



**SPONSORSHIP
PROSPECTUS**



WINTERFEST

BOAT PARADE



“BEST SHOW ON H2O”

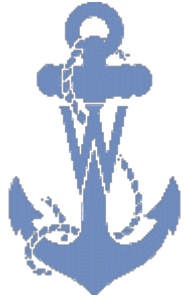
Winterfest, best known for its **one-of-a-kind Boat Parade**, brings together our community and visitors worldwide. In 1988, community leaders decided to build upon the popularity of the Boat Parade and create a non-profit organization that would make the Parade and its surrounding events into a world-class extravaganza. Broward County also benefits thanks to Winterfest’s economic impact on the community, which is more than **\$50 million annually**.

Winterfest encourages diversity among all Fort Lauderdale cultures, races, and religions. Winterfest has a massive 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 **one of the 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.



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



CELEBRATIONS AT-A-VIDEO-GLANCE



LAUNCH PARTY

[Click to Experience](#)



FAMILY FUN DAY

[Click to Experience](#)

Partnership starting at \$5,000



BLACK TIE BALL

[Click to Experience](#)

Partnership starting at \$6,000



PARADE VIEWING

[Click to Experience](#)

Partnership starting at \$5,000

[Click to View Commercial](#)

GRAND MARSHAL RECEPTION

[Click to Experience](#)

Partnership starting at \$10,000



2024 PARADE BY NUMBERS

The Seminole Hard Rock Winterfest Boat Parade has made an economic impact on Broward County of \$50 million annually.

Visitors in Parade Viewing

83% First Time Attendees

47% out-of-area / outside Broward County

60% traveled to Broward County specifically for Winterfest



HOTEL

61% Of out-of-area visitors stayed in a hotel in Broward County

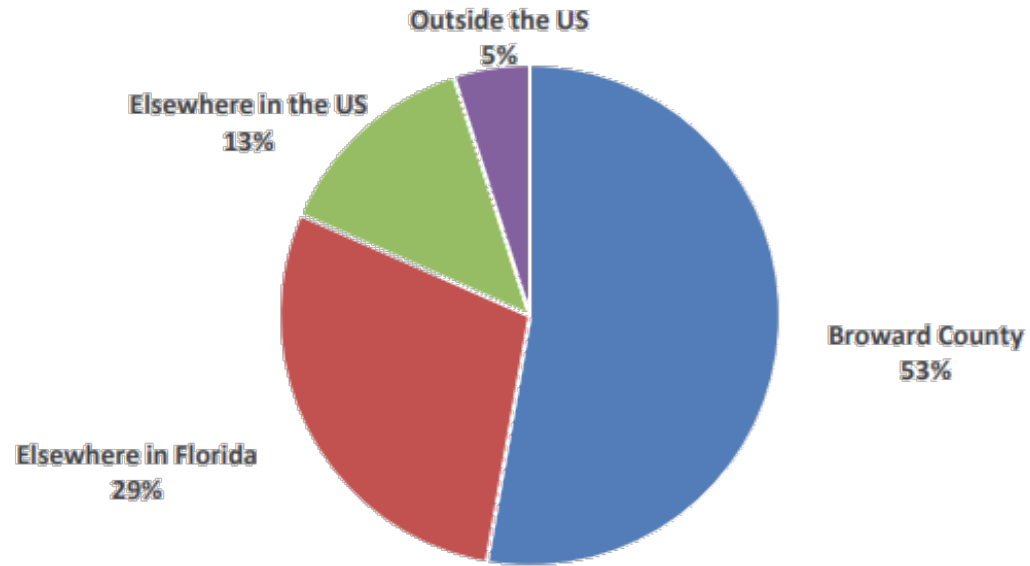
36% stayed 4-7 nights

32% stayed for one night



CRUISE

8% Of the out-of-area visitors added Winterfest as part of a cruise vacation



2024 PARADE BY 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

Google Advertising ranges 423K impressions with an average of 16K clicks

WEBSITE / SOCIAL MEDIA

Website: 32-53K a day during December with an average of 1-10K a day

Facebook- 41K followers

yearly average views of posts: 3.9K reach of 2-23K per post

Audience: 71 Women / 29 Men
Location: 40K United States, followed by Canada, Spain, United Kingdom, Argentina, Italy, Brazil, Mexico, France and

Colombia

Instagram- 4K followers with reach approximately 8.8K a month from October – December

X – 3.5 Followers with reach approximately 2-12K a month from October – December

Winterfest WEB value alone as **\$4,025,836**

Earned Media and Publicity Coverage

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
- WSN Channel 7 - social media engagement of their followers with Winterfest - 548,000 Facebook, 126,000 Twitter and 58,500 Instagram

UPDATED AS OF 2/4/25



2024 PARADE BY NUMBERS

Marketing and Promotion

🎵 PROMOTIONAL ADVERTISING

WSVN Channel 7 Television Special on YouTube:

<https://youtu.be/wZ7aSBUXU2U>

WINTERFEST® TELEVISION SPECIAL

ONE HOUR SPECIAL:

Winterfest® Television Special is shared around the state through a network partnership with WSVN (Fox Affiliate) and Bally Sports Sun and is rebroadcast throughout the holiday season.

SOUTH FLORIDA: Watch the Winterfest® Television Special on WSVN 7.

Friday, December 20, 2024.....7:00-8:00 PM

Wednesday, December 25, 2024.....5:00-6:00 AM

Wednesday, December 25, 2024.....12:00-1:00 PM

Wednesday, January 1, 2025.....5:00-6:00 AM

Wednesday, January 1, 2025.....12:00-1:00 PM

Check your local listing for the airings on Bally Sports Sun

BOSTON: Sister stations will air the Parade.

WHDH - Wednesday, December 25, 2024 10:00-11:00 AM

WLVI - Wednesday, December 21, 2024.....5:00-6:00 PM



2024 TELEVISION

Marketing and Promotion

VIDEO PROMOTIONS FOR WINTERFEST 2024 ON GOOGLE!

Winterfest 2024 PSA Contest / Spend the Weekend - <https://vimeo.com/1022202357/f5e728fb84?share=copy>



2024 PARADE BY NUMBERS

Marketing and Promotion

📣 PROMOTIONAL ADVERTISING

RSVP mailed postcards:

50K households in Broward County average home value \$725K

100K households in Palm Beach with average home value \$852K

Outside Tri-County:

50K households in the following markets

- Orlando
- New York
- Atlanta
- North Carolina



JOIN OUR HOLIDAY CELEBRATIONS



FAMILY FUN DAY
NOVEMBER 24
FREE Event



GRAND MARSHAL RECEPTION
DECEMBER 13
Invitation Only Event



BLACK TIE BALL
DECEMBER 7
Tables of 10 starting at \$4,000



SEMINOLE HARD ROCK WINTERFEST BOAT PARADE
DECEMBER 14
Tickets 35-\$40

LEARN ABOUT ALL OUR EVENTS





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

2024 PARADE BY NUMBERS

Marketing and Promotion

📌 PROMOTIONAL ADVERTISING

BROCHURES:

Distribution at Turnpike stops, select Publix locations, hotels, marinas, condos within the tri-county as well as the Fort Lauderdale International Boat Show.

Also distributed digitally.



2024 PARADE BY NUMBERS

Marketing and Promotion

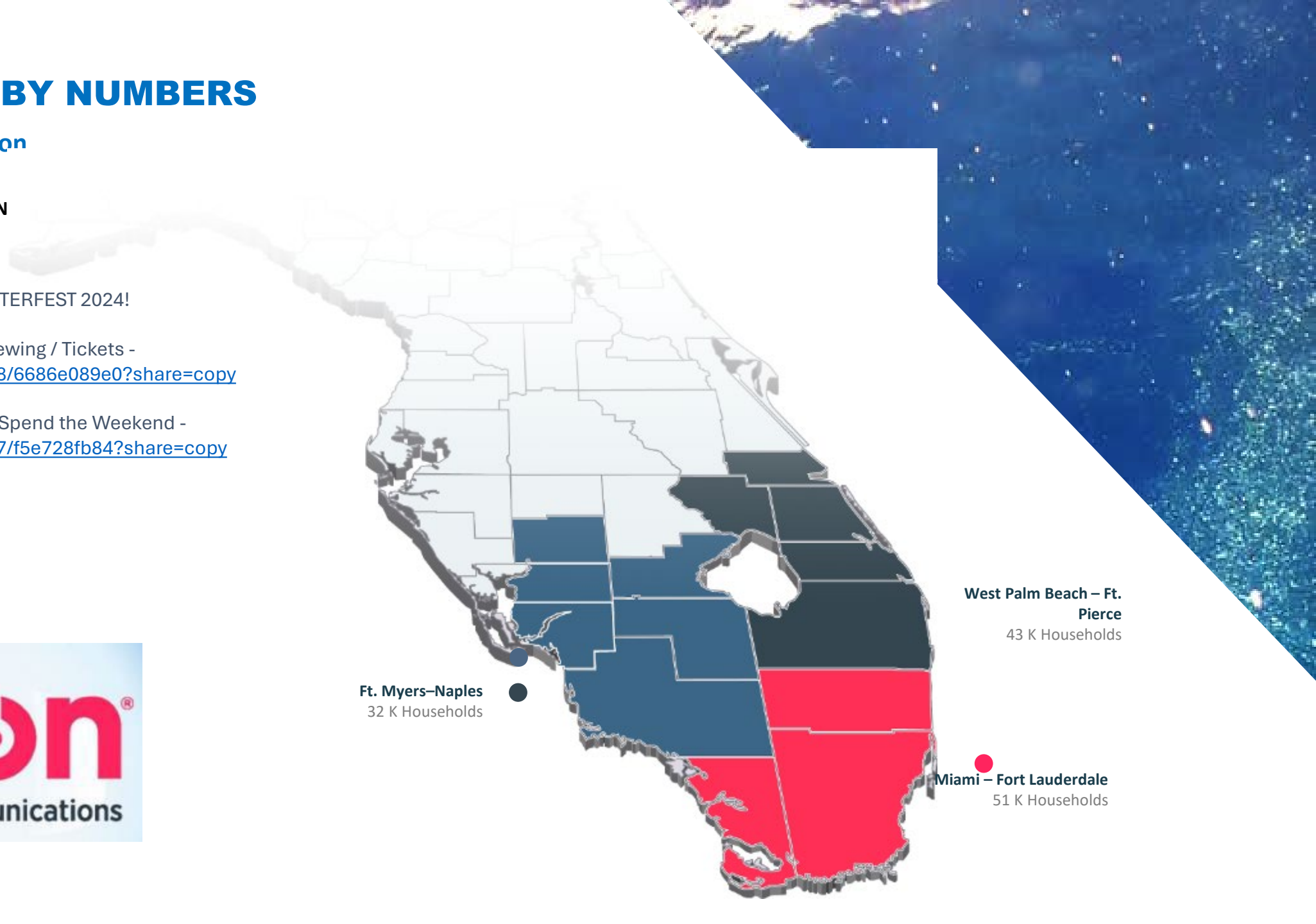
📌 PROMOTIONAL ADVERTISING

HOTWIRE COMMUNICATIONS

VIDEO PROMOTIONS FOR WINTERFEST 2024!

Winterfest 2024 PSA Parade Viewing / Tickets -
<https://vimeo.com/1022211628/6686e089e0?share=copy>

Winterfest 2024 PSA Contest / Spend the Weekend -
<https://vimeo.com/1022202357/f5e728fb84?share=copy>



ClientWinterfest Inc

Start DateTBD

End Date12/14/2024

TargetAdults, Entertainment, Families, Staycation, Boating



MEDIA

Schedule

Digital Reach Schedule

Date Range	Impressions	Targeting	Rate	Investment
TBD - 11/24	175,000	<u>FAMILY FUN DAY</u> :: Broward County, South Palm Families with Children - RETARGETING		
TBD - 12/14	300,000	<u>PARADE TICKETS VIEWING AREA</u> :: Broward County, South Palm Entertainment, Event Seekers, Holiday, Boating, Festival Attendees		
TBD - 12/14	1,000,000	<u>CONTESTING OUT OF MARKET CAMPAIGN</u> :: NE Area Audience (NY, NJ, Penn), GA, TX, Tampa Targeting Sweepstake Intenders, Travel Intenders, Holiday Entertainers		
TBD - 11/30	150,000	<u>BOAT ENTRIES</u> :: Broward County Only Behaviors & RETARGETING		
TBD - 12/14	150,000	View Thru Conversion Pixel used as neededto be		
12/1 - 1/15/24	75,000	<u>ART ENTRIES</u> :: Broward County Only - Elementary School Age (Parents)		
1,850,000.00				\$ 16,650.00

2024 PARADE BY NUMBERS – SOCIAL SAMPLES

GET TICKETS NOW!

SEMINOLE

Hard Rock

HOTEL & CASINO

WINTERFEST

BOAT PARADE

DECEMBER 14



Nicklaus Children's Health System

PARADE VIEWING AREA



FOOD • DRINKS • LIVE ENTERTAINMENT
PARADE SEATING • FUN FOR THE ENTIRE FAMILY











DEVICE ID:
Impressions 116,421
Clicks 162
CTR 0.14%

SOCIAL:
IG giveaway:
- 278 link clicks
- 8,377 people reached
- 11,568 impressions
- 37 likes
- 91 comments
- 19 shares
- 8 saves

FB:
Parade Viewing
- 340 link clicks
- 10,527 people reached
- 13,986 impressions
- 28 interactions
- 2 shares
- 2 saves

IG:
Parade Viewing
- 223 link clicks
- 7,322 people reached
- 9,092 impressions
- 59 likes
- 29 shares
- 15 saves

Direct link to purchasing tickets: <https://www.squadup.com/events/nicklaus-childrens-hospital-parade-viewing>

Link to the Event Page: <https://winterfestparade.com/events/parade-viewing-area>



GET TICKETS NOW!

SEMINOLE

Hard Rock

HOTEL & CASINO

WINTERFEST

BOAT PARADE

DECEMBER 14



Nicklaus Children's Health System

PARADE VIEWING AREA

TICKETS \$35-\$40

FOOD • DRINKS • LIVE ENTERTAINMENT • PARADE SEATING
FUN FOR THE ENTIRE FAMILY



SPECIAL SEVEN-WAY
- 3 drinks for \$10
- 3 snacks for \$10
- 3 games for \$10
- 3 games for \$10
- 3 games for \$10
- 3 games for \$10
- 3 games for \$10











2024 PARADE BY NUMBERS – SOCIAL SAMPLES

**WINTERFEST**
BOAT PARADE

**FREE EVENT**

Joe DiMaggio Children's Hospital

FAMILY FUN DAY

PRESENTED BY



ESPLANADE PARK

NOV. 24 | 10 A.M - 3 P.M.

DECEMBER 7, 2024 | 6 PM - MIDNIGHT

Tables of 10 start at \$4,000

**WINTERFEST**
BLACK TIE BALL

PRESENTED BY



IN ASSOCIATION WITH





Special performances from the North American Tour

Disney THE LION KING

THE WORLD'S #1 MUSICAL

**WINTERFEST**
BOAT PARADE

TICKETS \$35-\$40



Nicklaus Children's Health System

PARADE VIEWING AREA

DECEMBER 14





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

**WINTERFEST**
BOAT PARADE

TICKETS \$35-\$40



Nicklaus Children's Health System

PARADE VIEWING AREA

DECEMBER 14





Digital banners on Travel and Breaking News

**WINTERFEST**
BOAT PARADE

GET TICKETS NOW!

DECEMBER 14



Nicklaus Children's Health System

PARADE VIEWING AREA

TICKETS \$35-\$40



FOOD • DRINKS • LIVE ENTERTAINMENT • PARADE SEATING
FUN FOR THE ENTIRE FAMILY



SunSentinel
MEDIA GROUP

AWARDS, HONORS AND ACCOLADES

Between 2023-2024, The Seminole Hard Rock Winterfest Boat Parade received numerous industry awards for excellence.

2024 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.

Winterfest, Inc. - Christmas In July

1st Place- Social Media Advertising Campaign

Seminole Hard Rock Winterfest Black Tie Ball

2nd Place- Tickets & Invitations

Seminole Hard Rock Winterfest Boat Parade

1st Place- Promotional / Marketing Poster

1st Place- Promotional Mailer

1st Place- T-Shirt

2nd Place- Billboard / Signage

2nd Place- Instagram

3rd Place- Event Recap / Annual Report

3rd Place- Television

Winterfest Foundation Student Art Exhibit

3rd Place- Community Outreach Program

2024 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.

Winterfest, Inc.

Seminole Hard Rock Winterfest Boat Parade

Fort Lauderdale, FL, United States

Gold - Best Newspaper Insert

Silver - Best Promotional Brochure

Silver- Best Single Magazine Display Ad

Bronze - Best T-Shirt Design

2023 Southeast Festivals & Events Association

Kaleidoscope Awards

Silver

Best Television PSA

Best Promotional Poster

Additional Honors

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

Winterfest has won various USA Today 10Best Readers' Choice Award Contest in Travel and Parades.



BIZBASH





LAUNCH PARTY

This event is by invitation only and sponsorship is your ticket in. The Winterfest® Launch Party with a “Platinum Record Rewind” theme was the kick-off event for the 2024 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.





FAMILY FUN DAY

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, Snow Mountain, 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.





Hard Rock
WINTERFEST
BLACK TIE BALL
PRESENTED BY
Broward Health





SEMINOLE HARD ROCK WINTERFEST BLACK TIE BALL

Seminole Hard Rock Winterfest Black Tie Ball is set in a surrealistic atmosphere with theme decor reflective of special performances direct from the Broadway Production (Special thank you to Broadway Across America). Attendees enjoyed beverages from our exclusive distributor: Republic National Distributing Company, while dressed in formal wear. Over 1250 guests 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. 2024 Theme: Disney's The Lion King.







GRAND MARSHAL RECEPTION

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.







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** (1.5 million household viewers).





PHOTO BY MICHAEL JAMES



PUBLIC PARADE VIEWING

Las Olas Intracoastal Promenade Park

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.



VIP VIEWING PARTY

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 Tunnel Top 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.



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



WINTERFEST 2024 POSTER ARTIST



CARLOS SOLANO

Internationally recognized and locally renowned artist, Carlos Solano, was selected as the poster artist of the 2024 Seminole Hard Rock Winterfest® Boat Parade. Solano's vibrant artwork, embodying this year's theme "From Sawgrass to Seagrass: Waves of Holiday Cheer," was unveiled at the much-anticipated "Winterfest® Launch Party" on Friday, Oct. 19, 2024.

This marks the first time Solano has been honored with this role, highlighting his unique and colorful contributions to the South Florida art scene. He is also the FIRST Winterfest® poster artist to create a DAY and NIGHT design for the Parade. Known for his graffiti-like paintings and murals that add character to various locales in South Florida, Carlos Solano's work employs a rich palette and diverse styles, making him a beloved figure in the local community and a favorite with organizations such as the Florida Panthers. His work is seen in Wynwood, The Amerant Bank Arena and around Broward County such as the mural outside the Greater Fort Lauderdale Chamber of Commerce and at the Seminole Hard Rock Hotel & Casino during the Gabriel "Fluffy" Iglesias shows. For more information about Carlos, visit his website www.csolano.com on Instagram at @itz_csolano.



SPONSORS

TITLE SPONSOR

Seminole Hard Rock Hotel & Casino

OFFICIAL SPONSORS

BIG 1059
Carlos Solano, Poster Artist
Fifth Third Bank, South Florida
NewsRadio 610 WIOD
Paul Castronovo Show
Republic National Distributing Company
Riverside Hotel
93.9 MIA
WSVN Channel 7
Y-100

MEDIA PARTNERS

Bally's Sports Florida
Blacktie America
City & Shore Magazine
Deco Drive
EyeOnSouthFlorida
Fort Lauderdale Media Associates, Inc.
iHeartMedia, Inc.
Lifestyle Media Group
QuinnProQuo Strategies + Communications
Riverwalk Fort Lauderdale, Inc. & Go Riverwalk Magazine
RSVP
SunSentinel
TravelHost Magazine of Greater Fort Lauderdale
Visit Lauderdale

FOUNDING SPONSORS

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City of Fort Lauderdale
Greater Fort Lauderdale Chamber of Commerce
Marine Industries Association of South Florida

EVENT SPONSORS

Ave Maria
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Broward Health
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Hotwire Communications
JF Haden's Craft Liqueurs
JetLinx
Joe DiMaggio Children's Hospital
LaCroix Sparkling Waters
La Gasse Pools
Moss Construction
Nicklaus Children's Health System
Orchestra Hotels and Resorts / Pink Sands Resort
PeoPayCo
Publix Super Markets, Inc.
Savior-faire
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Stella Artois
US Brick & Block
UBS Financial Services - The Garvin Financial Team
Veterinary Emergency Group

BOAT PARADE SPONSORS

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Dynamic Effects & Fireworks Co
FPL
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Future Tech Enterprises
Image 360 - Lauderdale
Jungle Queen
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Steel Towing
SunDream Yachts
Twin Peaks Restaurants
TWO MEN AND A TRUCK
Water Taxi Fort Lauderdale

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3030 Ocean
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All My Sons Moving & Storage
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Bokampers Restaurant
Brightline
Broward County Cultural Division
Broward Mall
Carr Workplaces
Carroll's Jewelers
Charles A. Krblich, P.A., CPA
Crazy About Costumes
Deco Productions
DUNE by Laurent Tourendel
Eddie V's Restaurant
HLS-Hospitality Liaison Services
Harbor at New River
Harbor Nails & Blowdry

Historic Stranahan House Museum
JetBlue
I LOV-ITT Events LLC.
Informa
Ken A. Ortner, P.A
King Intelligence and Security Services, Inc.
Mimi's Ravioli
Museum of Discovery & Science
Pat Anderson, Artist
PIP Fort Lauderdale
ProMotion Sports & Entertainment, LLC
Quarterdeck Restaurant
Osty Skincare
Raising Canes
Rick and Flo Celender
Riverwalk Fort Lauderdale, Inc.
S.MARK Graphics
Sicilia Brand
Sea Level
Seminole Tribe of Florida
Sixth Star Entertainment & Marketing, Inc
Stephen's Distributing
The Las Olas Company
The Media Lab
The Walsh Law Firm, LLC
Todd Stone Law
Top Trump USA
Truluck's Restaurant
United States Postal Service Fort Lauderdale
Zola Keller

2024-2025 BOARD MEMBERS

CHAIRMAN OF THE BOARD

Bill Walker
Water Taxi

BOARD OF DIRECTORS

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Bergeron Emergency Services
David Bond
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Greater Fort Lauderdale Alliance

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DEX Imaging
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Tampa Port Authority
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Water Taxi
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Marketing and Parade Director
Karli Florence
Administrative Assistant
Dolores Campbell
Office Assistant





LET US CUSTOMIZE YOUR PARTNERSHIP PACKAGE

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 **54th 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). The Parade was also livestreamed with WSVN Channel 7 and aired on the City of Fort Lauderdale channel.

2025 BLACK TIE BALL: DECEMBER 6th

Black Tie Ball Theme: “Studio 54” in celebration of Winterfest’s 54 years as a South Florida Tradition and tourist attraction

2025 PARADE: DECEMBER 13th

Parade Theme: “Yacht Rock of Ages”

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 / TWO MEN AND A TRUCK Jr. Captain showboat in the Seminole Hard Rock Winterfest Boat Parade with 25 family members and guests.



2024 Jr. Captain Winner
Nicholas – YMCA of South Florida

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. A character from a child's drawing has the opportunity to come to life (special thanks to Neil Goldberg – Pomp, Snow and CIRQUEumstance. The event has boasted up to 1,800 pieces of artwork from 45 schools with over 500 RSVPs to the reception.

