



**Parade Theme:
Lights, Camera, Action ... Movies on Parade**



Pre-Parade Events & Partner Opportunities



WINTERFEST WHITE PARTY PRESENTED BY GRAY ROBINSON, PA

Be a part of the media glitz as Winterfest kicks off the Holiday Season at the Harbor Beach Marriott with epicurean delights from area restaurants.

**Sponsorships range from \$5,000-
\$35,000:**

- "In Association With" Sponsor
- Featured Restaurant – PENDING – Casa Callabria
- Photo Booth - PENDING - Ultimate Software
- Entertainment Sponsor

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WINTERFEST FAMILY FUN DAY

Bring the family to a Fun Free Event in Downtown Fort Lauderdale. Enjoy live entertainment, interactive games, sports activities, giveaways, face painting, special appearances by Stanley the Panther, and more!

**Sponsorships range from \$3,500 -
\$10,000:**

- Title Sponsor – SOLD - Florida Panthers
- Presenting Sponsor – SOLD – Joe DiMaggio Children's Hospital
- Sampling/Display Opportunities available ie. La Croix

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SEMINOLE HARD ROCK WINTERFEST BLACK TIE BALL

Reap the rewards by welcoming the Who's Who at the social event of South Florida's holiday season and the most well attended holiday gala in Broward County. The Ball is famous for providing the best in entertainment, an exciting auction full of tremendous value, gourmet dinner, and the best of spirits! This event has drawn in excess of 900 people in recent years.

Sponsorships range from \$5,000-\$65,000:

- Presenting Sponsor – SOLD - Ford
- In Association with - PENDING - Republic National Distributing Company
- Fun Photo - PENDING - Ultimate Software
- Live Auction – \$15,000
- Silent Auction - PENDING - Fidelity Investments
- Welcome Reception - \$35,000
- Entertainment - \$15,000
- Qtego Auction Package (10 available range \$5,000-\$8,000)

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Parade Week Partner Opportunities

CAPTAIN'S MEETING

Hosted by Hilton Fort Lauderdale Marina

This mandatory meeting for all Boat Parade Entries is an informative get together for all Captains participating in the parade along with a law enforcement marine agencies. This evening also includes beer and wine, dinner, goodie bags, and great conversation. This is a perfect sponsorship to target marine-minded individuals which are influential in the community.

Sponsorships range from \$5,000-\$10,000:

- Presenting Sponsor – PENDING - Informa
- Goodie Bag Sponsor
- Boat Number Sponsor - PENDING - Image 360

SEMINOLE HARD ROCK WINTERFEST GRAND MARSHAL RECEPTION

The Grand Marshal Reception is a highly-visible reception honoring the Grand Marshal(s) and other celebrity guests participating in this year's Winterfest Celebration. This elegant reception hosts approximately 500 guests including local dignitaries, celebrities, Winterfest Sponsors and area VIP's. This is a perfect event to entertain or reward clients while looking for exposure among a very influential group of people. *Includes coverage in Winterfest television special and includes special photo opportunity with Grand Marshal*

Sponsorships range from \$5,000-\$30,000:

- Presenting Sponsor – \$30,000
- VIP Lounge – \$15,000

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WINTERFEST, INC. 954-767-0686



Opportunities to be in the Parade



BOAT ENTRY SPONSOR Sponsorship \$8,000

Guaranteed television for the parade entry, tickets, branding and more!

GRAND MARSHAL SHOWBOAT SPONSOR Sponsorships range \$15,000 - \$75,000

The Grand Marshal is of course the highlight of any parade; our Grand Marshal is no different! This turnkey sponsorship is magnificently decorated with your name in lights on both sides of the display with thousands of lights and offers an open bar and fabulous catering for guests. WSVN television crew films from this Showboat.

- Grand Marshal Sponsor – SOLD - Seminole Hard Rock Hotel & Casino
- Grand Marshal Showboat
- Bow Cam Sponsor

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FIREWORKS BARGE Sponsorship \$25,000

An electrifying component of each year's parade, the Fireworks Showfloat is one-of-a-kind! Barge will showcase Sponsor logo in lights for entire 12 miles.

- Fireworks Barge – PENDING Hart Homes (Need two sponsors at \$8,500. or One sponsor at \$17,000)

SANTA CLAUS SHOWBOAT Sponsorship \$45,000

The Santa Claus Showboat is the most eagerly anticipated boat in the Parade by young and old alike. The Seminole Hard Rock Winterfest Boat Parade allows only one live Santa to be visible anywhere in the entire parade, and he will be aboard this entry!

TURNKEY SHOWBOAT Showboats range \$30,000 and up

Let us create a branding yacht that will entertain your guests and please spectators alike. Let us take care of the work organizing the decorators, sound, entertainment, food and beverage for your next holiday party.

Parade



GRANDSTAND VIEWING AREA

The Grandstand Area is the prime location for a “front row seat” to view the boat parade located inside Hugh Taylor Birch State Park, and is the largest organized viewing area located on the 12-mile parade route. The seats are all reserved and assigned with approximately 3,500 seating capacity. An estimated 3,000 additional guests pay a general admission to enter the park.

Sponsorships range from \$5,000-\$40,000:

- Presenting Sponsor - \$40,000
- Stage Sponsor (will custom create)
- Hospitality Village – PENDING – Stella Artois
- Zone Presenting Sponsor (will custom create)
- Ticket Outlet
- Group Parties

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VIP VIEWING AREA

The most prestigious location to watch the Seminole Hard Rock Winterfest Boat Parade is the VIP Parade Viewing Area hosted by Riverside Hotel at Laura Ward Park and The Stranahan House. This prime viewing spot hosts approximately 500 guests including local dignitaries, celebrities, Winterfest Sponsors and area VIP's

Sponsorships range from \$5,000-\$25,000:

- Title Sponsor - PENDING – Hotwire Communications
- Presenting Sponsor - PENDING - Holy Cross Hospital
- 3-D Glasses / Blinky Light Sponsor



Post Parade Events and Misc. Advertising



CAPTAIN'S CUP PRESENTED BY GREATER FORT LAUDERDALE BROWARD COUNTY CONVENTION CENTER

This event held at the Broward County Convention Center, will honor all the winners of the Seminole Hard Rock Winterfest Boat Parade. Winterfest corporate sponsors, board of directors, volunteers and Winterfest supporters. This exclusive party congratulates all those that went the extra mile to become a winner!

Sponsorships range \$5,000-\$15,000:

- Award Sponsor
- Welcome Reception Sponsor



WINTERFEST VOLUNTEER PARTY PRESENTED BY TIMPANO

This event honors the people who play a huge role in the success of Winterfest. Carolyn McLaughlin Spirit of Volunteerism Award winner is announced.

Sponsorship range from \$3,500:

- Host Location - Sold
- Swag Bag Sponsor



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ADVERTISING PACKAGES

Sponsorships range \$3,500 and up

- Winterfest Black Tie Ball Program distribution 1,000 (full color page ad)
- Name listing in brochures
- Qtego Auction Online Banners
- Tickets to select events

POSTER SPONSORSHIP \$5,000

Winterfest enthusiasts wait with great anticipation each year to get the official commemorative poster hot off the press! Event posters are the most visible of marketing vehicles that make a great collectable item.

BURGEE (OFFICIAL PARADE FLAG) SPONSORSHIP \$5,000

These highly coveted collector's items are created each year to reflect the theme of the Parade.

Current / Working Sponsors

We customize each and every sponsorship to meet the objectives of our partners. All sponsorships include recognition, publicity and tickets to select events.

As Winterfest's largest and most well-known event, **SEMINOLE HARD ROCK WINTERFEST BOAT PARADE** is the crown jewel of the Winterfest Celebration. As a Sponsor, your company will enjoy name recognition with "The World's Most Watched Boat Parade" and South Florida's largest one-day spectator event with an economic impact averaging **50 million dollars** and inclusion in our media campaign valued at **over \$3 million dollars**.

Sponsorships:

TITLE SPONSOR: SEMINOLE HARD ROCK HOTEL & CASINO

OFFICIAL SPONSORS

Fifth Third Bank, South Florida
iHeartMedia, Inc.
Republic National Distributing Co.
Riverside Hotel
Southwest Airlines
SunSentinel
WSVN-Channel 7

MEDIA PARTNERS

EyeOnSouthFlorida.com
Go Riverwalk Magazine
Lifestyle Media Group
THINK Magazine
Travelhost Magazine of Greater Fort Lauderdale

FOUNDING SPONSORS

City of Fort Lauderdale
Greater Fort Lauderdale
Chamber of Commerce
Marine Industries Association
of South Florida
REALTOR® of Palm Beaches and Greater Fort
Lauderdale

BOAT PARADE SPONSORS

BB&T
Bon's Barricades
FPL
Image 360 Fort Lauderdale

EVENT / CONTRIBUTING SPONSORS

Broadway Across America
Carroll's Jewelers
Casa Calabria
Joe DiMaggio Children's Hospital
Fidelity Investments
Greater Fort Lauderdale
Convention & Visitors Bureau

Harbor Beach Marriott
Hilton Marina Fort Lauderdale
Holy Cross Hospital
Hotwire Communications
LaCroix
JM Lexus
Museum of Discovery & Science
PSAV
Publix Super Markets
Sixth Star Entertainment
Show Management
South Florida Ford
Stella Artois
The Galleria at Fort Lauderdale
Timpano
Ultimate Software

This lists reflects sponsorship as of May 2019