUNCH PARTY



## COMMITTED PARTNERSHIPS:

**Host:** Fort Lauderdale Marriott Harbor Beach  
Hotel & Spa

**Liquor:** Republic National Distributing  
Company

**Featured Restaurant:** Casa Calabria

**Entertainment:** Ocean Manor

**Photo Booth:** Water Taxi

**Bling:** Carroll's Jewelers

**Sparkling:** LaCroix

## PENDING PARTNERSHIP

**Presenting:** GrayRobinson, P.A.

**Beer:** Stella Artois

## AVAILABLE PARTNERSHIPS:

**Welcome:** \$10,000

**Valet Sponsor:** \$2,500





## FAMILY FUN DAY

This free event was created to provide **family fun** to the community that supports our efforts and will feature a variety of activities geared for the entire family. Attendees will have the opportunity for photos with Santa, ride an electric train, polar bear express super slide, face painting, balloon art, interactive games, free bicycle helmets from the Epilepsy Alliance, activities from Broadway Across America, Museum of Discovery and Science, Pet Rescue Row, SOS Conservation Village, Food Trucks, Snow Mountain, and samplings, live entertainment and so much more!

This event has boasted in excess of 70+ vendors and activities, and 5,000+ guests consistently since its inception in 1998.





Available Sponsorships for **2025**

# FAMILY FUN DAY



## COMMITTED PARTNERSHIPS

**Title:** Joe DiMaggio Children's Hospital  
**Conservation Village:** SOS (Stoked On Salt)

**Activations:** Fifth Third Bank, South Florida Ford, Ave Maria

**Sparkling:** LaCroix

**Snow Mountain:** Broward College

## PENDING PARTNERSHIPS

**Presenting:** Publix

**Pet Rescue Row:** includes kissing booth

**Activations:** Sunshine Health, Preferred Travel, Raising Canes

## AVAILABLE PARTNERSHIPS

**Sampling Activation/Display**

**Opportunities:** \$5,000





Hard Rock  
**WINTERFEST**  
BLACK TIE BALL  
PRESENTED BY  
Broward Health







## SEMINOLE HARD ROCK WINTERFEST BLACK TIE BALL

Seminole Hard Rock Winterfest Black Tie Ball is set in a surrealistic atmosphere with theme decor reflective of special performances direct from the Broadway Production (Special thank you to Broadway Across America). Attendees enjoyed beverages from our exclusive distributor: Republic National Distributing Company, while dressed in formal wear. Over 1250 guests danced and were entertained throughout the night. Tagged as the largest Broward County holiday gala, the ball is the most elegant of our festivities and the highlight of Fort Lauderdale's social season. 2024 Theme: Disney's The Lion King.





Available Sponsorships for 2025

# BLACK TIE BALL



## COMMITTED PARTNERSHIPS

**Title & Host Location:** Seminole Hard Rock Hotel & Casino

**Presenting:** Broward Health

**Liquor:** Republic National Distributing Company

**Silent/Live Auction:** Daoud's Jewelry

**Welcome Reception:** Hotwire Communications

**Qtego Online Sponsor:** Carr Workplace, ComSys

## PENDING SPONSORSHIPS:

**Qtego Online Sponsor:** Todd Stone Law

**Entertainment:** DEX Imaging

## AVAILABLE PARTNERSHIPS

**Photographer – “You’ve been spotted”:** \$10,000

**Qtego Online Auction (10 Available):** \$5,000-\$8,000

**Table Sponsor:** \$4,000 - \$6,000

**Photo Booth:** \$5,000

**Full Page Ad:** \$1,000



# SKIPPER'S MEETING

December 9, 2025

- This is a mandatory meeting for all Boat Parade participants.
- Captains receive line-up information, along with rules and regulations for the Parade.
- Goodie bags feature great items from our sponsors.
- Approximately 150 Boat Captains and Marine Patrol representatives attend this meeting. Dinner and drinks are provided by the club.





Available Sponsorships for 2025

# SKIPPER'S MEETING



## COMMITTED PARTNERSHIPS

**Host Location:** Suntex Captain's Quarters

**Presenting Co-Sponsor & Gas Card**

**Goodie Bag Sponsor:** Chevron

**In Association:** MIA SF

Water Taxi Fort Lauderdale

**Manual Print Sponsor:** ComSys

## PENDING PARTNERSHIPS

**Presenting Co-Sponsor:** BOW,  
F&J Propeller

## AVAILABLE PARTNERSHIPS

**Video Instructional Sponsor:** \$5,000

**Shirt Sponsor:** \$5,000

**Goodie Bag Co-Sponsors:** \$5,000

**Sampling/Display Opportunities** available

**Skipper's Meeting Revenues and  
Expenses are part of Parade Budget**







## GRAND MARSHAL RECEPTION

This Winterfest Celebration welcomed our Grand Marshals with dignitaries and celebrities at the Seminole Hard Rock Hotel & Casino. This fabulous reception is the prelude to the Parade. Over 500 people were in attendance.





# GRAND MARSHAL RECEPTION



## COMMITTED PARTNERSHIPS

**Title:** Seminole Hard Rock Hotel & Casino

**Liquor:** Republic National Distributing Company

## PENDING PARTNERSHIPS

**Presenting:** Visit Lauderdale, PEO PayGo

**Photo Booth:** Sky Aviation

**Food:** Greater Fort Lauderdale Convention Center

## AVAILABLE PARTNERSHIPS

**VIP Lounge:** \$15,000

**Food**









## SEMINOLE HARD ROCK WINTERFEST BOAT PARADE

An internationally recognized event that reaches a live audience in excess of **1,000,000 people** in one day along the 12-mile parade route while reaching millions more on television. In addition to the evening of the parade itself, we produce a one-hour television special in cooperation with **WSVN Channel 7** (1.5 million household viewers).







## SEMINOLE HARD ROCK WINTERFEST BOAT PARADE

2025 WOW Entries – inquire  
partnership opportunities





Available Sponsorships for 2025

# SHOWBOATS



## COMMITTED PARTNERSHIPS

Amazon Santa Showboat

Fifth Third Bank – GM Showboat

Republic National Distributing Company

**Jr. Captain: TWO MEN AND A TRUCK, FPL**

## PENDING PARTNERSHIPS

**Fireworks:** Bergeron Foundations

**Salute to the Red, White & Blue:** Future Tech

## AVAILABLE PARTNERSHIPS

**Showboats** \$45,000 and up

**Performance Showboat:** (bands on a boat):  
\$35,000

**Rudolph Party Boat:** \$20,000

**Elf Brigade:** \$30,000

**Inquire about our WOW  
entries and how to partner**





PHOTO BY MICHAEL JAMES





## PUBLIC PARADE VIEWING

Las Olas Intracoastal Promenade Park

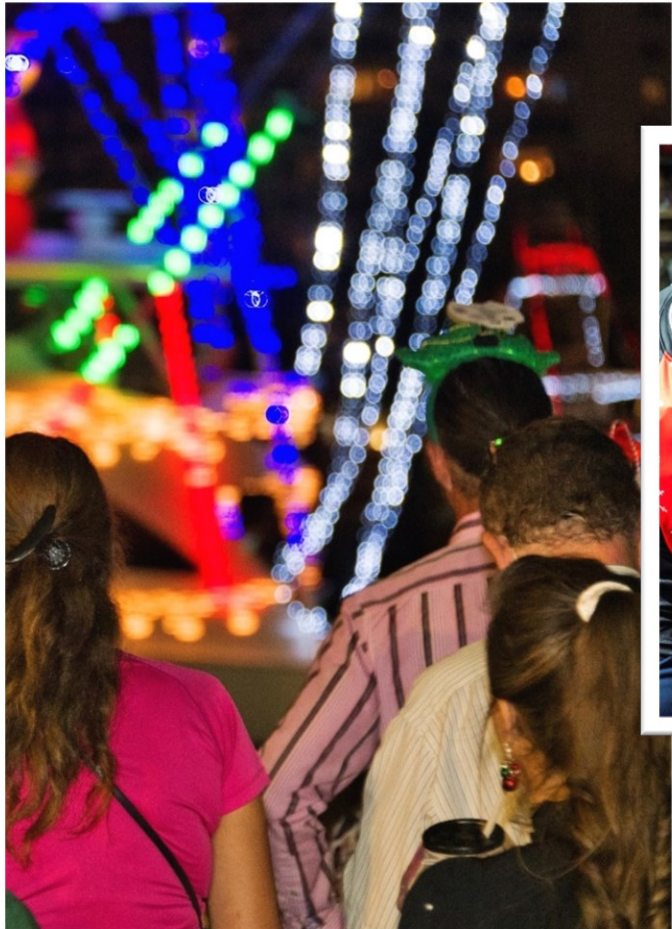
This is the largest organized viewing area along the 12-mile Parade Route

The **2,500+** capacity Parade Viewing Area is the prime location, located on the southeast of Las Olas Bridge. 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. *Live* entertainment will continue after Parade passes.





# PARADE VIEWING AREA



## COMMITTED PARTNERSHIPS

**Title:** Nicklaus Children's Health System

**Commentary:** iHeart Media

**Supporting:** Beach Business Improvement District

**Beverages:** CocaCola, LaCroix

## PENDING PARTNERSHIPS

**In Association:** Florida Panthers  
**Culinary Courtyard:** Stella Artois

## AVAILABLE PARTNERSHIPS

**Stage Sponsor:** \$10,000

**Sampling/Activations/Display Opportunities available:** \$5,000



## VIP VIEWING PARTY

The most prestigious location to watch the Winterfest Boat Parade is the VIP Parade Viewing Area! In recent years, approximately 500 community leaders, dignitaries and Winterfest Sponsors have gathered to enjoy the Parade from the best viewing location in town. Located in the heart of downtown Fort Lauderdale, viewers see the parade close to its start location. This festive event at Tunnel Top Park and the beautiful Stranahan House, includes an open bar and a magnificent buffet catered by our host hotel – The Riverside Hotel and area restaurants. Parade participants pull out all the action aboard their entries since this area is host to television and parade judges.





Available Sponsorships for **2025**

# VIP VIEWING AREA



## COMMITTED PARTNERSHIPS

**Host Location:** Riverside Hotel

**Liquor:** Republic National Distributing Company

**Commentary / Airing of the Parade:**

WSVN Channel 7

**Beverage:** LaCroix

## PENDING PARTNERSHIPS

**Co-Presenting:** NSU, MOSS Construction, Holy Cross Health

**Restaurant Sampling:** Wild Sea, Boathouse, and local restaurants

**Beverage:** Stella Artois

## AVAILABLE PARTNERSHIPS

**Judges Area:** \$5,000

**Decorating Sponsor:** \$5,000

**Restaurant Sampling:** 500 samples



# CAPTAIN'S CUP



## DINNER AND AWARDS RECEPTION

The Venue (pending)

February 2026

Celebration honoring everyone that made the Seminole Hard Rock Winterfest Boat Parade possible.

Boaters and Sponsors are invited to this festive event with dinner, live entertainment, video awards presentation and other highlights of the year.

Approximately 250 in attendance.





Available Sponsorships for 2025

# CAPTAIN'S CUP



## AVAILABLE PARTNERSHIPS

Presenting: \$10,000

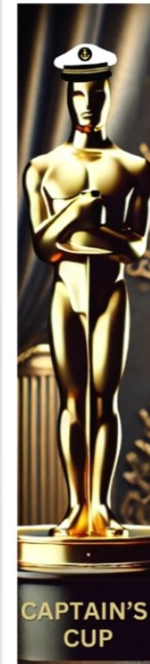
Welcome Reception: \$7,500

Awards: \$5,000

Entertainment: \$5,000

Photography / Photo Booth: \$2,500

Valet: \$1,500







## VOLUNTEER PARTY

This celebratory event honors the people who play a huge role in the success of Winterfest® – our volunteers! Carolyn McLaughlin Spirit of Volunteerism Award winner is announced during the event.



Carolyn McLaughlin was the voice of Winterfest who dedicated decades serving this event.





Available Sponsorships for 2025

# VOLUNTEER PARTY

February / March 2026

This celebratory event honors the people who play a huge role in the success of Winterfest – our volunteers!

Carolyn McLaughlin Spirit of Volunteerism Award winner is announced during the event.

## AVAILABLE PARTNERSHIPS

Host Location

Presenting: \$8,000

Swag Bag: \$3,000





# WINTERFEST 2024 POSTER ARTIST



## CARLOS SOLANO

Internationally recognized and locally renowned artist, Carlos Solano, was selected as the poster artist of the 2024 Seminole Hard Rock Winterfest® Boat Parade. Solano's vibrant artwork, embodying this year's theme "From Sawgrass to Seagrass: Waves of Holiday Cheer," was unveiled at the much-anticipated "Winterfest® Launch Party" on Friday, Oct. 19, 2024.

This marks the first time Solano has been honored with this role, highlighting his unique and colorful contributions to the South Florida art scene. He is also the FIRST Winterfest® poster artist to create a DAY and NIGHT design for the Parade.

Known for his graffiti-like paintings and murals that add character to various locales in South Florida, Carlos Solano's work employs a rich palette and diverse styles, making him a beloved figure in the local community and a favorite with organizations such as the Florida Panthers. His work is seen in Wynwood, The Amerant Bank Arena and around Broward County such as the mural outside the Greater Fort Lauderdale Chamber of Commerce and at the Seminole Hard Rock Hotel & Casino during the Gabriel "Fluffy" Iglesias shows. For more information about Carlos, visit his website [www.csolano.com](http://www.csolano.com) on Instagram at @itz\_csolano.





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## LET US CUSTOMIZE YOUR PARTNERSHIP PACKAGE

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 **54th 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 spectators** on parade day along the 12-mile route and millions more as television viewers. In addition to the Parade, we produce a one-hour television special in cooperation with **WSVN Channel 7** (South Florida FOX Affiliate available to 1.5 million household viewers). The Parade was also livestreamed with WSVN Channel 7 and aired on the City of Fort Lauderdale channel.

### 2025 BLACK TIE BALL: DECEMBER 6<sup>th</sup>

**Black Tie Ball Theme:** “Studio 54” in celebration of Winterfest’s 54 years as a South Florida Tradition and tourist attraction

### 2025 PARADE: DECEMBER 13<sup>th</sup>

**Parade Theme:** “Yacht Rock of Ages”

### QUESTIONS?

Contact Lisa Scott-Founds, President & CEO  
Winterfest, Inc. 954-767-0686  
[lisa@winterfestparade.com](mailto:lisa@winterfestparade.com)







Founded in 2017, The **Winterfest Foundation** is a 501(C)(3) which focuses on, but is not limited to:

- Education
- Arts and Culture in public places
- Water Safety
- Assisting other charitable sectors in the South Florida Community

QUESTIONS?

Contact the Winterfest Office 954-767-0686



## JR. CAPTAIN

Every Year Winterfest chooses one lucky nominee/organization to win the Jr. Captain title. Their name along with the non profits name are put in lights! They ride aboard the FPL / TWO MEN AND A TRUCK Jr. Captain showboat in the Seminole Hard Rock Winterfest Boat Parade with 25 family members and guests.



2024 Jr. Captain Winner  
**Nicholas – YMCA of South Florida**



## STUDENT ART CONTEST

The Winterfest Fantasy Boat Student Art Contest is for Broward County Students in 3<sup>rd</sup>-5<sup>th</sup> grade attending public, private or home schools. The contest runs September - December. We promote the contest in our advertising campaign on radio, newspaper, social media and flyers. The contest has great residual as the gallery display and reception takes place in March. The reception includes each participant's artwork on display at the Museum of Discovery and Science with awards given to the top students. A character from a child's drawing has the opportunity to come to life (special thanks to Neil Goldberg – Pomp, Snow and CIRQUEumstance. The event has boasted up to 1,800 pieces of artwork from 45 schools with over 500 RSVPs to the reception.

