Winterfest Is...
Winterfest is more than ... a Boat Parade

- Largest 1 Day Live Audience in Florida
- 7th Largest 1 Day Spectator Event in the United States
- One of the Top 20 Parades in the World
- 2016 Best Holiday Parade
  – 10 Best USA Today Readers’ Choice
- Parade of 100+ Boats, Barges, Yachts along 12-miles of Waterway
We invite YOU to the Winterfest Family of Corporate Partners to be a part of an internationally recognized event that reaches a live audience in excess of 1,000,000 people in one day along the shores of Fort Lauderdale while reaching millions more on television and live streamed across the globe.

In Addition to the evening of the Parade itself, we produce a one hour television special in cooperation with WSVN Channel 7 (South Florida FOX Affiliate with 1.5 million household viewers), with airings in South Florida, Boston market and FOX Sports Sun statewide (7.1 million viewers). The live version of the Parade is seen locally on the City of Fort Lauderdale television station with internet airings by Sunny TV/ EyeOnSouthFlorida (188,000 live view the day of the Parade) and WSVN Facebook Live (94,000 views).

Winterfest is known for being one of the top 20 parades in the world, the 7th largest one day spectator event in the country and the largest one day spectator event in Florida.

Over $3 Million Advertising Campaign By joining our team of Corporate Partners, you will reap the rewards of a family tradition with an advertising campaign valued at more than 3 million dollars and an overall economic impact of over 50 million dollars on South Florida!

EVENTS – HOSPITALITY – MARKETING
Million+ Live Parade Viewers
Millions of Broadcast Viewers via

“Best Tradition in Fort Lauderdale”
By GoRiverwalk Magazine Readers
“100 Best” list Reader’s Digest
Seminole Hard Rock Winterfest Boat Parade

REACH: Over 1 Million Parade spectators and millions more on television and the internet watching your Showboat. Opportunity to provide commentary for your entry to reflect your brand message (subject to editing by WSVN Channel 7).

Winterfest works with decorators, charter boats and entertainment companies to create a party float with your special message in the Parade.
FIREWORKS BARGE

An electrifying component of each year’s Parade - Imagine the thrill viewers feel as a shooting fireworks display passes them by. Barge will showcase up to two corporate logos.

SPONSORSHIP: $25,000
SANTA SHOWBOAT

The Santa Showboat is the Most Anticipated Family Entry in the Parade. Guaranteed appearance and sponsor commentary for the Santa Showboat in the 60-minute televised special. Opportunity to tie into the Jr. Captain campaign. This campaign gives added exposure by offering a select number of tickets to the child nominees and their families representing non-profit organizations.

SPONSORSHIP: $50,000 and up
BRANDING SHOWBOAT

We have a variety of boat options to brand your business.

TURNKEY BOATS IN THE PARADE
From 25 to 300 people

SPONSORSHIP RANGE: $35,000 and up
OWN YOUR OWN BOAT?

Enter your boat and write your television commentary. A Boat sponsorship guarantees your company presence in the WSVN Channel 7 edited Winterfest Television Special.

SPONSORSHIP: $8,000*

*does not include boat or decorating package
Along with involvement in Winterfest’s $3 Million Advertising Campaign, corporations have the opportunity to be showcased within a variety of events during Winterfest Celebration.
Winterfest Fantasy Boat Student Art Contest

REACH:
Students, Families and Teachers of Broward County children in grades 3-5 (Public, Private and Homeschooled). The event has successfully had over 1,800 pieces of artwork from 45 schools.

SPONSORSHIP PACKAGES RANGE FROM $5,000-$15,000
Winterfest White Party
*Invitation only - Exclusive
Hosted by Harbor Beach Marriott.

**REACH:**
Exclusive Party for 500 guests composed of VIPs, dignitaries, sponsors, media partners and select Winterfest guests.
A vignette of this event is included in the Winterfest One-hour Television Show
https://youtu.be/MYA17V1iMuI

**OPPORTUNITIES***
From **Branding** to **Television** coverage opportunities during the News/Deco Drive as well as event inclusion in Winterfest One-hour Television Special.

**SPONSORSHIP PACKAGES RANGE FROM $10,000-$35,000**
EVENT:
Seminole Hard Rock Winterfest
Black Tie Ball

REACH:
Over 950 prominent guests composed of corporations, VIPs, dignitaries, sponsors, and media partners. A vignette of this event is included in the Winterfest One-hour Television Show https://youtu.be/_pbkHs541io

This event is included in Winterfest One-hour Television Special.

SPONSORSHIP PACKAGES RANGE FROM $5,000-$65,000
Tables from $2,500
EVENT:
Winterfest Family Fun Day featuring a REAL Ice Rink presented by the Florida Panthers

REACH:
Free event for the family with over 5,000 attendees. Area features live entertainment, interactive games, sports activities, giveaways, face painting, special appearances by the Marlins, Stanley the Panther, and more! A vignette of this event is included in the Winterfest One-hour Television Show: https://youtu.be/ndKk2YnaY2E

SPONSORSHIP PACKAGES RANGE FROM $5,000-$10,000
EVENT:
Captains’ Meeting
Hosted by the Hilton Fort Lauderdale Marina

REACH:
This mandatory meeting is for all boaters and law enforcement. Approximately 150 guests. All participants receive their Parade numbers and a well-stocked goodie bag.

SPONSORSHIP PACKAGES RANGE FROM $5,000-$15,000
EVENT:
Grand Marshal Reception
Hosted by Seminole Hard Rock Hotel & Casino

REACH:
Exclusive Party for 500 guests composed of VIPs, dignitaries, sponsors, media partners and select Winterfest guests.
A vignette of this event is included in the Winterfest One-hour Television Show
https://youtu.be/ndKk2YnaY2E?t=2m1s

SPONSORSHIP PACKAGES RANGE FROM $5,000-$30,000

SOME OF OUR GRAND MARSHALS

- Pitbull
- Nick Cannon
- Flo Rida
- Tracy Morgan
- Ryan Hunter-Reay
- Barry Gibb
- Kim Kardashian
- Brooke Burke
- Alonzo Mourning
- Deborah Norville
- Bob Hope
- Ed McMahon
- Dan Marino
- Shaquille O’Neal
- Regis Philbin
- Donald Trump
- Jim Belushi
- Kelly Ripa
- Frankie Valli
- David Cassidy
- Ann Jillian
- Lorraine Bracco
- Julio Iglesias, Jr
- Willard Scott
- Randy Jackson
- George Hamilton
- Joan Rivers
EVENT: Grandstand Viewing Area
Hosted at Hugh Taylor Birch State Park

REACH:
6,500 +/- parade viewers with 3,500 reserved seats and another 3,000 general admission guests. This is the largest organized viewing area along the 12 mile Parade route. A vignette of this event is included in the Winterfest One-hour Television Show: https://youtu.be/24HMBIo8EPM

SPONSORSHIP PACKAGES RANGE FROM $5,000-$60,000
EVENT:
Winterfest VIP Parade Viewing
At Laura Ward Park and The Stranahan House

REACH:
The most prestigious location to watch the Parade hosted by Riverside Hotel.

Exclusive Party for 500 guests composed of VIPs, dignitaries, sponsors, media partners and select Winterfest guests.

SPONSORSHIP PACKAGES RANGE FROM $5,000-$25,000
EVENT:
Captain’s Cup Awards Dinner

Hosted by GFLCVB at the Greater Fort Lauderdale Broward County Convention Center

REACH:
350 corporate sponsors, board of directors, parade participants and Winterfest supporters will be at this party to congratulate all those that went the extra mile to become a winner!

SPONSORSHIP PACKAGES RANGE FROM $5,000-$15,000
EVENT:
Winterfest Volunteer Party
Hosted by Timpano

REACH:
Our special thank you to 300+ volunteers that help Winterfest continue to be the “Greatest Show on H2O.” This event includes presentations and awards to select volunteers and community visionaries.

SPONSORSHIP PACKAGES RANGE FROM $3,500-$5,000
EVENT:
46th Annual Seminole Hard Rock Winterfest Boat Parade

REACH:
1 Million Parade spectators and millions more on television and the internet watching your Showboat promote your message to the masses. PLUS Guaranteed television coverage in our One Hour Television Special is guaranteed.

Winterfest works with the best of decorators, charter boats, and entertainment to create a party float branding Southwest Airlines in the Parade.
ADDITIONAL OPPORTUNITIES:

- Sampling
- Booth Activation
- Contest Sponsor
- Online Auction Sponsor
- Advertising Sponsor:
  - Souvenir Journal
  - Newsletter
  - Black Tie Ball Programs

Winterfest will customize your partnership to fit your company perfectly. If you can think it, we can execute it!
Our board of “50 Rock Stars”, in partnership with our Sponsors, Staff and 350 volunteers brings you the

With an Annual Economic impact of over

$50 Million
ECONOMIC IMPACT on

2.25
# of occupants per room

$51,735,335

$7,015,500
SHOPPING

$2,202,750
Food & Beverage
Parade Day

14x
WINNER

33%
Of out-of-area visitors stayed in a hotel in Broward County with an average stay of 4 nights

10%
Of the out-of-area visitors added Winterfest as part of a cruise vacation

81%
Rated Winterfest Excellent or Good
2016 VIDEO LINKS:

Everything you need to know about Winterfest: https://www.youtube.com/watch?v=LDA6XC21RdA

Black Tie Ball: https://youtu.be/pbkHs541io

Grandstands: https://youtu.be/24HMBlo8EPM

Parade Highlights: https://youtu.be/1xy7uoIFTn0

Winterfest White Party: https://youtu.be/MYA17V1iMUL

Winterfestivities - Family Fun Day AND Grand Marshal Reception: https://youtu.be/ndKk2YnaY2E

QUESTIONS?

Contact Lisa Scott-Founds, President & CEO Winterfest, Inc. 954-767-0686
We customize each and every sponsorship to meet the objectives of our partners. All sponsorships include recognition, publicity and tickets to select events.

HEADQUARTERS:
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