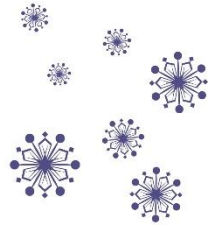






WINTERFEST

BOAT PARADE



“Greatest Show on H2O”

Winterfest, best known for its one-of-a-kind Boat Parade, brings together our community and visitors from around the world. 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 all of its surrounding events into a world-class community extravaganza. Broward County also benefits, thanks to Winterfest’s economic impact on the community of more than \$50 million per year.

Winterfest encourages and promotes diversity among all Fort Lauderdale cultures, races and religions. Winterfest has a huge base of 300+ volunteers, supporters, and sponsors led 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 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.



2018 Parade by the 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

Reached a United States

In 2018, Print and Online Stories

108,202,677 Impressions

Burrelle's Reports our print value as \$304,765

WEBSITE / SOCIAL MEDIA

1 million+ visits from 652,000+ unique visitors



Winterfest Twitter- 3, 294 Followers

121,000 Impressions during 3 month campaign

Winterfest Facebook- **40,071** likes

37,332 followers with a reach of 2-23K per post

Winterfest Snapchat- not captured

Winterfest Instagram- **1,329** followers

121,000 Impressions during 3 month campaign

- Website and Internet reported by JLB Florida

Burrelle's Reports Winterfest WEB value as **\$4,025,836**

Earned Media and Publicity Coverage

VALUES: \$1.256 million

With over **81,453,339** total views - reported by Bitner Group

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 328,721
- Visitlauderdale.tv – live stream 35,000
- WSVN Channel 7 - social media engagement of their followers with Winterfest - 548,000 Facebook, 126,000 Twitter and 58,500 Instagram

Visitors

HOTEL

34% Of out-of-area visitors stayed in a hotel in Broward County with an average stay of 3.3 nights. 63% traveled to Broward County especially for Winterfest

CRUISE

6% Of the out-of-area visitors added Winterfest as part of a cruise vacation

Awards, Honors and Accolades

Between 2018-2019, The Seminole Hard Rock Winterfest Boat Parade received numerous industry awards for excellence.

2018 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.

1st PLACE:

- Promotional item
- Twitter - promoting the Parade
- Family Fun Day outdoor ad

2nd PLACE:

- White Party Invitation
- TV ad created by WSVN-TV
- Family Fun Day PR campaign
- Winterfest Mobile App
- Student Art Invitation

3rd PLACE:

- Black Tie Ball outdoor advertising
- VIP invitations
- Winterfest website featuring Family Fun
- Promotional Poster
- Parade outdoor ad
- Parade website
- Grand Marshal Reception invitations

2018 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.

SILVER:

- Best Full Length TV Program (National Promotion/Syndication)
- Best Single Newspaper Display Ad
- Best Single Magazine Display Ad
- Best Ad Series

BRONZE

- Best TV Promotion (Ad spot or PSA)
- Best Radio Promotion (Ad Spot
- Best Single Magazine Display Ad
- or PSA) Black Tie Ball
- Best Targeted Sponsor Solicitation Proposal
- Best Social Media Campaign
- Best Radio Promotion (Ad Spot or PSA) Parade

Southeast Festival & Events Association Kaleidoscope Awards

SILVER

- Best Television PSA – Black Tie Ball
- Best Promotional Poster

BRONZE

- Best Television Ad - Parade

Additional Honors

BizBash has announced its 2018 list of Top 100 Events in Miami/South Florida and has named Seminole Hard Rock Winterfest Boat Parade to this exclusive list

2018, Winterfest won USA Today 10Best Readers' Choice Travel Award Contest.

2018
29x WINNER





winterfestparade.com

954-767-0686



SUN



iHeart
MEDIA

SunSentinel
MEDIA GROUP

2018
ECONOMIC
IMPACT on



\$45,317,101

+ PLUS +

\$3 Million Advertising Value

\$4,330,601 * Public Relations value

(PR VALUE not include television and radio
commercials / paid print advertising)

*Burrelle's Report / Bitner value \$1,1256,844



34% Of out-of-area visitors stayed
in a hotel in Broward County
with an average stay of



3.3 nights

1.6 nights is the average
night stay in December 2018

63% Out-of-County traveled to
Broward for Winterfest

\$6,400,800

Food & Beverage Parade Day

SPENDING

6% Of the out-of-area
visitors added
Winterfest as
part of a cruise
vacation



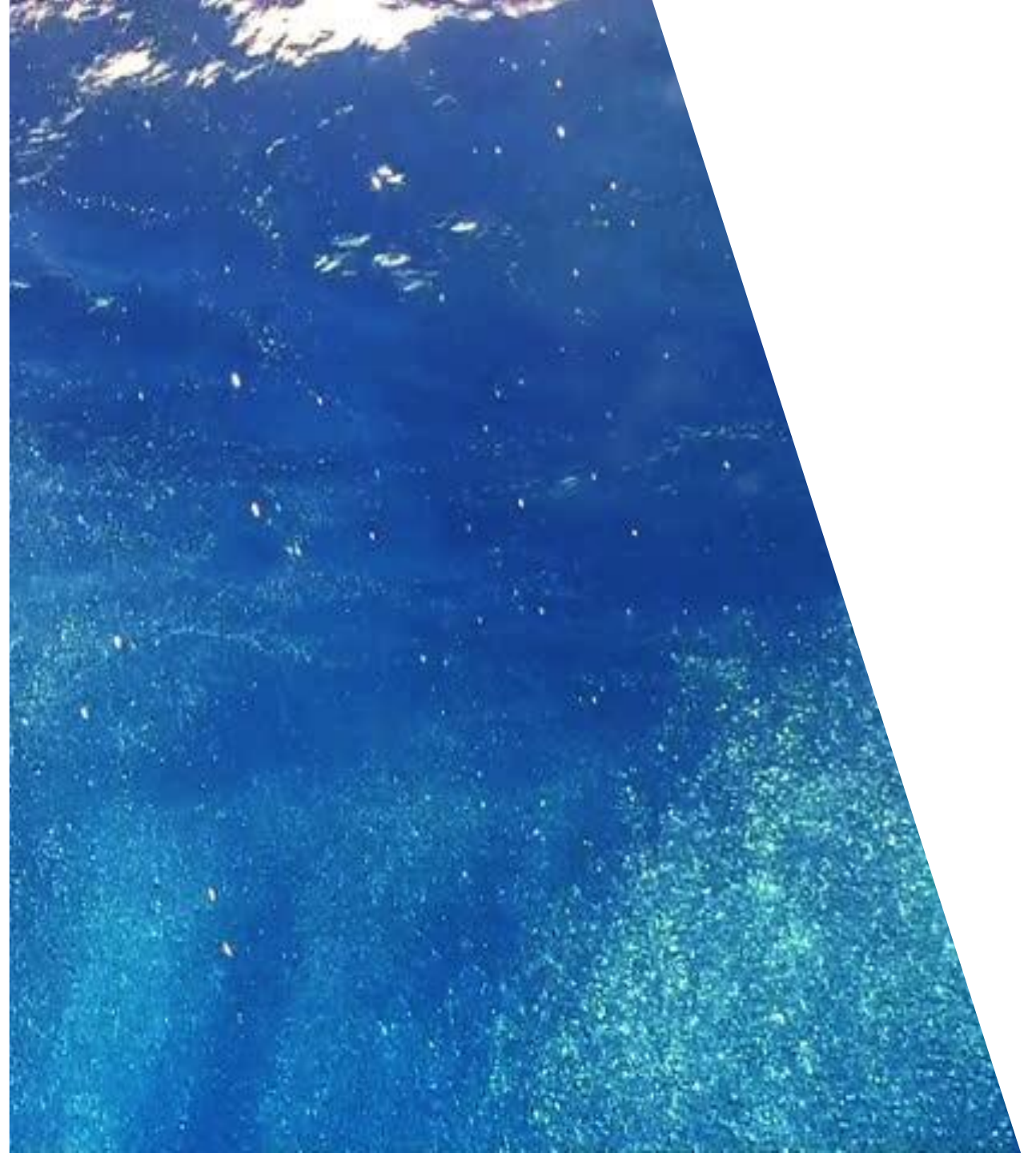
43% Travelled to watch
the parade using
other forms of
transportation than
parking their car.



82% Grandstand Viewers
rated the
Parade Good
or Excellent



Data unavailable regarding visitors using Airbnb and other alternative vacation stays





Winterfest White Party

Presented by: Gray Robinson Attorneys at Law
An Invitation only event

The kickoff for the Winterfest celebration! Fort Lauderdale Marriott Harbor Beach Resort & Spa hosted the Gray Robinson, P.A. Winterfest® White Party featuring Casa Calabria Restaurant. This exclusive party commenced the Winterfest® 2018 season themed, **"Best of the 80s."** Guests were the first to experience the focus of the parade's media campaign and the unveiling of the poster in a spectacularly decorated room bathed in white with a splash of the coral.

2018 video: [White Party](#)





Winterfest Family Fun Day

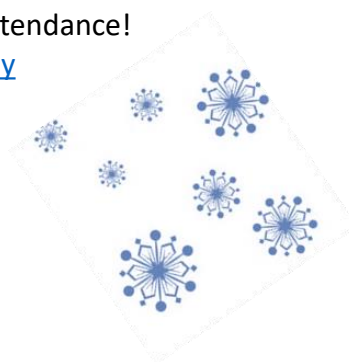
Presented by: Florida Panthers &
Joe DiMaggio Children's Hospital
Free Event

There were exciting activities such as a REAL Ice Rink sponsored by the Florida Panthers at the 2018 Family Fun Day. Toboggan Tunnel, Trackless Train, Fair Superslide, face painting, sampling, massages, and activities from our partners: Museum of Discovery & Science, iHeart media, Southwest Airlines Plinko game, Florida Renaissance Festival with a Pirate Ship, and iFly virtual demonstrations. Cathy & Larry Danielle Pet Rescue Row, Photo Opps with mascots and Santa; to name a few.

Free bicycle helmets from the Epilepsy Foundation and other giveaways. Sample La Croix, Power Crunch, RX Bar, Floor & Décor and Nesquick. Live entertainment by School of Rock, and Shane Duncan Band.

Live Entertainment and so much more entertained the over 7,000 people in attendance!

2018 VIDEO: [Family Fun Day](#)

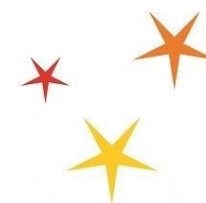






Seminole Hard Rock Winterfest Black Tie Ball

Presented by Ford in Association with Republic National Distributing Company



Seminole Hard Rock Winterfest Black Tie Ball presented by Ford, in Association with Republic National Distributing Co. set the surrealistic mood for an enchanted evening. "Anastasia" theme decor accented special performances direct from the Broadway Production (Special thank you to Broadway Across America). Attendees enjoyed beverages from brands such as Brugal Rum, Jose Cuervo and 1888, while dressed in formal wear. Over 960 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.

2018 VIDEO: [Black Tie Ball](#)





Grand Marshal Reception

Presented by JM Lexus

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 with a VIP Experience by Sylvester Comprehensive Cancer Center.

Grand Marshal Huey Lewis.

2018 VIDEO: [Grand Marshal Reception](#)







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** (South Florida FOX Affiliate with 1.5 million household viewers).



2018 TELEVISION SHOW: [Television Special](#)



PHOTO BY MICHAEL JAMES



2018 GRANDSTAND AREA

34% out of area visitors stayed an average of 3.3 nights in a hotel
6% also booked a cruise
43% traveled using ride share or another form of transportation other than their automobile - Touch-Poll Survey



Grandstands

The Grandstand Viewing Area is the prime location for a **“front row seat”** to view the parade, located inside Hugh Taylor Birch State Park. The Grandstand Area is the largest organized viewing area on the 12-mile parade route. All seats are RESERVED and assigned with **3,500+** seating capacity. Approximately **3,000** additional guests pay a general admission fee to enter the park, utilize the Fun Zone and other activities at no charge. The Grandstand Viewing 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!

The Grandstand Area will also host members of the media and “The Village,” where corporate and private parties are available to view the parade and entertain guests.

2018 VIDEO: [Party In The Park](#)



2018 GRANDSTAND AREA

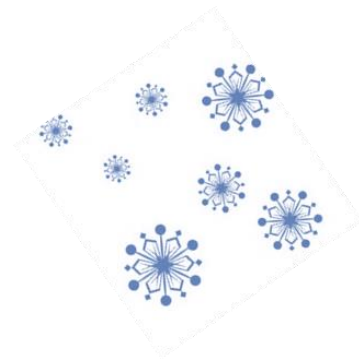
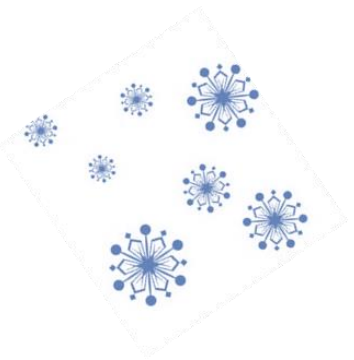
77% were first time at the Grandstands
10% downloaded the Winterfest App
14% of the local ticket holders also attended Family Fun Day
- Touch-Poll Survey



Winterfest VIP Viewing Party

**Presented by Hotwire
Communications and Holy Cross
Hospital**

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 Laura Ward 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.





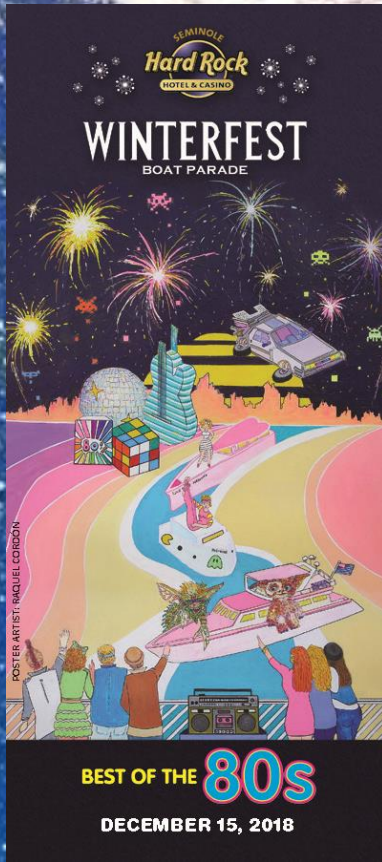
Volunteer Party

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. The 2018 winner was Volunteer Anne Hunt!



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





Winterfest 2018 Poster Artist

Raquel Cordon selected to create the poster for the 48th Seminole Hard Rock Winterfest Boat Parade. With her acrylic paint and paint brushes, Cordon created a retro night on paper to showcase the parade theme — “Best of The 80’s.”



Sanctioned events



Coral Springs Holiday Parade – The City of Coral Springs “Holiday Express” Parade will host more than 60 entries. The parade includes local high school bands, as well as themed floats, mascots, and of course, Santa!



Travel back in time to the 16th Century at the Annual Florida Renaissance Festival



Celebrate Fort Lauderdale’s pirate history at the Fort Lauderdale Pirate Festival, brought to you by the Rotary Club of Fort Lauderdale.



Divas don’t hike...they STRUT! Glam-A-Thon stages exciting events to raise awareness and funding for breast cancer research.



Hope Floats Benefiting Tomorrow’s Rainbow is a memorial celebration for the entire family.



The South Florida Fair features 17 days of themed parades, highlighting a famous parade from around the world each day!



Marine Industries Cares Spin-A-Thon benefits local charities



More than 30,000 motorcyclists take part in the “South Florida President’s Council (SFPC) Toys in the Sun Run.” Proceeds benefit the Joe DiMaggio Children’s Hospital Foundation.

SPONSORS

TITLE SPONSOR

Seminole Hard Rock Hotel & Casino

OFFICIAL SPONSORS

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BIG 1059
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Hilton Fort Lauderdale Marina
Historic Stranahan House Museum
Holy Cross Hospital
Hugh Taylor Birch State Park
iFly Fort Lauderdale
Informa, U.S. Boat Shows
Joe DiMaggio Children's Hospital
La Croix
LUTN – Light Up The Night
Nova Southeastern University
PSAV South Florida Presentation Services
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BOAT PARADE SPONSORS

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Hart Homes
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JM Lexus
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South Florida Sinus & Allergy Center
The Galleria at Fort Lauderdale
Water Taxi

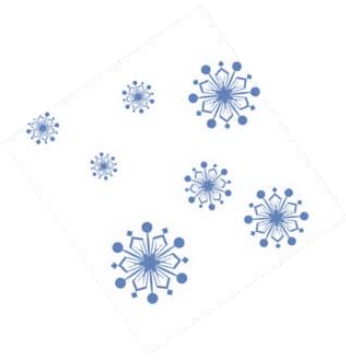
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City of Fort Lauderdale Dockmaster
City of Fort Lauderdale Parks and Recreation
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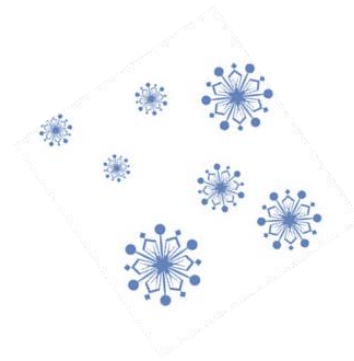
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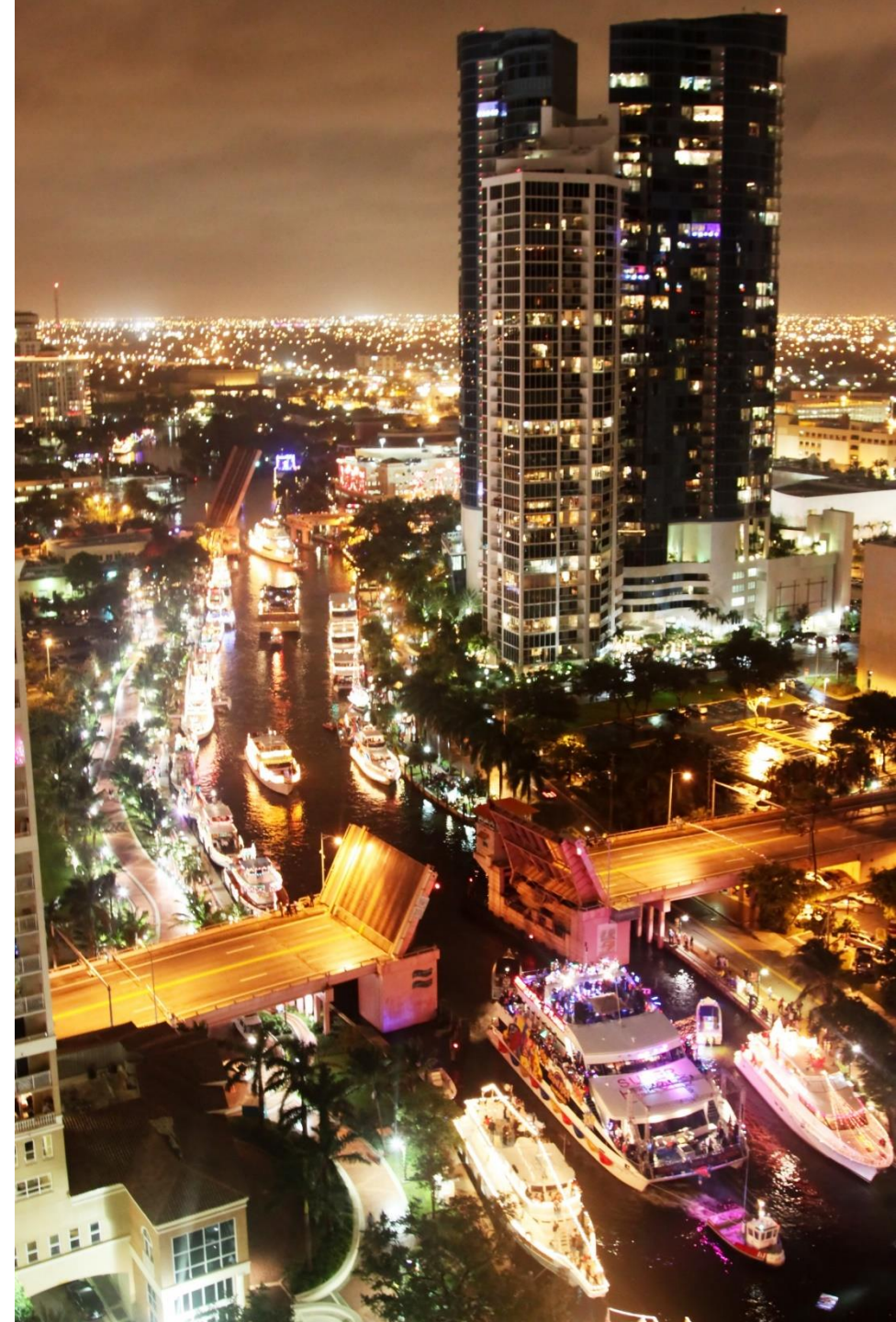
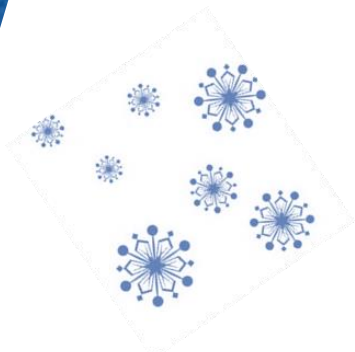


Looking Ahead...

- 2019 Parade: December 14th
Theme: "Lights, Camera Action ...
Movies on Parade"
- 50th Anniversary
1971 - 2021

QUESTIONS?

Contact Lisa Scott-Founds, President & CEO
Winterfest, Inc. 954-767-0686
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?

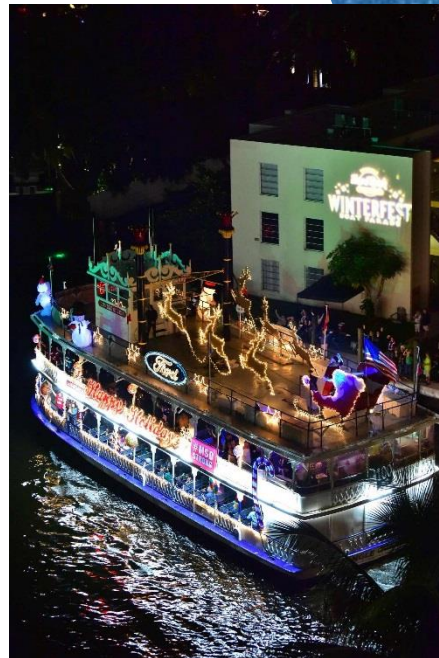
Contact the Winterfest Office 954-767-0686

Jr. Captain

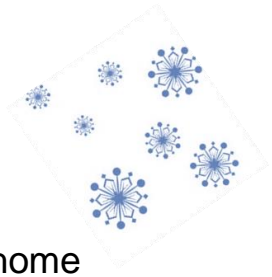
Every Year Winterfest chooses one lucky nominee/organization to win the Jr. Captain title. Their name along with the non profits name are put in lights! They ride aboard the FPL Jr. Captain showboat in the Seminole Hard Rock Winterfest Boat Parade with 25 family members and guests.



2018 Jr. Captain Winner
Tommy – The Salah Foundation



Winterfest Student Art Contest



The Winterfest Fantasy Boat Student Art Contest is for Broward County Students in 3rd-5th 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. The event has boasted up to 1,800 pieces of artwork from 45 schools with over 500 RSVPs to the reception.

