



**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

GRAND MARSHAL RECEPTION

[Click to Experience](#)

Partnership starting at \$10,000

PARADE VIEWING

[Click to Experience](#)

Partnership starting at \$5,000

[Click to View Commercial](#)



BLACK TIE BALL

[Click to Experience](#)

Partnership starting at \$6,000



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

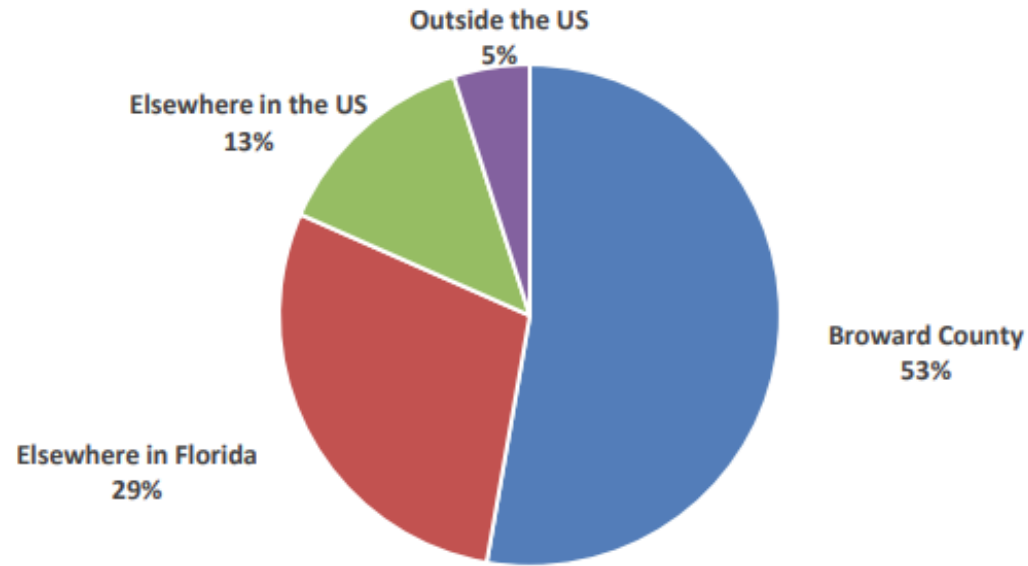
36% stayed 4-7 nights

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



SPONSORS: AMERICA'S HOLIDAY



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.



WINTERFEST

BOAT PARADE

DECEMBER, 14 2024

*From Sawgrass to Seagrass:
Waves of Holiday Cheer*

Seminole Hard Rock Winterfest® Boat Parade Connects Florida's Waterways with 2024 Poster

Join the Winterfest® family as we celebrate the holiday season with the 12-mile Seminole Hard Rock Winterfest® Boat Parade on December 14th!

This year marks the 53rd anniversary of the Winterfest® organization, and we invite you to be part of the festivities. The Parade travels from Downtown Fort Lauderdale to Pompano Beach, making it the largest holiday celebration in Broward County.

The theme for this year, "From Sawgrass to Seagrass: Waves of Holiday Cheer," reflects South Florida's beautiful landscapes, from the Everglades to the ocean, all while embracing the spirit of the holidays. Whether it's paddleboarders, kayakers, pontoons, fishing boats, cabin cruisers, or megayachts, this Parade promises a diverse and exciting display.

Don't have a boat or live nearby? No worries! You can watch the Parade from various spots along the route, including our designated viewing area on the Intracoastal. Plus, the event will be televised and streamed online.

Don't miss out on the fun! Enter your boat, buy tickets, or explore partnership opportunities.

Happy Holidays! We look forward to seeing you at the Parade!

Lisa Scott-Founds and Bill Walker
President & CEO Chairman of the Board

Erin Scott-Founds, Lisa Scott-Founds, Dawn Dahl and Bill Walker

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"The World's Most Watched Boat Parade" captivates over 1 million spectators annually.
Call 954-767-0686 or visit WinterfestParade.com #WinterfestFL | Like us on Facebook

2024 PARADE BY NUMBERS

Marketing and Promotion

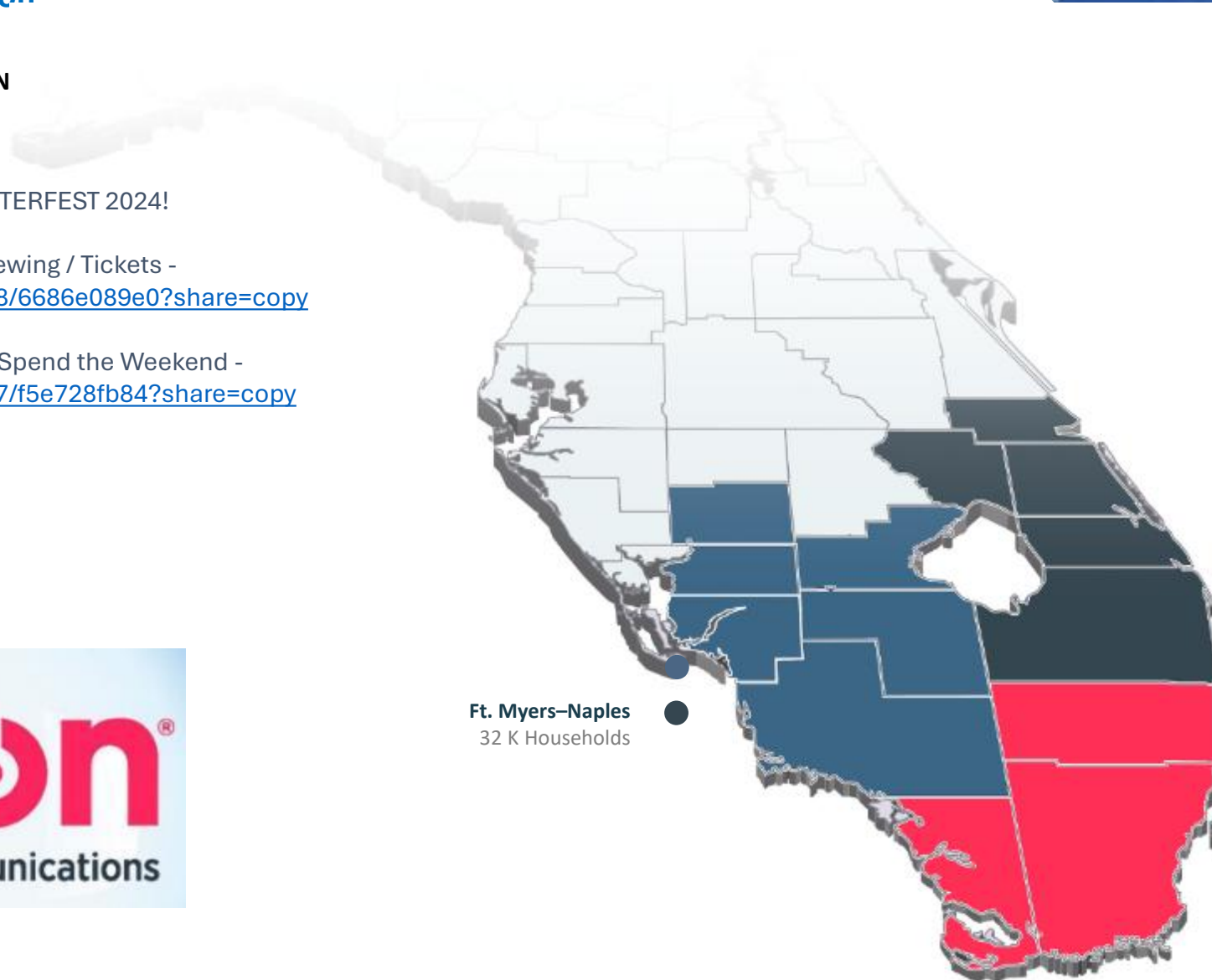
 PROMOTIONAL ADVERTISING

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

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 \$25-\$40



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



SPECIAL SEVEN-WAY
- 2 drinks for Parade Viewing
with 2 people tickets
Available for Cashless Entry
Winterfest 2024



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

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





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

Shane Duncan Band

Southern Blood







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



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



2025 PARTNERS

COMMITTED PARTNERSHIPS

Host: Savor Cinema

AVAILABLE PARTNERSHIPS

Welcome Reception:
\$5,000

Movie Montage

Sponsor: \$4,000

Entertainment Sponsor
at Reception: \$2,500

Partners reflective as of
July 3, 2025



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.



LAUNCH PARTY

2025 PARTNERS

Partners
reflective as
of July 3,
2025



COMMITTED PARTNERSHIPS:

Host: Fort Lauderdale Marriott Harbor Beach
Hotel & Spa

Liquor: Republic National Distributing
Company

Featured Restaurant: Casa Calabria

Photo Booth: Water Taxi

Jewelry: Carroll's Jewelers

Entertainment: Ocean Manor

Sparkling: LaCroix

Jewelry: Carroll's Jewlery

PENDING PARTNERSHIP

Presenting: GrayRobinson, P.A.

Beer: Stella Artois

Sparkling: LaCroix

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.



FAMILY FUN DAY

2025 PARTNERS

Partners
reflective as
of July 3,
2025



COMMITTED PARTNERSHIPS

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

Activations: Fifth Third Bank, Ave Maria

Sparkling: LaCroix

Snow Mountain: Broward College

PENDING PARTNERSHIPS

Presenting: Publix

Pet Rescue Row: VET Emergency

Activations: Preferred Travel, Raising Canes, South Florida Ford, Sunshine Health

AVAILABLE PARTNERSHIPS

Sampling Activation/Display

Opportunities: \$5,000





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.



BLACK TIE BALL



2025 PARTNERS

Partners
reflective as of
July 3, 2025



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

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.



SKIPPER'S MEETING

2025 PARTNERS

Partners
reflective as
of July 3,
2025



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

Rules & Logistics Manual Sponsor:

ComSys

PENDING PARTNERSHIPS

Presenting Co-Sponsor: BOW,

F&J Propeller, West Marine

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**





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

2025 PARTNERS

Partners reflective as of
July 3, 2025



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).



SHOWBOATS



2025 PARTNERS

Partners reflective
as of July 3, 2025



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:

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



PHOTO BY MICHAEL JAMES



PUBLIC PARADE VIEWING

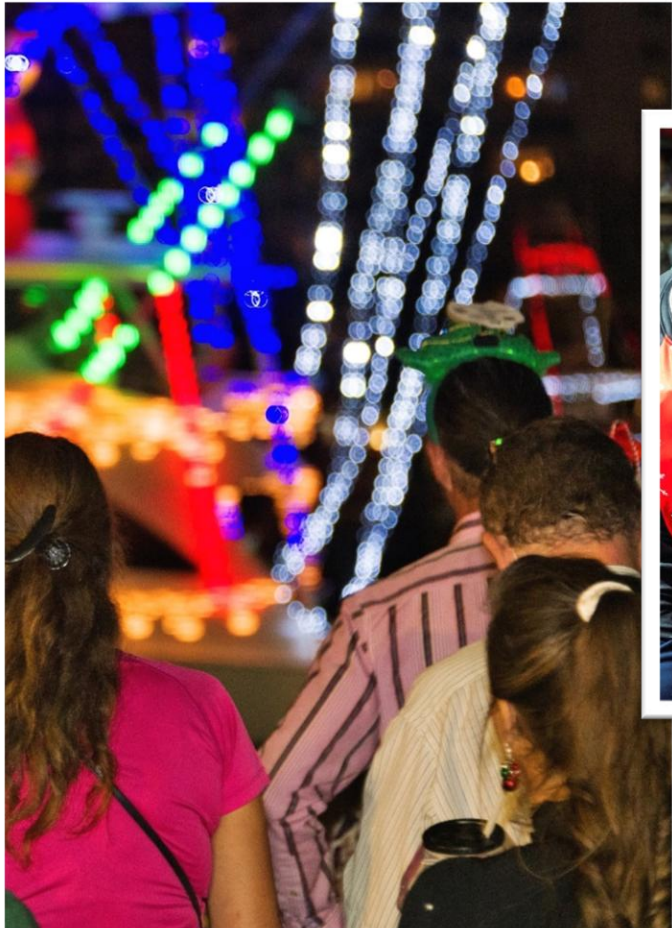
Las Olas Intracoastal Promenade Park

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

Partners reflective as of July 3, 2025

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



2025 PARTNERS

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

Partners reflective as of July 3, 2025

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.



2025 PARTNERS

COMMITTED PARTNERSHIPS

Wine: Republic National Distributing Company

PENDING PARTNERSHIPS

Beer: Stella Artois

AVAILABLE PARTNERSHIPS

Presenting: \$10,000

Welcome Reception: \$7,500

Awards: \$5,000

Entertainment: \$5,000

Photography / Photo Booth: \$2,500

Valet: \$1,500

Partners reflective as of July 3, 2025





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.



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.

2025 PARTNERS

COMMITTED PARTNERSHIPS

Host Location: House on the River

AVAILABLE PARTNERSHIPS

Presenting: \$8,000

Swag Bag: \$3,000

Partners reflective as of July 3, 2025



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
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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.

