

2022 SPONSORSHIP OPPORTUNITIES



Producers of various events including the signature
holiday experience in Florida

SEMINOLE HARD ROCK WINTERFEST BOAT PARADE

“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 Parade and create a non-profit organization that would make the Parade and all the surrounding events into a world-class extravaganza.

Winterfest's **economic impact** of approximately **\$50 million** annually, benefits our local community in Broward County.

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 of 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!

Customized Package for your Partnership

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 **51st 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 viewers 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 2021, the Winterfest special aired five times in South Florida, twice in the Boston market on **WHDH-TV** and **WLVI-TV**. In addition, it aired nine times on **Bally Sports Florida** which is available to 7.1 million households in and outside of Florida. The Parade will also be livestreamed with WSVN Channel 7 and aired on the City of Fort Lauderdale channel.

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



WINTERFEST LAUNCH PARTY

October 21, 2022

This event is by invitation only. Sponsorship is your ticket in. The Winterfest® White Hot Launch Party with a Neon Glow is the kick-off event for Winterfest Season. 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.

SPONSORSHIPS

Presenting: Gray Robinson

Liquor: Republic National Distributing Company

Featured Restaurant: Casa Calabria

Host: Fort Lauderdale Marriott Harbor Beach Hotel & Spa

PENDING SPONSORSHIPS

Photo Booth: UKG

Misc. Sponsors: Riverwalk, Tower Club, Sixth Star, Robinson Jewelers, Panta Interactive, Dior

OPEN SPONSORSHIPS

Entertainment: \$15,000

Welcome Reception: \$10,000

Swag Bag: \$5,000

Valet Sponsor: \$5,000

2021 EVENT VIDEO CLIP:

<https://youtu.be/H-fgfr73rGU>



SAVOR THE WINTERFEST SEASON PARTY

November 5, 2022

The ultimate mansion party – Savor Style. Limited to only 200 guests, this is the place to be and be seen. The party will host a spectrum of entertainment, fashion and fabulous themed cuisine.

Tickets are \$150 per person.

Valet parking is available / Uber is recommended.

2021 Video Clip (themed Nifty Fifty):
<https://youtu.be/xi97HOrGfz4?t=27>

SPONSORSHIPS

Host: Steve Savor's Villa de Palma

PENDING SPONSORSHIPS

Title: Umbrella Group

Liquor: Republic National Distributing Company

OPEN SPONSORSHIPS

Entertainment: \$10,000

Cuisine:

Valet: \$5,000

Décor Sponsor: \$5,000

Photography Sponsor: \$3,000



Savor the Season

FAMILY FUN DAY

FREE EVENT

LOCATION: Esplanade Park

November 21, 2022

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 and includes trackless 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 and sampling from La Croix. Live entertainment provided by School of Rock and Florida Children's Theatre and so much more!

This event has boasted in excess of 50 vendors and activities, and 6,000+ guests consistently since its inception in 1998.



PENDING SPONSORSHIPS

Title: Joe DiMaggio Children's Hospital

Presenting: Publix

Conservation Village: SOS (Stoked On Salt)

Snow Mountain: Broward College

Activations: LaCroix, Fifth Third Bank

OPEN SPONSORSHIPS

Pet Rescue Row: \$10,000 includes kissing booth

Puppy Kissing Booth: \$5,000 (booth sponsor only)

Sampling/Display Opportunities
available

2021 VIDEO LINK: <https://youtu.be/jSckhU-hmHI>

SEMINOLE HARD ROCK WINTERFEST BLACK TIE BALL

December 3, 2022
6 pm – 12 midnight

The Winterfest® Black Tie Ball is the social event of the holiday season and the best 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 1,200 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.

SPONSORSHIPS

Title: Seminole Hard Rock Hotel & Casino
In Association: Republic National
Distributing Company
Swag Bag: Fifth Third Bank

PENDING SPONSORSHIPS

Presenting: Broward Health
Fun Photo Booth: UKG
Silent Auction: Fidelity Investments
Welcome Reception: Hotwire
Communications
Entertainment Sponsor: DEX Imaging
Showcase Entertainment: Broadway
Across America

OPEN SPONSORSHIPS

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

[CLICK
For the
2021 VIDEO
LINK:](#)



CAPTAIN'S MEETING

December 6, 2022

The mandatory dinner 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.



PENDING SPONSORSHIPS

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

Voting App: South Florida Ford

Boat Number Sponsor: Image 360



OPEN SPONSORSHIPS

Host Location:

Swag Bag: \$5,000

Shirt /Cap Sponsor: \$10,000

Gas Cards for Boaters
Sampling Opportunities



SEMINOLE HARD ROCK **GRAND** **MARSHAL** RECEPTION

December 9, 2022

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 amongst a very influential group of people, this is the perfect event with which to be aligned.



SPONSORSHIP:

Title Sponsor: Seminole Hard Rock Hotel & Casino

Presenting/ Ambassador: University of Miami Sylvester Comprehensive Center

Liquor: Republic National Distributing Company

OPEN SPONSORSHIPS

Fun Photo:

VIP Lounge: \$15,000

Event Pass: \$10,000

Valet: \$7,500

Mermaids: \$5,000



CLICK FOR [2021 VIDEO LINK OF EVENT](#)

"PARTY IN THE PARK" PARADE VIEWING AREA



December 10, 2022

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

The **3,000** capacity Parade Viewing Area is the prime location, located east 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.

Entertainment will continue after Parade passes.



SPONSORSHIPS

Title: Baptist Health

Hospitality Area: Stella Artois

Commentary: iHeart Media

PENDING SPONSORSHIPS

Association: Florida Panthers

Supporters: BID, Bons Barricades, Visit Lauderdale, Brightline



OPEN SPONSORSHIPS

Stage: \$15,000

Sports Zone: \$10,000

Activations: \$3,000-\$5,000

2021 VIDEO LINK



VIP VIEWING AREA

December 10, 2022

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

Located at Laura Ward Riverwalk Plaza, Stranahan House and 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.



PENDING SPONSORSHIPS

Association: Holy Cross Health, Nova Southeastern University

Host: Riverside Hotel

Misc.: Visit Lauderdale, Fifth Third Bank

OPEN SPONSORSHIPS

Featured Restaurant:

Judges Voting Area: \$5,000

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

SEMINOLE HARD ROCK WINTERFEST BOAT PARADE SHOWBOAT

December 10, 2022

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 SPONSORSHIPS

Grand Marshal: Seminole Hard Rock Hotel & Casino, Fifth Third Bank, City of Fort Lauderdale
Other Showboats: FPL with TWO MEN AND A TRUCK, Republic National Distributing Company, WSVN Channel 7

PENDING SPONSORSHIPS

Fireworks: South Florida Ford
Live Nativity: Catholic Health Services

OPEN SPONSORSHIP ON SHOWBOATS:

Salute to the Red, White & Blue: \$30,000
Under the Sea: \$50,000
Rudolph Party Boat: \$20,000

SEMINOLE HARD ROCK WINTERFEST BOAT PARADE SHOWBOAT

December 10, 2022



OPEN SPONSORSHIPS

Santa Claus Showboat: \$55,000

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: \$40,000 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: \$30,000

PENDING SPONSORSHIP:

**Bow Sponsorship on the Grand Marshal
Showboat – Spirit Airlines**

CAPTAIN'S CUP DINNER AND AWARDS RECEPTION

This is an Invitation Only Event scheduled for early 2023

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.



SPONSORSHIPS

Wine: Republic National Distributing Company

Beer: Stella Artois

OPEN SPONSORSHIPS

Presenting: \$15,000

Welcome Reception: \$10,000

Hosting Location / Restaurant Sponsor

Awards: \$10,000

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

Photography / Photo Booth: \$5,000

Valet: \$3,500

2021 Event Location: The Venue

VOLUNTEER PARTY

This is an Invitation Only Event scheduled for February/March 2023

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.



OPEN SPONSORSHIPS

Presenting: \$10,000

Location:

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 Santa 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.



SPONSORSHIPS:

Location Sponsors: Broward Health, City of Fort Lauderdale

Video Response From Santa: Eye On South Florida

OPEN SPONSORSHIPS

Location Sponsor: \$3,000

Santa Charity Sponsor: (donation directly to a charity of "Santa's choice") \$2,000

Elf Sponsor: \$2,000 **Snapchat Frame Days with Santa:** \$5,000



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.



PENDING SPONSORSHIPS

Online Sponsor: Fidelity Investments

DIY Sponsor: The Media Lab

Qtego Sponsor: Carr Workplace

SPONSORSHIPS

Santa Sighting Video Producer or Sponsor: \$15,000

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



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 51st 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.



LOUNGE N LEARN SPONSORSHIP

Sponsors: Republic National Distributing Company
Mixologist: QuinnPro Quo
Location Sponsor
Retail Partner

SPONSORSHIP for CONTEST(s):

Sponsors: WSVN, Visit Lauderdale

PENDING SPONSORSHIP

REALTOR, Spirit, Publix, Crown

OPEN SPONSORSHIPS

Friday Flashbacks: \$10,000 (10 weeks)
Contest Presenting Sponsor: \$10,000



CO-BRANDING WITH SELECT MEDIA



Hotwire Communications co-branding
Winterfest and Visit Lauderdale
[Vacation with Winterfest Creative](#)

Additional co-branding examples
including radio spots with iHeart can be
found on Winterfestparade.com

ADVERTISING PACKAGES

CO-BRANDING SPONSORSHIP:

- Advertising the Parade and/or other Winterfest events in the tri-county markets and outside of our area with partners such as
 - Hotwire Communications
 - RSVP
 - Lifestyle Magazine
 - iHEART Media

RSVP's Palm Beach promotion with
Visit Lauderdale and Fifth Third Bank



COLLATERAL SUPPORT



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
- 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

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

2021 Links of the WSVN Television Special:

- **FAMILY FUN DAY:** <https://youtu.be/jSckhU-hmHI>
- **PARADE VIEWING:** <https://youtu.be/jSckhU-hmHI?t=110>
- **SHOWSTOPPERS:** <https://youtu.be/EJwqh9EyHa0>
 - Including an interview of the Winterfest Foundation Jr. Captain
- **WHITE HOT LAUNCH PARTY:** <https://youtu.be/H-fgfr73rGU>
- **GRAND MARSHAL RECEPTION with SPIRIT BOW CAM:**
<https://www.youtube.com/watch?v=xi97HOrGfz4>
- **BLACK TIE BALL:** <https://youtu.be/O6fwLB5x-ws>
- **ONE HOUR SPECIAL:** <https://youtu.be/mfT0VIGCaww>

2021 Live Television Show: https://eyeonchannel.com/winterfest-boat-parade/?fbclid=IwAR2mC9eTkKgwX0d7IEPB1OKJePf5Gu5UezpfTL2vaNAHV_x07T6wd7Vu53s



WSVN



EXAMPLES OF TELEVISION COVERAGE

2021 Live Television Show: https://eyeonchannel.com/winterfest-boat-parade/?fbclid=IwAR2mC9eTkKgwX0d7IEPB1OKJePf5Gu5UezpfTL2vaNAHV_xO7T6wd7Vu53s

WSVN Channel 7 News Stories:

<https://wsvn.com/entertainment/50th-seminole-hard-rock-winterfest-boat-parade-cruises-down-new-river-intracoastal-after-pandemic-pause/>

<https://wsvn.com/news/local/boat-decorator-comes-out-of-retirement-for-50th-winterfest-boat-parade/>

<https://wsvn.com/entertainment/winterfest-boat-parade-sails-into-the-holiday-season-in-fort-lauderdale/>

<https://wsvn.com/news/local/several-bridge-closures-taking-place-saturday-night-for-winterfest-boat-parade-in-fort-lauderdale/>

<https://wsvn.com/entertainment/deco-drive/winterfest-makes-a-splash-with-black-tie-gala-ahead-of-50th-parade/>



WSVN



EXAMPLES OF TELEVISION COVERAGE

2021 Links – EyeOnChannel

- **Grand Marshal Reception** with Mario Lopez and celebrity interviews: Joey Fatone, Ryan Cabrera, Captain Lee, and Santa <https://eyeonchannel.com/eye-on-south-florida/featured-sfl/the-seminole-hard-rock-grand-marshal-reception/>
- **Strategic Planning for 50th Anniversary:**
<https://www.facebook.com/watch/?v=491341718799267>
- **White Hot Launch Party** with Andrew Robinson (Robinson's Jewelers), Tom Loffredo (Gray Robinson), Stacy Ritter (Visit Lauderdale), Captain Lee (Below Deck), Mark Swenson (Winterfest Chairman), Mayor Dean Trantalis (City of Fort Lauderdale), Paul Castronovo (Paul Castronovo Show), and Sheriann Namer (EyeOnSouthFlorida) <https://www.facebook.com/watch/?v=3066650840259112>
- **VIP Area** with Fort Lauderdale Commissioner Steven Glassman, Broward County Mayor Michael Udine, Visit Lauderdale Stacy Ritter, TravelHost's Ina Lee, VIP Chairwoman Lisa Duke, Harry K Moon, MD, Representative from the USS Fort Lauderdale, Riverside Hotel's Heiko Dobrikow, Winterfest's Lisa Scott-Founds: <https://www.facebook.com/watch/?v=3066650840259112>
- **Live Streaming of the Nifty Fifty Pep Rally Party** – thank you to the Umbrella Group, Steve Savor and AARP. Interviews at the end: <https://fb.watch/b2mSkFF-67/>





IN 2021:

An approximate total of 11,500,171 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 3rd Avenue, Fort Lauderdale, Florida 33060

QUESTIONS? Visit: Winterfestparade.com or contact Lisa Scott-Founds, President & CEO
phone: 954-767-0686 email: lisa@winterfestparade.com

