

► **2023 SPONSORSHIP  
OPPORTUNITIES**



Producers of various events including the signature holiday experience in Florida

**SEMINOLE HARD ROCK WINTERFEST  
BOAT PARADE**

- **ALL PROPOSALS ARE  
CUSTOM-DESIGNED FOR SPONSORS**



**2023 PARADE THEME**

**REFLECTIONS AFLOAT**

20 YEARS OF HARD ROCKIN' THIS 52-YEAR-OLD  
HOLIDAY TRADITION



# 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 diversity among all cultures, races and religions. Winterfest has a base of 300+ volunteers, plus sponsors led by a Board of Directors. As a 501C4 not for profit, we rely on partnerships from local and national corporations and organizations to provide the “fuel” to help run all festivities. Our sponsors ensure the continued success and future growth of the Winterfest Celebration and to be able to offer free events along the way..

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 **52nd 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 as television viewers. In addition to the Parade, we produce a one-hour television special in cooperation with **WSVN Channel 7** (South Florida FOX Affiliate available to 1.5 million household viewers).

In 2022, 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 was also 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.



# NEW EVENT: WINTERFEST THEME ROLL OUT

**August 30, 2023**

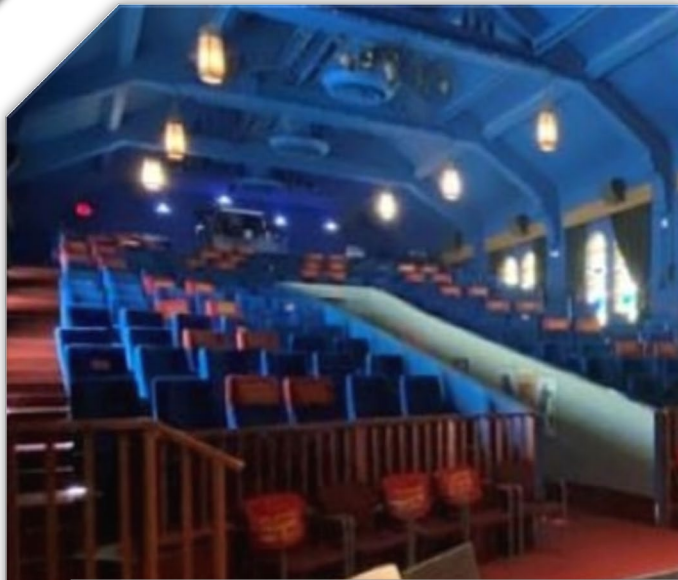
Savor Cinema is hosting the 2023 Theme roll out “Reflections Afloat” – a happy hour and visual highlight of 20 years of Parade themes with fun movie, Broadway shows and other visuals elements to give our Parade Participants and Supporters an idea of what is in store on December 16<sup>th</sup> for the Seminole Hard Rock Winterfest Boat Parade. This will be open to the public free of charge - very similar to our monthly Happy Hours.

## **SPONSORSHIPS SOLD**

- ▶ **Host:** Savor Cinema

## **AVAILABLE SPONSORSHIPS**

- ▶ **Movie Montage Sponsor:** \$4,000
- ▶ **Welcome Reception:** \$5,000
- ▶ **Entertainment Sponsor at Reception:** \$2,500
- ▶ **Valet Sponsor:** \$1,500





# WINTERFEST LAUNCH PARTY

October 14, 2023

This event is by invitation only and sponsorship is your ticket in. The Winterfest® Launch Party with a “Platinum Record Rewind” theme 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 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 SOLD

- ▶ **Presenting:** Gray Robinson
- ▶ **Liquor:** Republic National Distributing Company
- ▶ **Featured Restaurant:** Casa Calabria
- ▶ **Host:** Fort Lauderdale Marriott Harbor Beach Hotel & Spa

## PENDING SPONSORSHIPS

- ▶ Carroll’s Jewelers, LaCroix

## AVAILABLE SPONSORSHIPS

- ▶ **Entertainment:** \$10,000
- ▶ **Welcome Reception:** \$10,000
- ▶ **Restaurant:** to be discussed
- ▶ **Valet Sponsor:** \$2,500

WATCH THE 2022 EVENT VIDEO CLIP:

[CLICK HERE](#)





# SAVOR THE WINTERFEST SEASON

**“Roaring 20s”** theme **November 4, 2023**

The ultimate mansion party – Savor Style. Limited to 400 guests, this is the place to be and be seen. The party will host a spectrum of entertainment, fashion and fabulous themed cuisine.

Attire: Roaring 20s chic

Tickets are \$150 per person.

Valet parking is very limited / Ride Share is recommended.

## SPONSORSHIPS SOLD

- ▶ **Host:** Steve Savor’s Villa de Palma
- ▶ **Liquor:** Republic National Distributing Company

## PENDING SPONSORSHIPS

- ▶ The Umbrella Group

## AVAILABLE SPONSORSHIPS

- ▶ Presenting: \$15,000
- ▶ Entertainment: \$5,000
- ▶ Valet Sponsor: \$2,500
- ▶ Photographer / Videographer: \$3,000

**WATCH THE EVENT VIDEO CLIP** (themed Nifty Fifty):  
[CLICK HERE](#)



# FAMILY FUN DAY

**FREE FAMILY FUN** Esplanade Park **November 19, 2023**

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, ride an electric 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 samplings, live entertainment and so much more!

This event has boasted in excess of 50 vendors and activities, and 5,000+ guests consistently since its inception in 1998.

## SPONSORSHIPS

### PENDING SPONSORSHIPS

- ▶ **Title:** Joe DiMaggio Children's Hospital
- ▶ **Presenting:** Publix
- ▶ **Conservation Village:** SOS (Stoked On Salt)
- ▶ **Activations:** Fifth Third Bank, Biron Law Group

### AVAILABLE SPONSORSHIPS

- ▶ **Snow Mountain:** \$10,000
- ▶ **Pet Rescue Row:** \$5,000 includes kissing booth
- ▶ **Sampling Activation/Display Opportunities:** \$5,000

**WATCH THE EVENT VIDEO CLIP:**

[CLICK HERE](#)





# SEMINOLE HARD ROCK WINTERFEST **BLACK TIE**

**BALL** Seminole Hard Rock Hotel & Casino  
December 9, 2023 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. This year's show: ***Moulin Rouge***.

**WATCH THE EVENT VIDEO CLIP:**

[CLICK HERE](#)





# SEMINOLE HARD ROCK WINTERFEST **BLACK TIE BALL**

**Seminole Hard Rock Hotel & Casino**

**December 9, 2023 6 pm – 12 midnight**

## **SPONSORSHIPS SOLD**

- ▶ **Title and Host:** Seminole Hard Rock Hotel & Casino
- ▶ **Presenting:** Broward Health
- ▶ **Liquor:** Republic National Distributing Company

## **PENDING SPONSORSHIPS**

- ▶ **Welcome Reception:** Hotwire Communications
- ▶ **Entertainment:** DEX Imaging
- ▶ **Qtogo Online Sponsor:** Carr Workplace

## **AVAILABLE SPONSORSHIPS**

- ▶ **Silent/Live Auction:** \$15,000
- ▶ **Qtogo Online Auction** (10 Available): \$5,000-\$8,000
- ▶ **Table Sponsor:** \$4,000 - \$6,000 (\$7,000 with a full-page ad)
- ▶ **Photographer / Videographer:** \$3,000

**WATCH THE EVENT VIDEO CLIP:**

[CLICK HERE](#)

- ▶ **ALL PROPOSALS ARE  
CUSTOM-DESIGNED FOR SPONSORS**

# SKIPPER'S MEETING

**Coral Ridge Yacht Club** December 12, 2023

This is a mandatory 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. Dinner and drinks are provided by the club.

## SPONSORSHIPS SOLD

- ▶ **Host:** Coral Ridge Yacht Club

## PENDING SPONSORSHIPS

- ▶ **Presenting Co-Sponsor:** Frank & Jimmie's Propeller
- ▶ **Gas Card Sponsor:** Chevron

## AVAILABLE SPONSORSHIPS

- ▶ **Presenting Co-Sponsor:** \$5,000
- ▶ **Video Instructional Sponsor:** \$10,000
- ▶ **Shirt Sponsor:** \$5,000
- ▶ **Goodie Bag Sponsors:** \$5,000
- ▶ **Manual Sponsor:** \$2,500
- ▶ **Sampling/Display Opportunities** available





# SEMINOLE HARD ROCK GRAND MARSHAL RECEPTION

December 15, 2023

This event is by invitation only and 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. Hosted by the Seminole Hard Rock Hotel & Casino, 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.

## SPONSORSHIPS SOLD

- ▶ **Title:** Seminole Hard Rock Hotel & Casino

## PENDING SPONSORSHIPS

- ▶ **Presenting:** : University of Miami Sylvester Comprehensive Cancer Center
- ▶ **Liquor:** Republic National Distributing Company

## AVAILABLE SPONSORSHIPS

- ▶ **Fun Photos:** \$5,000
- ▶ **VIP Lounge:** \$15,000
- ▶ **Event Pass:** \$10,000



**WATCH THE EVENT VIDEO CLIP:**

[CLICK HERE](#)



**WATCH THE EVENT VIDEO CLIP:**

[CLICK HERE](#)

# “PARTY IN THE PARK” PARADE VIEWING AREA

**Las Olas Intracoastal Promenade Park** December 16, 2023

**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 on the southeast 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. *Live* entertainment will continue after Parade passes.

## **SPONSORSHIPS SOLD**

- ▶ **Activations:** Twin Peaks
- ▶ **Commentary:** iHeart Media

## **PENDING SPONSORSHIPS**

- ▶ **Presenting:** Baptist Health
- ▶ **In Association:** Florida Panthers
- ▶ **Culinary Courtyard:** Stella Artois
- ▶ **Beverages:** LaCroix, Coca Cola

## **AVAILABLE SPONSORSHIPS**

- ▶ **Stage Sponsor:** \$10,000
- ▶ **Photo Booth:** \$5,000
- ▶ **Pet Rescue Row:** \$5,000
- ▶ **Sampling Activations/Display Opportunities** available:\$5,000



# WINTERFEST VIP AREA

**Tunnel Top Park/Riverside Hotel December 16, 2023**

This event is by invitation only and sponsorship is your ticket in.

Located at Tunnel Top Park (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 (must be 21)! 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 organized 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.

## SPONSORSHIPS SOLD

- ▶ **Host:** Riverside Hotel
- ▶ **Liquor:** Republic National Distributing Company
- ▶ **Commentary and Airing of the Parade:** WSVN Channel 7

## PENDING SPONSORSHIPS

- ▶ **Presenting:** Holy Cross Health, NSU
- ▶ **In Association:** Florida Panthers
- ▶ **Restaurant Sampling:** Wild Sea, Boathouse and local restaurants
- ▶ **Beverages:** Stella Artois, LaCroix

## AVAILABLE SPONSORSHIPS

- ▶ **Judges Area:** \$10,000
- ▶ **Restaurant Sampling:** 500 samples
- ▶ **Decorating Sponsor:** \$5,000



# SEMINOLE HARD ROCK **WINTERFEST** BOAT PARADE

## Showboat Sponsorship

**December 16, 2023**

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

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.

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.

**WATCH THE ONE-HOUR SPECIAL ONLINE:**

**[CLICK HERE](#)**





# SHOWBOATS

Looking for a holiday party for your company?

Let us create a branding yacht that will entertain your guests and please spectators alike.

## SHOWBOAT SPONSORSHIPS SOLD

- ▶ Fifth Third Bank
- ▶ Republic National Distributing Company
- ▶ Twin Peaks Restaurant
- ▶ Amazon Santa Showboat
- ▶ WSVN Channel 7

## PENDING SPONSORSHIPS

- ▶ Jr. Captain: TWO MEN AND A TRUCK, FPL

## AVAILABLE SPONSORSHIPS

- ▶ Showboats \$40,000 and up
- ▶ Fireworks (with LED Screens): \$50,000
- ▶ Performance Showboat: (bands on a boat): \$35,000
- ▶ Salute to the Red, White & Blue: \$30,000
- ▶ Rudolph Party Boat: \$20,000
- ▶ Elf Brigade: \$30,000



WATCH THE ONE-HOUR SPECIAL ONLINE:

[CLICK HERE](#)

# CAPTAIN'S CUP DINNER AND AWARDS RECEPTION

**The Venue** February 28, 2024

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 250 in attendance.

## SPONSORSHIPS SOLD

- ▶ **Wine:** Republic National Distributing Company
- ▶ **Beer:** Stella Artois

## AVAILABLE SPONSORSHIPS

- ▶ **Presenting:** \$15,000
- ▶ **Welcome Reception:** \$10,000
- ▶ **Awards:** \$10,000
- ▶ **MC/DJ and Video:** \$5,000
- ▶ **Photography / Photo Booth:** \$5,000
- ▶ **Valet:** \$2,500







# VOLUNTEER PARTY

**March 2024**

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.

## **SPONSORSHIPS SOLD**

- ▶ **Host:** Piazza Italia

## **AVAILABLE SPONSORSHIPS**

- ▶ **Presenting:** \$10,000
- ▶ **Location:** Area Restaurant / Hotel
- ▶ **Swag Bag:** \$3,000



# SANTA ACTIVITIES

## Santa vacations throughout the year in Broward County

**MAILBOXES:** 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.

This campaign has an added heartstring with the 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).

Along with the Mailboxes, Santa takes a vacation to South Florida various times during 2023. Winterfest tries to capture his time during his vacation. You can be a part of Santa's excursions during **CHRISTMAS IN JULY** and other trips to this area prior to the Parade.

Photos are uploaded and shared on social media by Winterfest, and campaign supporters.

## SPONSORSHIPS SOLD

- ▶ **Mailbox Locations:** Broward Health, City of Fort Lauderdale
- ▶ **Video Response:** Eye On South Florida

## PENDING SPONSORSHIPS

- ▶ **Santa Seat Location at Boat Show:** Informa

## AVAILABLE SPONSORSHIPS

- ▶ **Santa Stop to give out Naught or Nice Certificate™:** \$3,000
- ▶ **Elf Sponsor:** \$10,000
- ▶ **Snapchat Filter during Days with Santa:** \$5,000
- ▶ **Golf Cart Brigade (Christmas in July):** \$3,000





# ONLINE ACTIVITIES



*Storytime with Santa*



  
**Joe DiMaggio  
Children's Hospital**

First 100  
Registered  
viewers will  
receive the book



  
**UBS**  
The Garvin  
Financial Team

**SANTA READING A STORY:** Be a Part of all the excitement as Winterfest captures Santa on a mini-vacation in Greater Fort Lauderdale and shares his activities with the world online. 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

- ▶ **Storytime with Santa:** Joe DiMaggio Children's Hospital, Eye On South Florida, UBS Financial Services
- ▶ **DIY Sponsor:** The Media Lab

## AVAILABLE SPONSORSHIPS

- ▶ **Santa Tracker** (including Parade Night): \$10,000
- ▶ **Santa Sighting Video Producer or Sponsor:** \$15,000
- ▶ **Qtogo Sponsor:** \$5,000-\$8,000 (10 sponsorships available)

# ONLINE ACTIVITIES

**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 52nd 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 SOLD

### Lounge and Learn

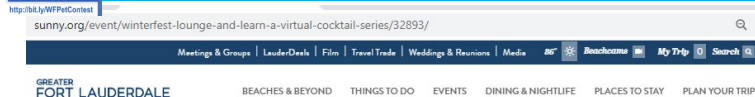
- ▶ **Liquor:** Republic National Distributing Company
- ▶ **Mixologist:** QuinnProQuo

## PENDING SPONSORSHIPS

- ▶ **Lounge and Learn:** Crown Wine and Spirits
- ▶ **Shoreline Decorating:** REALTORS

## AVAILABLE SPONSORSHIPS

- ▶ **Voting App Sponsor:** \$15,000
- ▶ **Flashback Sponsor** (16 to 24 posts in 8 to 12 weeks): \$10,000
- ▶ **Contest Sponsor:** \$5,000-\$8,000
- ▶ **Lounge and Learn Location Sponsor:** \$2,000 - \$5,000
- ▶ **Lounge and Learn Retail Partner:** Display Space for select brands





# CO-BRANDING MEDIA

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** (postcards sent within the states and outside of the area along the east coast ie. Georgia, South Carolina, etc.)

**iHEART Media**

**Lifestyle Magazine**



## Plan the Perfect Family Vacation with WINTERFEST

Enjoy everything Fort Lauderdale and Broward County has to offer Sun, Fun and tickets to the Best Show on H2O.



SEMINOLE  
**Hard Rock**  
HOTEL & CASINO  
**WINTERFEST**  
BOAT PARADE  
DECEMBER 10, 2022



WEEKEND GET-A-WAYS  
are just a scan from your phone  
or click on the website.

**ftbeach**  
Fort Lauderdale Beach

**VISIT  
LAUDERDALE**  
Broward County

**jetBlue**

**Water Taxi**

OFFICIAL BANK OF WINTERFEST  
**FORTY-THIRD BANK**

EVENT & TICKET INFORMATION | 954-767-0686 | WinterfestParade.com

# COLLATERAL SUPPORT

## OTHER PACKAGES: ADVERTISING PACKAGES

### AVAILABLE 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
- ▶ Bursary Sponsorship: \$5,000
- ▶ Online or Location to Enter Contests

### 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





# JOIN WINTERFEST TODAY!

Winterfest, Inc. is a 501(c)4 organization  
headquartered at 512 Northeast 3<sup>rd</sup> Avenue, Fort Lauderdale, Florida 33301

**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)

**PROPOSALS ARE CUSTOM-DESIGNED FOR SPONSORS**

