

2024 SPONSORSHIP OPPORTUNITIES

2024 PARADE THEME
FROM **SAWGRASS**
TO **SEAGRASS**:
WAVES OF
HOLIDAY CHEER

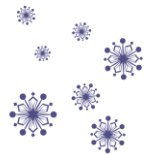


WINTERFEST

Producers of various
events including the
signature holiday
experience in Florida



WINTERFEST
BOAT PARADE



ALL PROPOSALS ARE

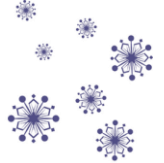
CUSTOM-DESIGNED FOR SPONSORS

This deck reflects the minimum number of benefits. All sponsorship contributions are negotiable based on benefits provided. Media Partners subject to change based on contract renewals.

BRANDING – CONNECTING – PROMOTING



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 501©4 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**. USA Today named the Parade in its **top 10 Best Holiday Parade**. 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

Be a part of 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 **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 2023, the Winterfest special aired five times in South Florida, twice in the Boston market on **WHDH-TV** and **WLVI-TV** as well as ten times on **Bally Sports Sun** and one time on **Bally Sports Florida**.

Winterfest is the perfect organization to align with your company and connect with other business leaders in the South Florida Area 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.

BRANDING – CONNECTING – PROMOTING

WINTERFEST THEME ROLL OUT

August 28, 2024

Savor Cinema is hosting the 2024 Theme roll out

FROM **SAWGRASS** TO **SEAGRASS**: WAVES OF HOLIDAY CHEER

SPONSORSHIPS COMMITTED

Host Location: Savor Cinema

AVAILABLE SPONSORSHIPS STARTING AT

Movie Montage Sponsor: \$4,000

Welcome Reception: \$5,000

Entertainment Sponsor at Reception: \$2,500

Valet Sponsor: \$1,500



BRANDING – CONNECTING – PROMOTING



WINTERFEST LAUNCH PARTY

October 19, 2024

This event is by invitation only and sponsorship is your ticket in. The Winterfest® Launch Party with a Gold officially kicks off the Winterfest Season. This exclusive party is for sponsors, community leaders, Winterfest board of directors and media partners. WSVN Channel 7, 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 COMMITTED

Host Location: Fort Lauderdale Marriott Harbor Beach Hotel & Spa

Liquor: Republic National Distributing Company

Featured Restaurants: Casa Calabria

Entertainment: Ocean Manor

PENDING SPONSORSHIPS

Presenting: GrayRobinson, P.A.

Future Tech VR Experience

Other: LaCroix

AVAILABLE SPONSORSHIPS STARTING AT

Welcome Reception: \$10,000

Restaurants: to be discussed

Valet Sponsor: \$2,500



2023 WINTERFEST-IVITIES (VIGNETTES):

LAUNCH PARTY: [Click Here](#)

<https://youtu.be/XM-QKlcsGtU?si=xHQ1yINo7RU774DI&t=651>



FAMILY FUN DAY

FREE FAMILY FUN Esplanade Park **November 24, 2024**

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 COMMITTED

Activations: Fifth Third Bank, South Florida Ford, Ave Maria

PENDING SPONSORSHIPS

Title: Joe DiMaggio Children's Hospital

Presenting: Publix

Conservation Village: SOS (Stoked On Salt)

Pet Rescue Row: includes kissing booth – VEG VET

AVAILABLE SPONSORSHIPS STARTING FROM

Snow Mountain: \$10,000

Sampling/Activation/Display Opportunities: \$5,000

2023 WINTERFEST-IVITIES (VIGNETTES):

FAMILY FUN DAY / PARADE VIEWING: [Click Here](#)

<https://youtu.be/XM-QKlcsGtU?si=MvDkDXOrf-ahKsVn&t=1865>



SEMINOLE HARD ROCK WINTERFEST BLACK TIE BALL

Seminole Hard Rock Hotel & Casino
December 7, 2024, 6 pm – 12 midnight

The Seminole Hard Rock 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 wonderful food, the best entertainment, and an exciting auction full of tremendous values. This event draws 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 a **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.





SEMINOLE HARD ROCK WINTERFEST BLACK TIE

BALL Seminole Hard Rock Hotel & Casino
December 7, 2024 6 pm – 12 midnight

SPONSORSHIPS COMMITTED

Title and Host Location: Seminole Hard Rock Hotel & Casino

Liquor: Republic National Distributing Company

Presenting: Broward Health

Qtogo Online Sponsor: Carr Workplace

Silent/Live Auction: Robinson's Jewelers Las Olas

PENDING SPONSORSHIPS

Welcome Reception: Hotwire Communications

Entertainment: DEX Imaging

AVAILABLE SPONSORSHIPS STARTING AT

Qtogo Online Auction (10 Available): \$5,000 - \$8,000

Table Sponsor: \$4,000 - \$6,000 (\$7,000 with a full-page ad)

Photographer – You've been spotted: \$5,000

Photo Booth: \$5,000

2023 WINTERFEST-IVITIES (VIGNETTES):

BLACK TIE BALL: [Click Here](https://youtu.be/XM-QKlcsGtU?si=sZhC9ZwBv2jXS0Er&t=1354)

<https://youtu.be/XM-QKlcsGtU?si=sZhC9ZwBv2jXS0Er&t=1354>

SKIPPER'S MEETING

Coral Ridge Yacht Club December 10, 2024

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 COMMITTED

Host Location: Coral Ridge Yacht Club

PENDING SPONSORSHIPS

Presenting Co-Sponsor & Gas Card Goodie Bag

Sponsor: Chevron, West Marine

Presenting Co-Sponsor: Frank & Jimmie's Propeller

AVAILABLE SPONSORSHIPS STARTING FROM

Instructional Video Sponsor: \$5,000

Shirt Sponsor: \$5,000

Goodie Bag Co-Sponsors: \$5,000

Rules & Logistics Manual Sponsor: \$2,500

Sampling/Display Opportunities available





SEMINOLE HARD ROCK WINTERFEST GRAND MARSHAL RECEPTION

December 13, 2024

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 COMMITTED

Title & Host Location: Seminole Hard Rock Hotel & Casino

PENDING SPONSORSHIPS

Presenting: JetLinx, Visit Lauderdale

Liquor: Republic National Distributing Company

Photo Booth: Sky Aviation

AVAILABLE SPONSORSHIPS STARTING AT

VIP Lounge: \$15,000

2023 WINTERFEST-IVITIES (VIGNETTES):

GRAND MARSHAL RECEPTION: [Click Here](#)

https://youtu.be/XM-QKlcsGtU?si=DTVf27_gLtWcobgD&t=210



“PARTY IN THE PARK” PARADE VIEWING AREA

Las Olas Intracoastal Promenade Park December 14, 2024

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

The 2,500 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 COMMITTED

Commentary: iHeart Media

PENDING SPONSORSHIPS

Presenting: Baptist Health

In Association: Florida Panthers

Supporting: Beach Business Improvement District

Culinary Courtyard: Stella Artois

Beverages: LaCroix, Coca Cola

Activations: Twin Peaks

AVAILABLE SPONSORSHIPS STARTING AT

Presenting Sponsor: \$50,000

Stage Sponsor: \$10,000

Photo Booth: \$5,000

Sampling/Activations/Display Opportunities available: \$5,000

2023 WINTERFEST-IVITIES (VIGNETTES):

PARADE VIEWING: [Click Here](#)

<https://youtu.be/XM-QKlcsGtU?si=DQ4VkHAR-ovg-bVJ&t=1972>

WINTERFEST VIP AREA

Tunnel Top Park/Riverside Hotel December 14, 2024

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 COMMITTED

Host Location: Riverside Hotel

Liquor: Republic National Distributing Company

Commentary / Airing of the Parade: WSVN Channel 7

PENDING SPONSORSHIPS

Title: PeoPayGo

Restaurant Sampling: Wild Sea, Boathouse, and local restaurants

Beverages: Stella Artois, LaCroix

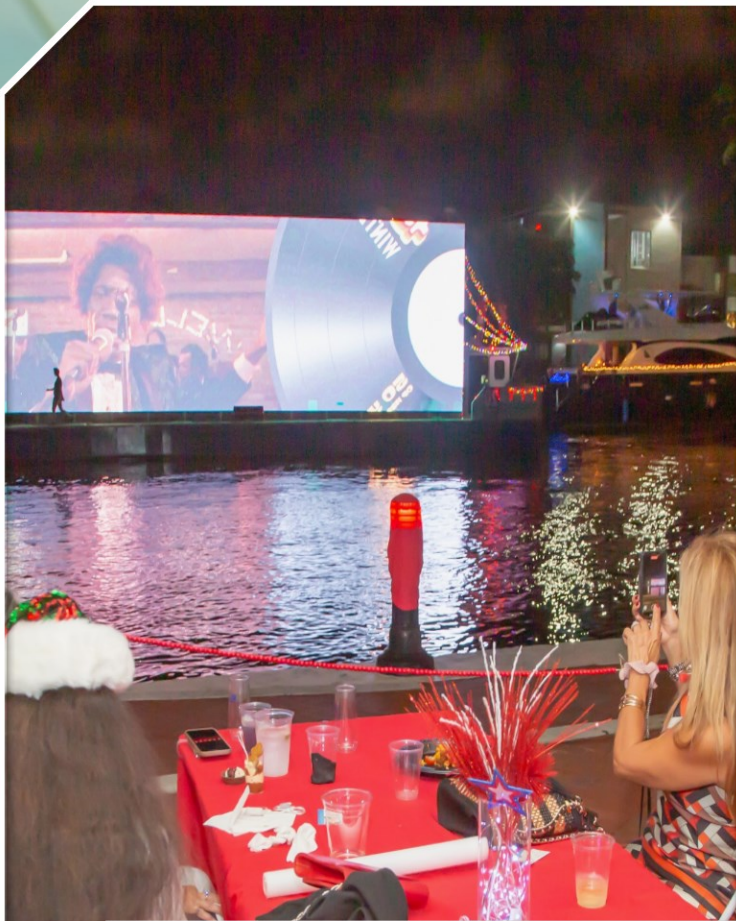
Presenting: Holy Cross Health, NSU MOSS

AVAILABLE SPONSORSHIPS STARTING AT

Judges Area: \$5,000

Restaurant Sampling: 500 samples

Decorating Sponsor: \$5,000





SEMINOLE HARD ROCK WINTERFEST BOAT PARADE

Showboat Sponsorship

December 14, 2024

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.

2023 WINTERFEST: [Click Here](#)

PARADE: <https://www.youtube.com/watch?v=XM-QKlcsGtU>

SHOWBOATS

Looking for a holiday party for your company?

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

SPONSORSHIPS COMMITTED

Fifth Third Bank

Republic National Distributing Company

Amazon Santa Showboat

PENDING SPONSORSHIPS

Twin Peaks Restaurant

WSVN Channel 7

Jr. Captain: TWO MEN AND A TRUCK, FPL

H-PROOF

AVAILABLE SPONSORSHIPS STARTING AT

Showboats \$45,000

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





CAPTAIN'S CUP DINNER AND AWARDS RECEPTION

February 2025

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 COMMITTED

Wine: Republic National Distributing Company

Beer: Stella Artois

AVAILABLE SPONSORSHIPS STARTING AT

Presenting: \$10,000

Welcome Reception: \$7,500

Awards: \$5,000

Entertainment: \$5,000

Photography / Photo Booth: \$2,500

Valet: \$1,500

VOLUNTEER PARTY

March 2025

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.

AVAILABLE SPONSORSHIPS STARTING AT

Host Location: Area Restaurant / Hotel

Presenting: \$8,000

Swag Bag: \$2,500





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 2024. 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 COMMITTED

Santa Seat Location at Boat Show: Megafend

PENDING SPONSORSHIPS

Mailbox Locations: Broward Health, City of Fort Lauderdale

Video Response: EyeOnSouthFlorida

Santa Seat Location at Boat Show: Informa

AVAILABLE SPONSORSHIPS

Elf Sponsor: \$5,000

Snapchat Filter during Days with Santa: \$5,000

Santa Stop to give out Naughty or Nice Certificate: \$3,000

Golf Cart Brigade (Christmas in July): \$3,000



ONLINE ACTIVITIES

SANTA NARRATING 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, EyeOnSouthFlorida, UBS Financial Services

DIY Sponsor: The Media Lab

AVAILABLE SPONSORSHIPS STARTING AT

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

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

Santa Tracker (including Parade Night): \$10,000





CONTESTS

FLASHBACKS: Celebrating the organizations 53rd 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.



PENDING SPONSORSHIPS

Shoreline Decorating: Broward, Palm Beaches & St. Lucie Realtors

AVAILABLE SPONSORSHIPS STARTING AT

Voting App Sponsor: \$15,000

Flashback Sponsor (16 to 24 posts in 8 to 12 weeks): \$10,000

Contest Sponsor: \$5,000

Online or Location to Enter Contests



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

Visit Lauderdale

GoRiverwalk

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

BlackTieAmerica

TravelHost

SunSentinel Media Group

Bally Sports Sun

City & Shore Magazine

Lifestyle Media Group

iHeartRadio

DECO Drive

WSVN Channel 7

VENICE Fort Lauderdale's Magazine

Digital Mobile Marketing

EyeOnSouthFlorida

BrandStar Sports & Entertainment

Fort Lauderdale Media Associates

SoFlo Collective



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.

SEMI-ANNUAL
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.

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

Logos: Ftibeach, VISIT LAUDERDALE, jetBlue, Water Taxi, OFFICIAL BANK OF WINTERFEST, FIFTH THIRD BANK



WINTERFEST
BOAT PARADE

VISIT LAUDERDALE
EVERYONE UNDER THE SUN
WWW.WINTERFESTPARADE.COM

0:12 / 0:30



COLLATERAL SUPPORT

OTHER PACKAGES: ADVERTISING PACKAGES

AVAILABLE SPONSORSHIP:

(2) Full Page Ads in Winterfest Newsletter inside December's Lifestyle magazine (camera-ready): \$6,000

Official Charm: \$5,000

Winterfest Ornament (top-tiered Black Tie Ball Attendees): \$5,000

Poster: \$5,000

Burgee: \$5,000

Ad in Ball Program: \$2,000

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



JOIN WINTERFEST TODAY!

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

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

PROPOSALS ARE CUSTOM-DESIGNED FOR SPONSORS



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BOAT PARADE**

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SEMINOLE
Hard Rock
HOTEL & CASINO

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2024 PARADE THEME
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