



**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.



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

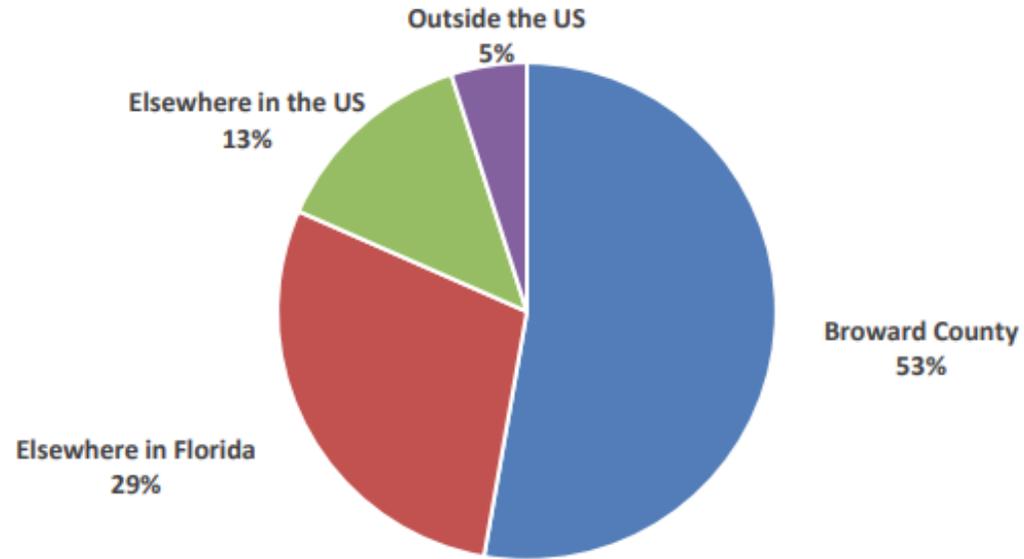
61% Of out-of-area visitors stayed in a hotel in Broward County

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

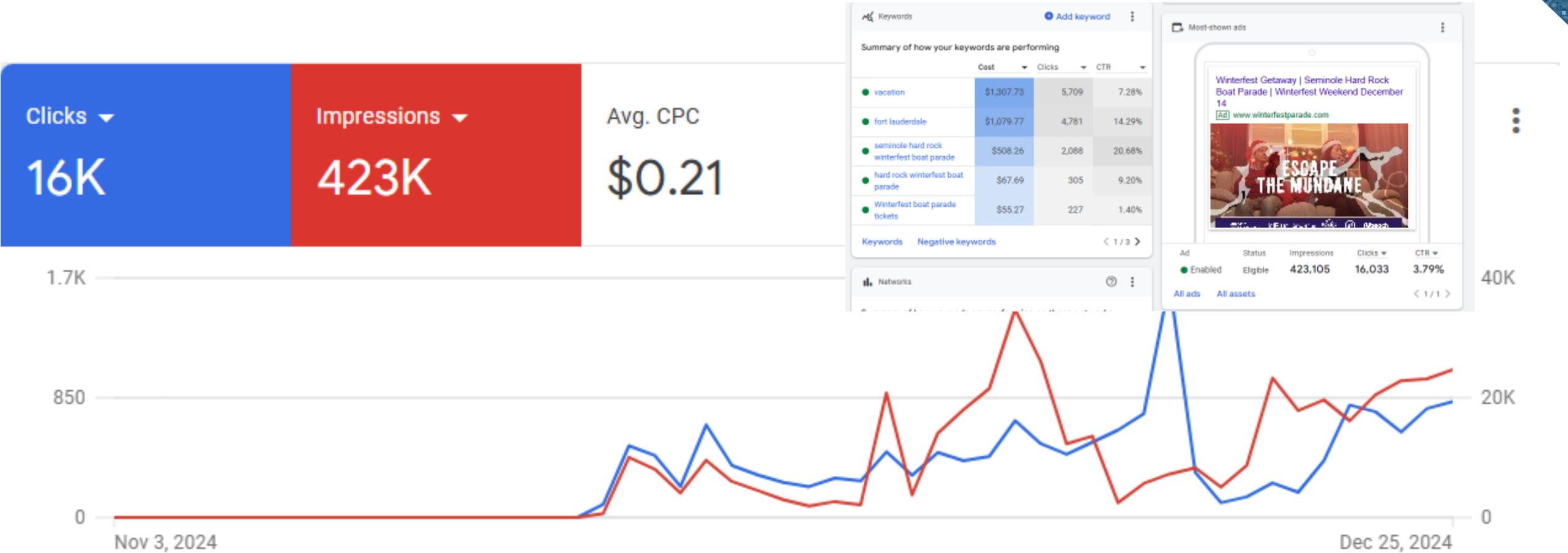


2024 TELEVISION

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

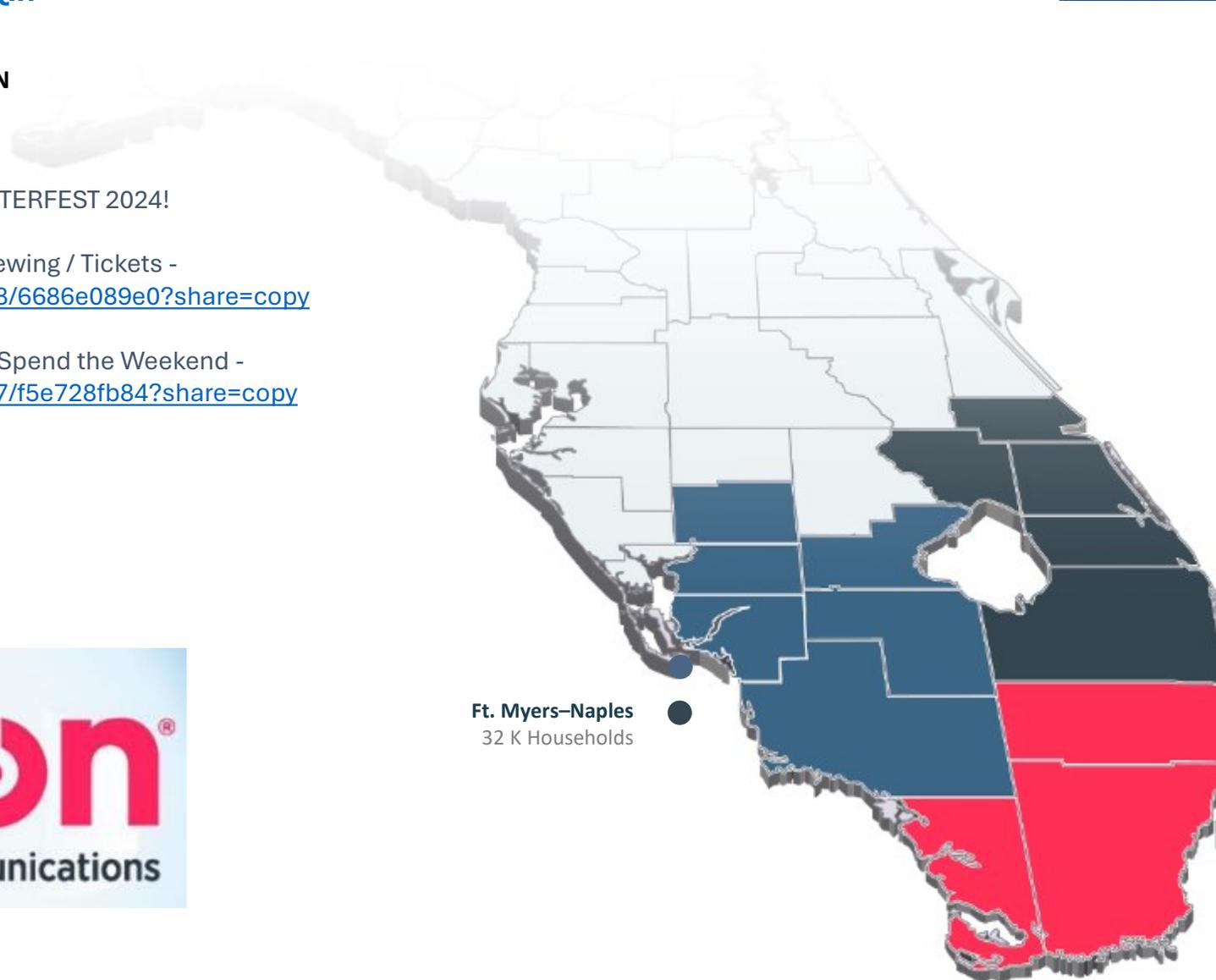
VIDEO PROMOTIONS FOR WINTERFEST 2024!

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>



Ft. Myers-Naples
32 K Households

**West Palm Beach – Ft.
Pierce**
43 K Households

Miami – Fort Lauderdale
51 K Households

Client Winterfest Inc
 Start Date TBD
 End Date 12/14/2024
 Target Adults, Entertainment, Families, Staycation, Boating



MEDIA
Schedule

Digital Reach Schedule

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

1,850,000.00

UPDATED AS OF 2/4/25

\$ 16,650.00

2024 PARADE BY NUMBERS – SOCIAL SAMPLES

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>



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.



WINTERFEST BLACK TIE BALL

PRESENTED BY  **Broward Health**

IN ASSOCIATION WITH **RNDC**

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










WINTERFEST BOAT PARADE

TICKETS \$35-\$40

 Nicklaus Children's Health System

PARADE VIEWING AREA

DECEMBER 14







Digital banners on Travel and Breaking News

GET TICKETS NOW!



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








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



THEME ROLL OUT

AUGUST 27, 2025

Hosted by: **Savor Cinema**

Join us as we unveil the official theme for the **2025 Seminole Hard Rock Winterfest Boat Parade** — “Yacht Rock of Ages”

FREE and open to the public

This Happy Hour-style event will give Parade Participants, Sponsors, and the Community a **sneak peek** at what’s in store for the iconic Parade on **December 13**. Come enjoy cocktails, entertainment, and the smooth sounds of Yacht Rock while mingling with fellow supporters and Winterfest fans!

HAPPY HOURS:

- June 18 – Il Lugano
- August 27 – Theme Roll Out/Savor Cinema
- September 17 – Galuppi’s
- November 18 – Mai Kai

Each event is free and open to the public – perfect for networking, celebrating, and supporting Winterfest all year long!



THEME ROLL OUT



COMMITTED PARTNERSHIPS

Host: Savor Cinema

AVAILABLE PARTNERSHIPS

Welcome Reception:
\$5,000

Movie Montage

Sponsor: \$4,000

Entertainment Sponsor
at Reception: \$2,500



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.



Available Sponsorships for 2025

LAUNCH PARTY



COMMITTED PARTNERSHIPS:

Host: Fort Lauderdale Marriott Harbor Beach Hotel & Spa

Liquor: Republic National Distributing Company

Featured Restaurant: Casa Calabria

Entertainment: Ocean Manor

Photo Booth: Water Taxi

Bling: Carroll's Jewelers

Sparkling: LaCroix

PENDING PARTNERSHIP

Presenting: GrayRobinson, P.A.

Beer: Stella Artois

AVAILABLE PARTNERSHIPS:

Welcome: \$10,000

Valet Sponsor: \$2,500



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 70+ vendors and activities, and 5,000+ guests consistently since its inception in 1998.



Available Sponsorships for 2025

FAMILY FUN DAY



COMMITTED PARTNERSHIPS

Title: Joe DiMaggio Children's Hospital
Conservation Village: SOS (Stoked On Salt)

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

Sparkling: LaCroix

Snow Mountain: Broward College

PENDING PARTNERSHIPS

Presenting: Publix

Pet Rescue Row: includes kissing booth

Activations: Sunshine Health, Preferred Travel, Raising Canes

AVAILABLE PARTNERSHIPS

Sampling Activation/Display

Opportunities: \$5,000



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.



Available Sponsorships for 2025

BLACK TIE BALL



COMMITTED PARTNERSHIPS

Title & Host Location: Seminole Hard Rock Hotel & Casino

Presenting: Broward Health

Liquor: Republic National Distributing Company

Silent/Live Auction: Daoud's Jewelry

Welcome Reception: Hotwire Communications

Qtego Online Sponsor: Carr Workplace, ComSys

PENDING SPONSORSHIPS:

Qtego Online Sponsor: Todd Stone Law

Entertainment: DEX Imaging

AVAILABLE PARTNERSHIPS

Photographer – “You’ve been spotted”: \$10,000

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

Table Sponsor: \$4,000 - \$6,000

Photo Booth: \$5,000

Full Page Ad: \$1,000

SKIPPER'S MEETING

December 9, 2025

- 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.



Available Sponsorships for 2025

SKIPPER'S MEETING



COMMITTED PARTNERSHIPS

Host Location: Suntex Captain's Quarters

Presenting Co-Sponsor & Gas Card

Goodie Bag Sponsor: Chevron

In Association: MIA SF

Water Taxi Fort Lauderdale

Manual Print Sponsor: ComSys

PENDING PARTNERSHIPS

Presenting Co-Sponsor: BOW,

F&J Propeller

AVAILABLE PARTNERSHIPS

Video Instructional Sponsor: \$5,000

Shirt Sponsor: \$5,000

Goodie Bag Co-Sponsors: \$5,000

Sampling/Display Opportunities available

Skipper's Meeting Revenues and Expenses are part of Parade Budget



Hard Rock

Winterfest

STAGE ACCESS

254

254



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.



GRAND MARSHAL RECEPTION



COMMITTED PARTNERSHIPS

Title: Seminole Hard Rock Hotel & Casino

Liquor: Republic National Distributing Company

PENDING PARTNERSHIPS

Presenting: Visit Lauderdale, PEO PayGo

Photo Booth: Sky Aviation

Food: Greater Fort Lauderdale Convention Center

AVAILABLE PARTNERSHIPS

VIP Lounge: \$15,000

Food



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).





SEMINOLE HARD ROCK WINTERFEST BOAT PARADE

2025 WOW Entries – inquire
partnership opportunities



Available Sponsorships for 2025

SHOWBOATS



COMMITTED PARTNERSHIPS

Amazon Santa Showboat

Fifth Third Bank – GM Showboat

Republic National Distributing Company

Jr. Captain: TWO MEN AND A TRUCK, FPL

PENDING PARTNERSHIPS

Fireworks: Bergeron Foundations

Salute to the Red, White & Blue: Future Tech

AVAILABLE PARTNERSHIPS

Showboats \$45,000 and up

Performance Showboat: (bands on a boat):
\$35,000

Rudolph Party Boat: \$20,000

Elf Brigade: \$30,000

Inquire about our WOW
entries and how to partner



PHOTO BY MICHAEL JAMES

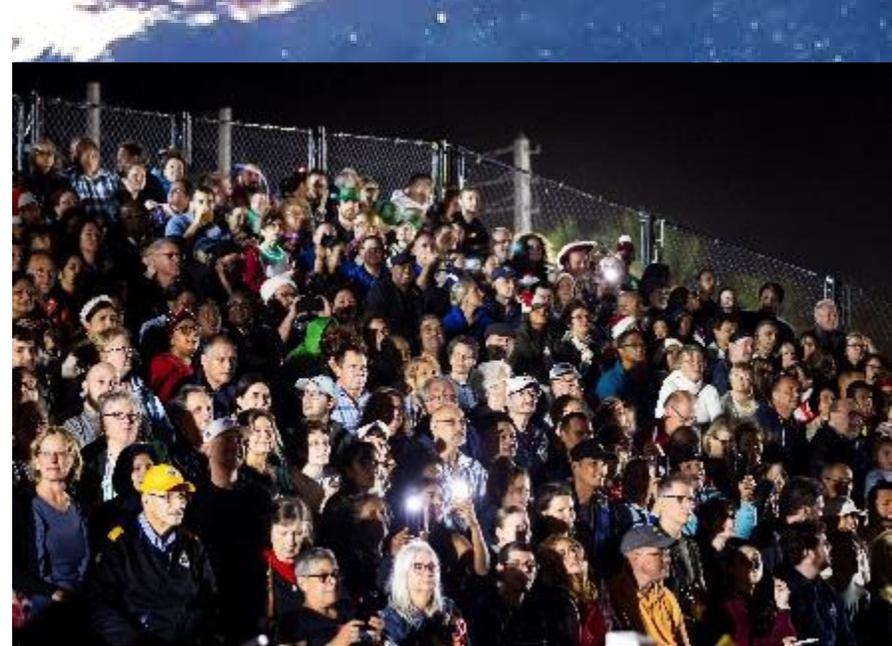


PUBLIC PARADE VIEWING

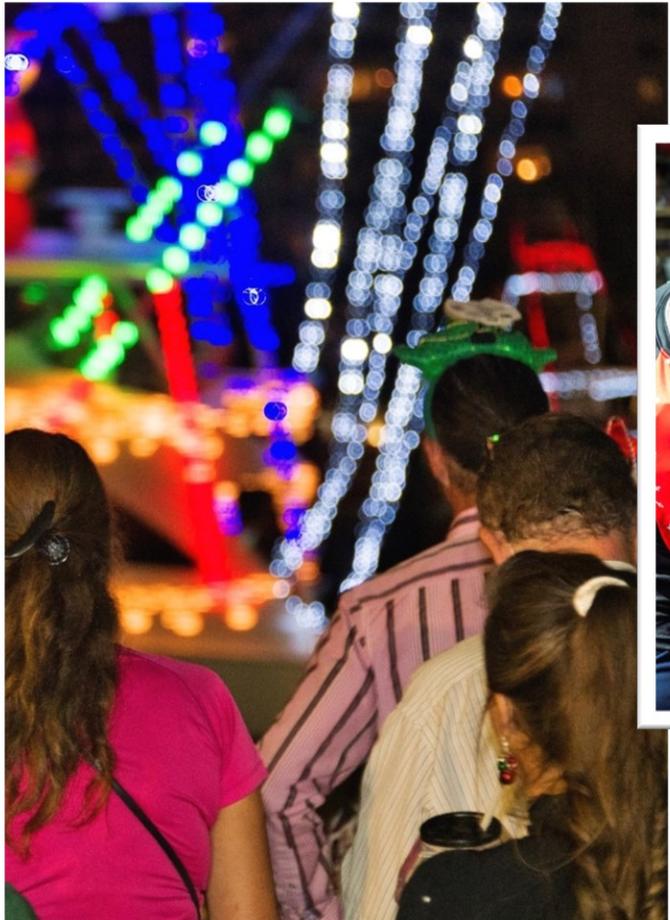
Las Olas Intracoastal Promenade Park

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.



PARADE VIEWING AREA



COMMITTED PARTNERSHIPS

Title: Nicklaus Children's Health System

Commentary: iHeart Media

Supporting: Beach Business Improvement District

Beverages: CocaCola, LaCroix

PENDING PARTNERSHIPS

In Association: Florida Panthers
Culinary Courtyard: Stella Artois

AVAILABLE PARTNERSHIPS

Stage Sponsor: \$10,000

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

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.



VIP VIEWING AREA



COMMITTED PARTNERSHIPS

Host Location: Riverside Hotel

Liquor: Republic National Distributing Company

Commentary / Airing of the Parade:

WSVN Channel 7

Beverage: LaCroix

PENDING PARTNERSHIPS

Co-Presenting: NSU, MOSS Construction, Holy Cross Health

Restaurant Sampling: Wild Sea, Boathouse, and local restaurants

Beverage: Stella Artois

AVAILABLE PARTNERSHIPS

Judges Area: \$5,000

Decorating Sponsor: \$5,000

Restaurant Sampling: 500 samples

CAPTAIN'S CUP



DINNER AND AWARDS RECEPTION

The Venue (pending)

February 2026

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.



Available Sponsorships for 2025

CAPTAIN'S CUP



AVAILABLE PARTNERSHIPS

Presenting: \$10,000

Welcome Reception: \$7,500

Awards: \$5,000

Entertainment: \$5,000

Photography / Photo Booth: \$2,500

Valet: \$1,500





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.



Available Sponsorships for 2025

VOLUNTEER PARTY

February / March 2026

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 PARTNERSHIPS

Host Location

Presenting: \$8,000

Swag Bag: \$3,000



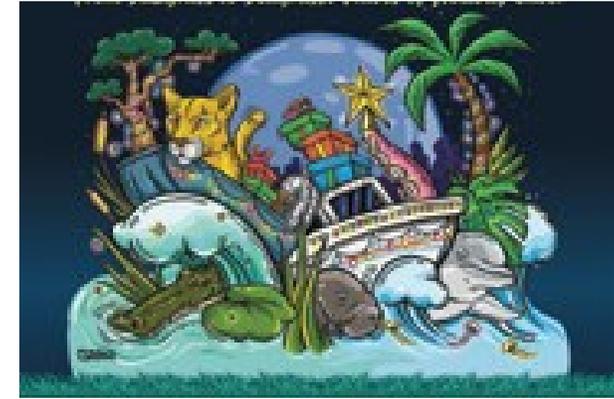
WINTERFEST 2024 POSTER ARTIST



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

Broward, Palm Beaches & St. Lucie REALTORS®

City of Fort Lauderdale

Greater Fort Lauderdale Chamber of Commerce

Marine Industries Association of South Florida

EVENT SPONSORS

Ave Maria

BBID - Beach Business Improvement District

Boat Owners Warehouse

Broadway Across America

Broward College

Broward Health

Salah Foundation Children's Hospital at Broward Health

Casa Calabria Restaurant

Cleveland Clinic

Coca Cola Beverage Florida

Coral Ridge Yacht Club

Deep Eddy Vodka

DEX imaging, Inc.

Daoud's Fine Jewelry

Dr. Lisa Learn – Fort Lauderdale Plastic Surgery

Fiorucci Foods

Florida Panthers

Fort Lauderdale Marriott Harbor Beach Resort & Spa

Frank & Jimmies Propeller

Gray Robinson Attorneys at Law

Holy Cross Health

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

Sky Aviation

South Florida Ford

Stella Artois

US Brick & Block

UBS Financial Services - The Garvin Financial Team

Veterinary Emergency Group

BOAT PARADE SPONSORS

ACR Electronics, Inc.

Amazon

Aqua Flight

Bergeron Everglades Foundation

Bon's Barricades

Bradford Marine

Carrie B

Chevron U.S.A. Inc.

Dynamic Effects & Fireworks Co

FPL

Frank & Jimmie's Propeller

Future Tech Enterprises

Image 360 - Lauderdale

Jungle Queen

Lauderdale Small Boat Club

Steel Towing

SunDream Yachts

Twin Peaks Restaurants

TWO MEN AND A TRUCK

Water Taxi Fort Lauderdale

CONTRIBUTING SPONSORS

3030 Ocean

954Design

All My Sons Moving & Storage

Billy's Stone Crabs

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

Bill Beckman
BD (Becton, Dickinson and Company)

Sally Bergeron
Bergeron Emergency Services

David Bond
US Brick and Block

David Boothe
Republic National Distributing Company

Georgie Brown
SoFlo Collective

Nancy Daly
Lisa Duke
Walter Duke + Partners

Barry Flanigan
SYS Yachts

Kate Goldman
Baptist Health

David Greenberger
SCG & Associates

James “Jimmie” Harrison
Frank & Jimmies Propeller

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Florida Panthers Hockey Club

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Amazon

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Bally Sun

Michael Johnson
ClearPath EPM

Doug Jones
Sixth Star Entertainment & Marketing, Inc.

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Chris Krzemien
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The Garvin Financial Team

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Bob Venero
Future Tech Enterprises

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GTB (representing South Florida Ford)

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Gray Robinson Attorneys at Law

Chaz Warrington
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Johnny Williams
Brown Forman

Carl Williams
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DTG Group

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Bitner Group

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Healthcare Consultant

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Caesars / Harrah's Pompano Beach

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DuPont Registry Realty

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Covar Global Marketing & Entertainment

Joseph Cox
Museum of Discovery and Science

Lt. Justin Dadlani
United States Coast Guard

Sondra Dane
Supreme Lending

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America's ATM

Steve Day
Blue Martini

Kenneth DeBritto
KL Media

Melanie Dickinson
South Florida Business Journal

Andrew Doole
Informa

Tim Drushella
Stephen's Distributing / Budweiser

Jim Dunn
James Dunn Consulting, LLC

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Riverwalk Fort Lauderdale, Inc. & Go Riverwalk Magazine

Candice Ericks
TSE Consulting

Mililn Espino
Memorial Healthcare

Bill Feinberg
Allied Kitchen & Bath

Regina Foltz
Dr. Lisa Learn Plastic Surgery

Saul Fonseca
Andrew France

Total Wine & More

Dennis Friel
Connected by Water

David Greenberg
Greenberg Capital LLC

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Frank Gutta & Co. CPA's
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Mundial Smart Knives
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Nicklas Children's Health System
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Rocki Rockinham
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Water Taxi
RADM Larry Watkins
United States Navy
Ben Wesley
FPL
Mike Weymouth
The Las Olas Company

Leo Zieman
reired FPL
Steve Ziff
Loud and Live

STAFF

Lisa Scott- Founds
President and CEO
Dawn Diehl
Event Director
Kathy Keleher
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.

