



**"50 YEARS OF  
HARD ROCKIN' FUN"**



*Winterfest 2021*

2021 SPONSORSHIP OPPORTUNITIES

# “BEST 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 the surrounding events into a world-class extravaganza. Broward County also benefits, thanks to Winterfest’s economic impact on the area of approximately \$50 million annually.

We encourage and promote diversity among all cultures, races and religions. Winterfest has a base of 300+ volunteers, supporters, and sponsors led by a Board of Directors. Since most our events are free to the public, sponsorships from local and national corporations and organizations provide the “fuel” to help run all festivities. Our sponsors ensure the continued success and future growth of the Winterfest Celebration.

The International Festival and Events Association has named Winterfest as 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

**BRANDING – CONNECTING – PROMOTING**



# YOU ARE INVITED!

## Let us customize and tailor-fit a 2021 partnership package for you!

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 Anniversary of the 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** in one day along the 12-mile parade route, while reaching millions more on television. In addition to the Parade, we produce a one-hour television special 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 which is available to 7.1 million households in and outside of Florida. In 2021, the Parade will also be livestreamed with the support of media partners such as Visit Lauderdale, Eye On South Florida, WSVN Channel 7 and City of Fort Lauderdale. In 2019, **EyeOnSouthFlorida** noted approximately 416,807 viewers the day of the Parade, and Facebook Live by **WSVN Channel 7** had 155,000 views. Winterfest is the perfect organization to brand your company while showing goodwill to the community at large.

[Click here](#) to experience “Everything you need to know about Winterfest” in a quick 3-minute video.



LINK: <https://youtu.be/CoYgCJMhr04>

# WINTERFEST WHITE HOT LAUNCH PARTY

Scheduled for October 23, 2021

This event is by invitation only. Sponsorship is your ticket in.

The Winterfest® White Party with a Glimmer of Gold is the kick-off event for Winterfest Season. As a sponsor, your company will be part of the media glitz!

This exclusive party is for sponsors, community leaders, Winterfest board of directors and media partners. WSVN, as well as many of 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.



## SPONSORSHIP for this EVENT:

Presenting: Gray Robinson Attorneys at Law

Host: Fort Lauderdale Marriott Harbor Beach Hotel & Spa

Featured Restaurant: Casa Calabria

Liquor: Republic National Distributing Company

Photo Booth: UKG

Misc. Sponsors: Riverwalk, Tower Club, Sixth Star, Carroll's Jewelers

## PENDING SPONSORSHIPS

Hoffman's Chocolates

Panta Interactive

Swag Bag Samples: Dior

## OPEN SPONSORSHIPS

Entertainment: \$15,000

Welcome Reception: \$10,000

Swag Bag: \$5,000

Valet Sponsor: \$5,000



CLICK TO VIEW Past video: from WSVN OR this link

<https://youtu.be/rSrNR6-5UHE>

# NIFTY FIFTY PARTY

**November 6, 2021**

Grab a leather jacket ... Jump into a poodle skirt and celebrate Winterfest's Anniversary "Fab 50's Style."

Jukeboxes, Drive-In Theaters, Hula Hoops and Sock Hops

Tickets are \$150 per person and limited to only 200 guests.

Valet parking is available / Uber is recommended.



## **SPONSORSHIP for this EVENT:**

Title: Umbrella Group

Host: Steve Savor's Villa de Palma

Liquor: Republic National Distributing Company

## **OPEN SPONSORSHIPS**

Valet: \$5,000

Décor Sponsor: \$5,000

Photography Sponsor: \$3,000

# FAMILY FUN DAY

FREE EVENT

November 21, 2021

Part of the Winterfest Celebration is the Family Fun Day, a perfect venue to align your company. 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. Opportunities for attendees will include free bicycle helmets from the Epilepsy Florida, activities from Broadway Across America, Museum of Discovery and Science, Pet Rescue Row, SOS Conservation Village, and sampling from La Croix. Live entertainment with photo opportunities with Santa and much more. Experience the energy and feel a part of the “World’s Most Watched Boat Parade.” This event has boasted in excess of 50 vendors and activities, and 6,000+ guests consistently since its inception in 1998.



## SPONSORSHIP for this EVENT:

Title: Joe DiMaggio Children’s Hospital  
Conservation Village: SOS (Stoked On Salt)  
Snow Mountain: Broward College  
Activations: LaCroix, Fifth Third Bank

## PENDING

Presenting: Publix  
Pet Rescue Row: Cathy & Larry Danielle  
Activation: Flex Seal

## OPEN SPONSORSHIPS

Puppy/Kitty Kissing Booth: \$5,000  
Sampling/Display Opportunities  
available



VIDEO LINK: <https://youtu.be/kQKdkcG07xA>

# SEMINOLE HARD ROCK WINTERFEST BLACK-TIE BALL

**December 4th 6 pm – 12 midnight**

The Winterfest® Black Tie Ball is the social event of the holiday season and the most well attended holiday gala in Broward County. This glamorous event is known, year after year, as the Ball with the best entertainment, an exciting auction full of tremendous values and wonderful food. This event draws close to 1,000 of South Florida's most prestigious community members. In addition, a vignette showcasing the Black-Tie Ball will be incorporated in the one-hour Parade Television Special. The evening begins with the **Welcome Reception** from 6 – 8 p.m. with a premium open bar, lite bites and an amazing silent auction. Guests will then be escorted into the main event which will feature a gourmet dinner, a full line up of entertainment and dancing till midnight. We are also proud to partner with Broadway Across America, who provides first-class entertainment featuring the leads of an upcoming Broadway Show.



## SPONSORSHIP for this EVENT:

Title: Seminole Hard Rock Hotel & Casino  
In Association: Republic National Distributing Company  
Fun Photo Booth: UKG  
Silent Auction: Fidelity Investments  
Welcome Reception: Broward Health  
Showcase Entertainment: Broadway Across America /  
Disney's Frozen – The Musical  
Swag Bag: Fifth Third Bank

## OPEN SPONSORSHIPS

Presenting: \$50,000  
Live Auction: \$15,000  
Entertainment: \$15,000  
Qtego Auction Package (10 available from \$5,000-\$8,000)  
Table Sponsor: \$3,000 - \$5,000



[Video Link: https://youtu.be/c6S5AyhH0H0](https://youtu.be/c6S5AyhH0H0)

# CAPTAINS' MEETING

December 7<sup>th</sup>

This mandatory dinner meeting for all Boat Parade participants is hosted by KARMA Fort Lauderdale. 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.



## SPONSORSHIP for this EVENT:

Host Location: KARMA

Presenting: FB Marine and Frank & Jimmie's Prop Shop

Voting App: South Florida Ford

## PENDING

Boat Number Sponsor: Image 360

## OPEN SPONSORSHIPS

Swag Bag: \$5,000

Shirt /Cap Sponsor: \$10,000

Gas Cards for Boaters

Sampling Opportunities

# SEMINOLE HARD ROCK GRAND MARSHAL RECEPTION

**December 10, 2021**

This event is by invitation only. Sponsorship is your ticket in.

Grand Marshal Reception is a highly-visible reception which honors the Grand Marshal(s) and other celebrity guests participating in the Winterfest Celebration. This elegant reception hosts approximately 500 guests including local dignitaries, celebrities, VIP's and Winterfest Sponsors.

If you are looking for an opportunity to entertain clients and get exposure among a very influential group of people, this is the perfect event with which to be aligned.



## **SPONSORSHIP for this EVENT:**

Title Sponsor: Seminole Hard Rock Hotel & Casino  
Host Location: DAER Nightclub  
Presenting/ Ambassador: University of Miami Sylvester  
Comprehensive Canter Center  
Fun Photo: Supreme Lending

## **OPEN SPONSORSHIPS**

VIP Lounge: \$15,000  
Lanyards/Event Pass: \$10,000  
Valet: \$7,500  
Activation (Mermaids): \$5,000



**VIDEO LINK:** <https://youtu.be/R4NPJKnjOiM?t=31>

# “PARTY IN THE PARK” PARADE VIEWING AREA

December 11, 2021

**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.



## SPONSORSHIP for this EVENT:

Title: Baptist Health  
Hospitality Area: Stella Artois  
Commentary: iHeart Media

## PENDING:

Association: Florida Panthers  
Supporters: BID, Bons Barricades, Visit Lauderdale, Brightline

## OPEN SPONSORSHIPS

Stage: \$15,000  
Sports Zone: \$10,000  
Activations: \$3,000-\$5,000



**VIDEO LINK:** <https://youtu.be/gyQGtcjIQ6M>

# VIP VIEWING AREA

**December 11, 2021**

This event is by invitation only. Sponsorship is your ticket in.

Located at Laura Ward Park and Stranahan House with a V-VIP Viewing Area on Riverwalk Extension

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.



## **SPONSORSHIP for this EVENT:**

Presenting: Hotwire Communications

Association: Holy Cross Health, Nova Southeastern University

Host: Riverside Hotel

Misc.: Visit Lauderdale, Fifth Third Bank

## **PENDING:**

Featured Restaurant: Tower Club

## **OPEN SPONSORSHIPS**

Judges Voting Area and Tablets: \$5,000

3-D Glasses / Blinky Light Sponsor \$5,000

Anniversary Pins: \$3,000

Wristbands: \$3,000

# SEMINOLE HARD ROCK WINTERFEST BOAT PARADE

## SHOWBOAT

December 11, 2021

**FREE Parade to the public in many areas along the 12-mile Route**

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 Parade, Winterfest produces a one-hour television special in cooperation with **WSVN Channel 7**.

Sponsor Showboats are guaranteed to be included in the television special (Script to be determined / subject to final editing by WSVN).

Your showboat in the Parade will also be aired live on the City of Fort Lauderdale television channel, digitally via EyeOnSouthFlorida and Winterfest's social media channel.



### SHOWBOAT SPONSORSHIP:

**Grand Marshal:** Seminole Hard Rock Hotel & Casino,  
Fifth Third Bank, City of Fort Lauderdale

**Fireworks:** South Florida Ford

**Jr. Captain Showboat:** FPL, Two Men and a Truck

**Salute to the Red, White & Blue:** Freedom Fighters

**Live Nativity:** Catholic Health Services

**Other Showboats:** Delta Sigma Theta Sorority

Republic National Distributing Company

WSVN Channel 7



### PENDING:

HCA East Florida Division

Flex Seal

**SHOWSTOPPER VIDEO:** <https://youtu.be/5bskmXig5WA>

**TELEVISION SHOW LINK:** <https://youtu.be/gsZTU74H-gg>

# SEMINOLE HARD ROCK WINTERFEST BOAT PARADE

## SHOWBOAT

December 11, 2021



### OPEN SPONSORSHIPS

#### **Santa Claus Showboat: \$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: \$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.

#### **Band Showboat: \$35,000**

#### **Video Screen Showboat: \$25,000**

### OTHER OPPORTUNITIES:

**Bow Sponsorship on the Grand Marshal Showboat**

# CAPTAINS' CUP DINNER AND AWARDS RECEPTION

**This is an Invitation Only Event scheduled for January/February 2022**

*Host Location is a Sponsorship Opportunity!*

A 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 300 in attendance.



## **SPONSORSHIP for this EVENT:**

**Wine: Republic National Distributing Company**

**Beer: Stella Artois**

## **PENDING:**

Entertainment: Six Star

## **OPEN SPONSORSHIPS**

Presenting: \$15,000

Welcome Reception: \$10,000

Hosting Location / Restaurant Sponsor  
Awards

MC/DJ and Awards Video: \$5,000

Photography / Photo Booth: \$5,000

Valet: \$3,000

# VOLUNTEER PARTY

**This is an Invitation Only Event scheduled for February/March 2022**

*Host Location is a Sponsorship Opportunity!*

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.



**SPONSORSHIP for this EVENT:**

**PENDING:**

Host Location: Tower Club

**OPEN SPONSORSHIPS**

Presenting: \$10,000

Swag Bag: \$3,000



# SANTA EXPERIENCE

## Letters to Santa

Winterfest has a direct line (or mailbox) to Santa. The Winterfest team with a few select elves will place Sana Mailboxes in various locations around Fort Lauderdale. The letters are picked up by Santa's elves or the Jolly Ol' Man himself.

Opportunities for children to take "elfies" and if they are unable to "catch a visitor from the North" – the kids can still receive a positive video message from Santa by simply scanning the information poster attached to the mailbox. This holiday campaign has a virtual element allowing children to upload their letters directly on the Winterfest website and receive the same magical message from Santa.

This campaign has an added heartstring with the 2020 letters delivered to Macy's to be a part of the Make A Wish Campaign (Macy's donated \$1 for every letter to Santa they received).

Photos are uploaded and shared on social media by Winterfest, supporting sponsors as well the Staff/visitors of the mailbox locations.



## SPONSORSHIP for this EVENT:

Location Sponsors: Broward Health, City of Fort Lauderdale  
Video Response From Santa: Eye On South Florida

## PENDING:

Dania Pointe

## OPEN SPONSORSHIPS

Location Sponsor: \$10,000  
Elf Sponsor: \$3,000  
Snapchat Frame Days with Santa: \$5,000  
(min. 10 mailbox locations  
– active on the location's day of their choosing)

# ONLINE EXPERIENCE

**SANTA SIGHTINGS:** Be a Part of all the excitement as Winterfest captures Santa on a min-vacation in Greater Fort Lauderdale. Santa at the Beach, on the Water and throughout the community. Winterfest will be capturing Santa and sharing those images on social media. While the Jolly Ol' Elf is in time, Storytime with Santa will be at various location throughout Broward.

**ONLINE HOLIDAY SHOPPING:** Enjoy Shopping from the comfort of your cozy couch using the Winterfest Online Auction

**DIY VIDEOS:** Create some holiday joy at home with our online “how to create” videos. Opportunities for sponsorship within this online activity section. Other great links on the site to help spread Holiday Cheer.



## SPONSORSHIP for SANTA SIGHTINGS:

Sponsors: Visit Lauderdale, South Florida Ford  
Storytime with Santa: Joe DiMaggio Children's Hospital

## OPEN SPONSORSHIP:

Location Sponsor: \$3,000  
Snapchat Frame Days with Santa: \$5,000  
(min. 10 mailbox locations  
– active on the location's day of their choosing

## SPONSORSHIP for ONLINE AUCTION:

Presenting: Fidelity Investments  
Qtego Sponsor: Carr Workplace

## OPEN SPONSORSHIPS

Qtego Sponsor: \$5,000-\$8,000 (10 sponsorships available)

## SPONSORSHIP for DIY VIDEOS:

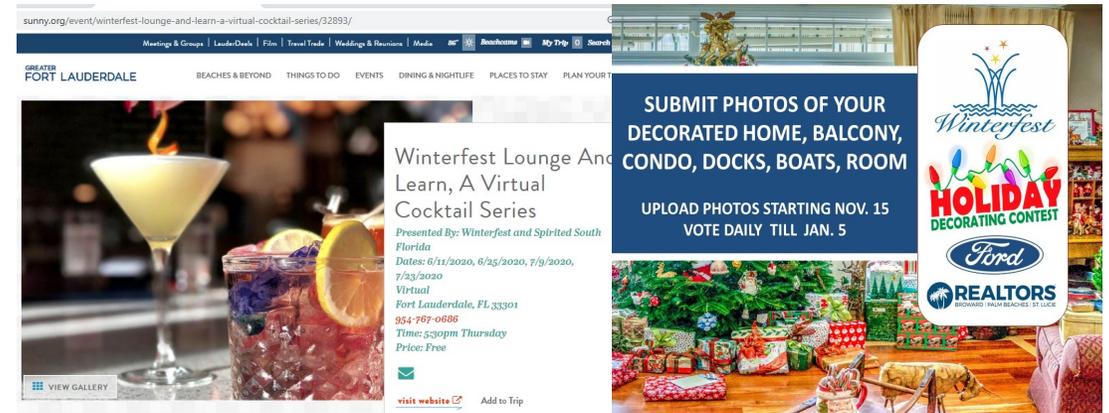
Sponsors: Media Lab, Publix  
This is an open sponsorship encouraging companies to submit how to create videos for holiday crafts, recipies, decorating a boat or home, etc.

# ONLINE EXPERIENCE

**LOUNGE AND LEARN:** Host one of our virtual classes at your location or be an online guest. This is one class where you get to drink your classwork. Featuring liquor brands currently secured by Winterfest.

**FLASHBACKS:** Celebrating the organizations 50<sup>th</sup> Anniversary, Winterfest Social Media will host Friday Flashbacks.

**CONTESTS:** Let's start decorating! Share the holiday cheer by uploading photos of your decorated homes, docks, balconies, rooms, boats, trees, pets, etc. Winners will receive gift cards and other great prizes. Special "Griswold" Award.



## SPONSORSHIP for LOUNGE N LEARN:

Sponsors: Republic National Distributing Company, Stella Artois  
Mixologist: QuinnPro Quo

## OPEN SPONSORSHIP:

Retail Partner: Trade

## SPONSORSHIP for Friday Flashbacks:

### OPEN SPONSORSHIPS

Presenting: \$5,000 (10 weeks)

## SPONSORSHIP for CONTEST(s):

Sponsors: WSVN, Visit Lauderdale

## PENDING SPONSORSHIP

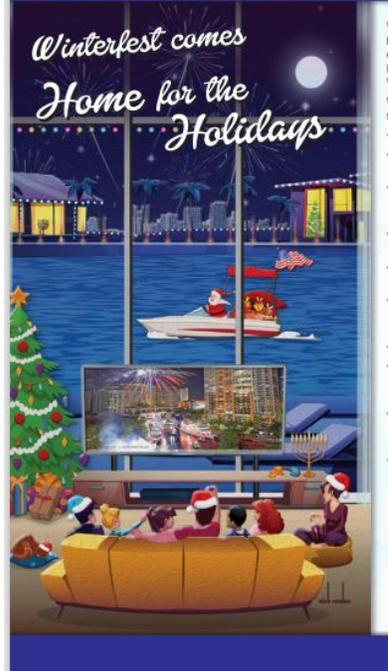
Chewy, REALTOR, Spirit, Publix, Crown

## OPEN SPONSORSHIPS

Presenting: \$10,000

Media Supporter: Min. of \$5,000 in paid contest ads co-branded (social platforms)

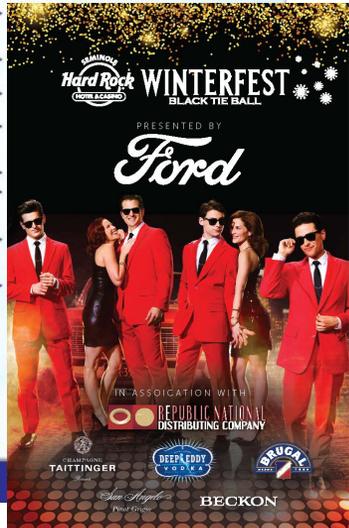
# COLLATERAL SUPPORT



We may not be able to produce our famous Parade in December; however, the Winterfest team is committed to bringing cheer to you, our community, as we celebrate our theme, "Home for the Holidays." Be a part of this year's "Spread the Cheer" campaign and join Winterfest as we close 2020 by sharing our festivities.

Winterfest is focused on making this time special with a virtual twist. This is the most exciting time of the year so let's give each other a reason to smile!

- Holiday Shopping using our Online Auction
- Santa Sightings – download the Winterfest App to see if Santa is spending some of his vacation near you!



**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-aways. 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 "Toot" Lemega

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

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



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



- ## OTHER PACKAGES: ADVERTISING PACKAGES
- ### OPEN SPONSORSHIP:
- (2) Full Page Ads in Winterfest Newsletter inside December's Lifestyle magazine
  - (camera-ready): \$6,000
  - Ad in Ball Program: \$2,000
  - 50 Anniversary Pin/Charm Patron: \$5,000
  - Patron of Winterfest Ornament to top-tiered Black Tie Ball Attendees: \$5,000
  - Poster Sponsorship: \$5,000
  - Burgee Sponsorship: \$5,000 (Parade Flag)

## SPONSORSHIP OUT OF THE BOX:

Do you have an idea of how to partner with Winterfest but do not see it on this Sponsorship Deck? Give the Winterfest Team a call to discuss 954-767-0686

# EXAMPLES OF TELEVISION COVERAGE

## **2020 WSVN TELEVISION COVERAGE:**

**BLACK TIE BALL** – Vignette: <https://youtu.be/-lIMY759kMc>

**WINTERFESTIVITIES** – Vignette: <https://youtu.be/QSDW-6wSgJs>

**WHITE PARTY** – Vignette: <https://youtu.be/YVaV9U5ITvE>

**SPIRIT OF GIVING** – Vignette: <https://youtu.be/oXiiv1KvMcY>

**JR. CAPTAIN, LETTERS TO SANTA, HOME FOR THE HOLIDAYS** – Vignette: [https://youtu.be/g\\_kY7Tlz8Ys](https://youtu.be/g_kY7Tlz8Ys)

**PARTIES IN THE PARK** – Vignette: <https://youtu.be/ZfPrZGLgNDk>

**SHORELINE AND GRAND MARSHAL** – Vignette: <https://youtu.be/R4NPJKnjOiM>

**SHOWSTOPPERS** – Vignette: <https://youtu.be/5bskmXjg5WA>

**BEHIND THE SCENES** – Vignette: <https://youtu.be/Krwa8Pru50w>

**FLOATING FLASHBACKS (History)** – Vignette: <https://youtu.be/csXz6kpZB1c>

**TELEVISION SHOW (with Commercials)**: <https://youtu.be/QoWV6EmffWo>

**TELEVISION SHOW by WSVN Channel 7**: <https://youtu.be/gsZTU74H-gg>

**TELEVISION COMMERCIAL for the Show**: [https://youtu.be/leTUR8L-k\\_U](https://youtu.be/leTUR8L-k_U)

**DECO WINNER**: <https://youtu.be/dCZBcEoe028>

**SANTA ON VACATION (SOCIAL MEDIA ONLY)**: [https://youtu.be/5eGvWgp\\_Nvs](https://youtu.be/5eGvWgp_Nvs)



# TELEVISION & DIGITAL



## WINTERFEST TELEVISION SPECIAL IS SEEN AROUND THE WORLD VIA WSVN, FOX SPORTS (BALLY'S) AND EYEONSOUTHFLORIDA

### MIAMI /FORT LAUDERALE AUDIENCE:

- Television Show in Miami Market WSVN Channel 7 – five airings
- Television Show is aired live on the City of Fort Lauderdale's station.
- WSVN Social Media has over **73,469** Facebook, **4,000** Twitter and **2,378** on WSVN.com – These numbers are Parade viewers only

### OUTSIDE MIAMI AUDIENCE VIA FOX SPORTS SUN:

- Available to a total of **7.5 Million** Households across the United States (6 MILLION in Florida in 10 designated market areas, 1.5 Million outside of Florida)
- Television Show Boston Market: WHDH and WLVI - two airings

### WORLDWIDE AUDIENCE IN 2019 VIA EYEONSOUTHFLORIDA:

1. United States	(79.21%)	14. Spain	(1.00%)	27. Mexico	(0.25%)
2. United Kingdom	(4.91%)	15. New Zealand	(0.50%)	28. Malaysia	(0.15%)
3. Brazil	(3.48%)	16. Philippines	(0.40%)	29. Portugal	(0.25%)
4. Canada	(0.73%)	17. Taiwan	(0.50%)	30. Romania	(0.25%)
5. Germany	(2.73%)	18. United Arab Emirates	(0.55%)	31. Russia	(0.35%)
6. Sweden	(0.14%)	19. Bangladesh	(0.15%)	32. Ukraine	(0.25%)
7. South Africa	(0.24%)	20. Costa Rica	(0.25%)	33. Venezuela	(0.25%)
8. China	(0.99%)	21. Czech Republic	(0.25%)		
9. France	(0.99%)	22. Croatia	(0.05%)		
10. Italy	(0.84%)	23. Indonesia	(0.25%)		
11. Poland	(0.74%)	24. Israel	(0.35%)		
12. Argentina	(0.20%)	25. Japan	(1.35%)		
13. Bosnia & Herzegovina	(0.20%)	26. Lithuania	(0.05%)		

This report was generated on 02/09/20 at 18:48 PM - Current Report Bandwidth Usage: Amazon AWS / EC2 CDN / S3  
 The above accounts for all digital media accessed and does not include conventional broadcast.  
<https://eyeonchannel.com/eye-on-south-florida/featured-sfl/watch-live-winterfest-boat-parade-here/>

## SAMPLE COMMERCIALS:

### ENTER THE PARADE:

<https://winterfestparade.com/wp-content/uploads/2020/01/Winterfest-BOAT-PARADE-15-sec-spot-2-sept27-MIAMI.mp3>

### WHITE PARTY:

<https://winterfestparade.com/wp-content/uploads/2020/01/Winterfest-White-Party-30-sec-sept27-MIAMI.mp3>

### FAMILY FUN DAY:

<https://winterfestparade.com/wp-content/uploads/2020/01/Winterfest-Family-Fun-Day-30-Oct-30.mp3>

### BLACK TIE BALL:

<https://winterfestparade.com/wp-content/uploads/2020/01/Winterfest-Black-Tie-Ball-30>



## IN 2019:

An approximate total of 21,214,600 impressions were delivered on the air via iHeart Radio stations.

iHeart media promoted the Seminole Hard Rock Winterfest Boat Parade and Events on a variety of their radio stations with over 1,800 promotions.

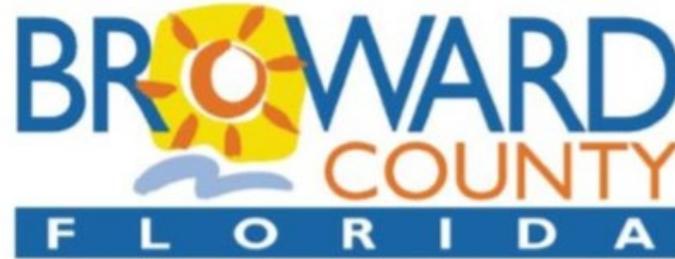


# JOIN WINTERFEST TODAY!

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

QUESTIONS? Visit: [Winterfestparade.com](http://Winterfestparade.com) or contact Lisa Scott-Founds, President & CEO phone: 954-767-0686 email: [lisa@winterfestparade.com](mailto:lisa@winterfestparade.com)

2019  
ECONOMIC  
IMPACT on



**\$51,438,341**

14,031  
Room Nights

**POLL RESULTS**

Touch-Poll™  
FEEDBACK. WISELY. REALLY COUNTS.  
Grandstand Area

View the 2019  
WINTERFEST  
ANNUAL REPORT

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

