

PARTY in the USA



**PARTNERSHIP
PROSPECTUS**

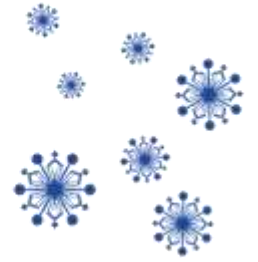
2026





WINTERFEST

BOAT PARADE



“BEST SHOW ON H2O”

2026 PARTNERSHIP POSSIBILITIES

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.

Winterfest, one of the **Top 20 Parades in the World** as recognized by the International Festivals & Events Association, delivers an annual economic impact of more than **\$50 million to Broward County**. With a live audience exceeding **1,000,000 spectators** along the 12-mile parade route and millions more reached through television, digital and social media, Winterfest provides unparalleled visibility in South Florida.

Take a moment to review the variety of packages for this year’s celebration. All of our partner proposals are customized to maximize hospitality, brand visibility, and meaningful community engagement.

CELEBRATIONS IN A VIDEO GLANCE

Your support will give you tickets and brand opportunities at select Winterfest Events.



LAUNCH PARTY

[Click to Experience](#)



FAMILY FUN DAY

[Click to Experience](#)



BLACK TIE BALL

[Click to Experience](#)



PARADE VIEWING

[Click to Experience](#)

[Commercial Link](#)

GRAND MARSHAL RECEPTION

[Click to Experience](#)



2025 ONE-HOUR TELEVISION SPECIAL

[Click to Experience](#)



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

AWARDS, HONORS AND ACCOLADES

The Seminole Hard Rock Winterfest Boat Parade received numerous industry awards for excellence.

2025 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, USA**

Silver	Best Newspaper
Silver	Best Cover Design
Bronze	Best Full-Length TV Program
Bronze	Best Radio Promotion
Bronze	Best Promotional Brochure
Bronze	Best Street Banner
Bronze	Best T-Shirt Design

Southeast Festivals & Events Association Kaleidoscope Awards

Silver

Best Television PSA
Best Promotional Poster



2025 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.

**Seminole Hard Rock Winterfest Boat Parade
Fort Lauderdale, FL**

2nd Place	Banners
3rd Place	T-Shirt
3rd Place	Event Brochure
3rd Place	Event Recap
3rd Place	Sponsor Partnership



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.



2025 PARADE BY NUMBERS

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

How many TOTAL nights are you staying in Broward County? (All accommodations)	Percentage %
One room	90%
2 – 3 rooms	10%

How many TOTAL nights are you staying in Broward County? (Hotel)	Percentage %
1 night	30%
2 nights	33%
3 nights	27%
4 – 7 nights	10%

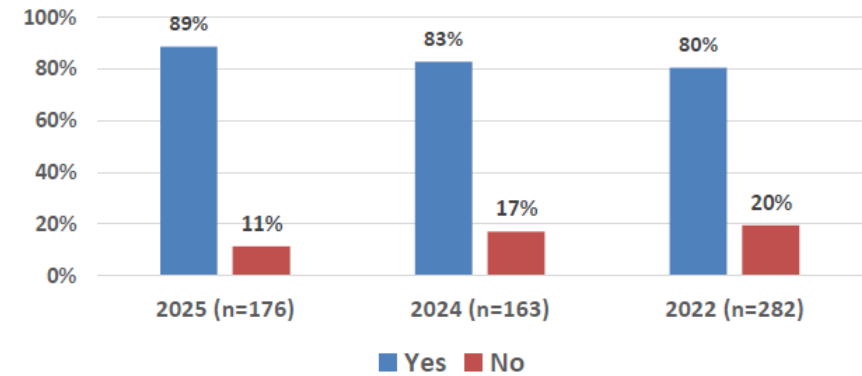
How many TOTAL nights are you staying in Broward County? (All accommodations)	Percentage %
1 night	26%
2 nights	26%
3 nights	20%

Out-of-County Visitors who traveled to Fort Lauderdale/Broward County specifically to attend the Winterfest Boat Parade:	Percentage %
Yes	80%
No	20%

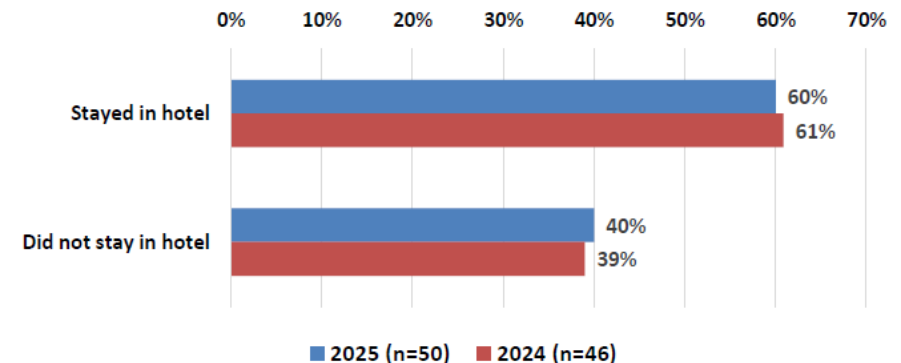
How much did you and your group spend, or plan to spend, at local restaurants and shops in Downtown Fort Lauderdale before, during or after the Winterfest Boat Parade? (Day of event only - Excludes ticket and parking fees)	Percentage %
\$0	10%
\$1 - \$50	9%
\$51 - \$75	24%
\$76 - \$100	11%
\$101 - \$150	19%
\$151 - \$200	10%
\$201 - \$500	8%
More than \$500	10%



Trend: % First Time Attending



Trend: % of Out of Town Visitors Staying in Hotels:



Total Visitors who lodged in "Paid" accommodations: 70%

Event Hospitality & Tickets



EVENT HOSPITALITY & TICKETS

Partnerships includes premier access to Winterfest's most celebrated and exclusive events plus invitations to Happy Hours and other celebrations:

- Tickets to the **Winterfest Launch Party** at the Harbor Beach Marriott scheduled to be held on October 24, 2026.
- Opportunity for tickets to the **Winterfest Black Tie Ball** on December 5, 2026.
- Tickets to the **Grand Marshal Reception** at the Seminole Hard Rock Hotel & Casino scheduled to be held on December 11, 2026.
- Tickets to the **Parade Viewing Area** at an exclusive area between Riverside Hotel and Stranahan House scheduled to be held on December 12, 2026.
- Tickets and sponsor recognition at the 2026 **Winterfest Captain's Cup Reception** Dinner and Awards Presentation to be held on TBA.

Number of tickets varies based on partnership package.



Marketing & Brand Visibility

Maximize Your Reach



PARADE IMPACT & EXPOSURE

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 on **WSVN** which will also be aired in 2026 on **ABC-Miami** (dates/times tba) in South Florida as well as in the Boston market on **WHDH-TV** and **WLVI-TV** as well as various social media platforms such as **Facebook Live** and **YouTube**.

- 1,000,000+ live spectators
- 7.1 million U.S. potential television audience reach
- Website traffic reaching up to 32–53K visitors per day during December
- Social media reach in the thousands per post during peak season

If applicable: Guaranteed Television of your boat or chartered entry (if your corporate decorated boat is entered) value \$8,000.00.



Parade Impact & Exposure

Reach Millions Across All Platforms

1,000,000+ Spectators

7.1M TV Viewers

4.3M Online Reach

32-53K Daily Web Visits

PARADE IS VIEWING LIVE, DIGITALLY AND AIRED LIVE ON THE CITY OF FORT LAUDERDALE STATION. THE ONE HOUR SPECIAL INCLUDES ALL OF WINTERFEST'S SIGNATURE EVENTS ON WSVN/ABC-MIAMI, BOSTON AFFILIATES AND DIGITALLY THROUGHOUT THE WORLD.



WSVN & ABC Miami Recap 2025 Seminole Hard Rock Winterfest Boat Parade

Total Number of TV Spots Combination of :05 :10 :15 :30

Entry Aired:	445
Parade Viewing Aired:	207
Grand Marshal Aired:	274
One Hour Special Aired:	201
<u>Total# of Spots:</u>	1,127
<u>Total TV Spot Value:</u>	\$281,750

News & Deco Drive Features

- Student Poster Art – April
- Grand Marshal Announcement - August (Deco Drive)
- Family Fun Day – November
- Black Tie Ball – December (Deco Drive)
- Boat Parade Boater Prep. - 12/10 & 12/12
- Today in Florida Live, 12/12 7am -10am 6x, 7 News at noon, 5pm, 6pm, 10pm & 11pm
- Boat Parade Day- (Today in FL. Sat. Morning, 10 & 11pm)
- Today in FL. Sun. Morning, 5pm, 6pm & 10pm
- Deco Drive 12/15
- WSVN Channel 7 News Website Stories 10x

PARADE IS VIEWING LIVE, DIGITALLY AND AIRED LIVE ON THE CITY OF FORT LAUDERDALE STATION. THE ONE HOUR SPECIAL INCLUDES ALL OF WINTERFEST'S SIGNATURE EVENTS ON WSVN/ABC-MIAMI, BOSTON AFFILIATES AND DIGITALLY THROUGHOUT THE WORLD.



**WSVN & ABC Miami Recap
2025 Seminole Hard Rock Winterfest Boat Parade**

Seminole Hard Rock Winterfest Boat Parade One-Hour Show

WSVN - Miami/Fort Lauderdale Market 5 Airings

- Friday, December 19, 2025 7:00-8:00p.m.
- Thursday, December 25, 2025 5:00-6:00a.m.
- Thursday, December 25, 2025 12:00-1:00p.m.
- Thursday, January 1, 2026 5:00-6:00a.m.
- Thursday, January 1, 2026 12:00-1:00p.m

ASVN ABC- Miami/Fort Lauderdale Market 2 Airings

- Thursday, December 25, 2025 5:00-6:00a.m.
- Thursday, January 1, 2026 5:00-6:00a.m.

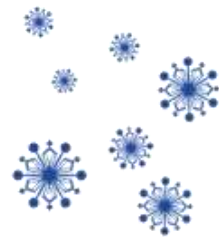
Boston Market 2 Airings

- **WLVI** – Saturday, December 20, 2025 4:00-5:00p.m.
- **WHDH** – Thursday, December 25, 2025 10:00-11:00a.m.

Social Media: Twitter Live Views: 6,553, YouTube Live Views: 3,417
Facebook Views: 59,121



WINTERFEST BOAT PARADE




SEMINOLE Hard Rock HOTEL & CASINO WINTERFEST BOAT PARADE

THIS IS HOW WE DO IT

ONE NIGHT. 100+ BOATS. ENDLESS MAGIC
DECEMBER 13, 2025 6PM LAUNCH

FAMILY FUN DAY NOVEMBER 23
BLACK TIE BALL DECEMBER 6
GRAND MARSHAL RECEPTION DECEMBER 12
SEMINOLE HARD ROCK WINTERFEST BOAT PARADE DECEMBER 13

GRAND MARSHALS
 
 Barbara Britto • Montell Jordan



WVBC **discover FL beach.com** **VISIT LAUDERDALE** **12** **Florida Cross Health** **Live Well Now** **Children's Hospital** **MyFloridaCivilians**

p **WAVN** **WTVT** **WTOG** **magic 95.9** **FOX 35** **abc miami**

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

SEMINOLE Hard Rock HOTEL & CASINO WINTERFEST BOAT PARADE DECEMBER 13, 2025

Yacht Rock of Ages

Get Ready for the Ultimate Holiday Spectacle! The Seminole Hard Rock Winterfest Boat Parade

"This year, Winterfest isn't just another week—we're making history!"

This year's Seminole Hard Rock Winterfest Boat Parade is all about the WOW—and we're making up the excitement. We never before. Prepare for a show-stopping night on the water featuring jaw-dropping new entries that will leave fans cheering. From an electrifying EDM-themed boat, a mesmerizing Polynesian fire-dancers to our daring "Extreme Holiday" spectacle featuring motorcycles inside a cage and holiday finale barge—the thrill just keeps coming!

Feel the rhythm with vibrant funk and soul bands, waka-waka celebrities aboard the Republic National Celebrating Community spirit, and watch Santa arrive in the festive mode. Our Grand Marshals will parade on the Fifth Third Bank Showboat, making this magical evening celebrating artistry and holiday joy.

Now celebrating 54 years of Winterfest magic, we invite you to be part of the City of Fort Lauderdale and South Florida's most spectacular holiday tradition—the 12-mile Seminole Hard Rock Winterfest Boat Parade, gliding from Downtown Fort Lauderdale to Pompano Beach on December 13th. This year's theme, "Yacht Rock of Ages" pays tribute to the timeless tunes that make us smile.

Expect a dazzling mix of public art and local performers, fishing boats, color mixers and megayachts or family fun floats, and more on the Intracoastal Waterway. This week, 200+ boats, and on land, take it up the coast with holiday spirit.

Don't have a boat? No problem! Catch the Parade from designated viewing areas along the Intracoastal or watch the live stream to experience the magic from anywhere.

There's no place like South Florida and Greater Fort Lauderdale for the holidays—and no event like Seminole Hard Rock Winterfest Boat Parade to light up your season!

So gather your family, friends and holiday spirit—enter your boat, buy your tickets or become a partner—and let's make this year's Winterfest the brightest celebration yet.

Happy Holidays! We'll see you at the Parade!

Jane Swartz-Terrell President & CEO
Robin Vines and Lisa Goff-Franks Chairwoman of the Board

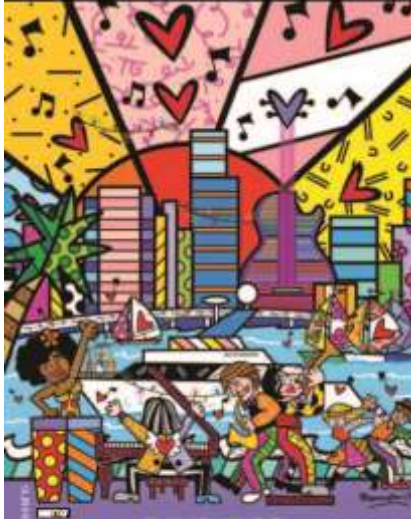


WVBC **VISIT LAUDERDALE**

VOL. 32 | ISSUE 1 NOVEMBER 2025
"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

SEMINOLE Hard Rock HOTEL & CASINO WINTERFEST BOAT PARADE DECEMBER 13, 2025

Yacht Rock of Ages



WVBC **VISIT LAUDERDALE**

MARKETING MATERIALS INCLUDES VARIOUS PRINT, MAGAZINES & MAILINGS

SAMPLE OF PRINT MARKETING & BRAND VISIBILITY

NEWSLETTER ADVERTISING

Souvenir Journal / Newsletter is distributed in 55,000 Lifestyle print magazines with a reach of approximately 255,000 viewers (including 35,000 digital list). This printed piece has partnership opportunities for advertising. Additional deliveries along the 12-mile Parade route 10,000+ direct mail to Winterfest supporters and fans.

MAGAZINE / PRINT ADVERTISING

Winterfest magazine partners include: Coral Ridge/The Landings, Lifestyle, Las Olas Boulevard & Isles, GoRiverwalk, SunSentinel, TravelHost to name a few which promote our events and select partners during fourth quarter.

BROCHURE ADVERTISING

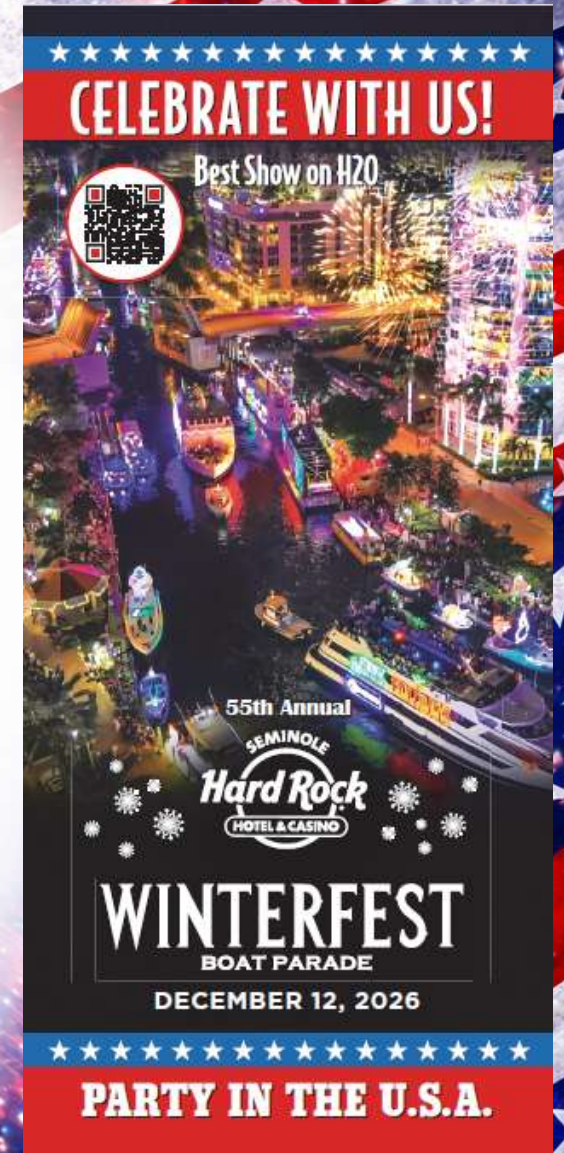
Name inclusion in 100,000+ brochures to be mailed, as well as distributed in the tri-county within businesses such as but not limited to the Seminole Hard Rock Hotel & Casino, local hotels, restaurants, festivals, and Ft Lauderdale International Boat Show.

BLACK TIE BALL PROGRAM

Black Tie Ball Program is distributed to 1,300+ guests at Broward County's largest holiday gala with partner advertising opportunities

DIGITAL RECOGNITION

- Logo placement on Winterfest website with hyperlink
- Recognition in select social media posts as a 2026 Corporate Partner
- Promotions of Events, Contests and Vacationing in the area on social media posts
- Digital distribution of the Souvenir Journal on various platforms





WINTERFEST BOAT PARADE



Hotwire Promotions:
 This year's campaign focused heavily on awareness and broad reach, engagement remained steady across all creative segments. Creative Impressions Clicks CTR
 Contesting 499,987 212
 Parade Tickets 163,637 47
 Boat Entries 149,954 30
 Family Fun Day 99,956 23
 Retargeting 49,952 23
 Art Contest 36,362 12

GET YOUR TICKETS TODAY
\$5 OFF ADULT TICKETS USE CODE **NICKLAUS25**

SEMINOLE **Hard Rock** WINTERFEST BOAT PARADE

Nicklaus Children's
 Where Your Child Matters Most™

PARADE VIEWING AREA
 In association with the Beach Boulevard Improvement District
12/13/2025

Gates open at 4 PM, Parade arrives at 6:30 PM
 Live Entertainment before the Parade
LOCATION: Las Olas Intracoastal Promenade Park
 80 Las Olas Circle, Fort Lauderdale, FL 33316

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

Upload your photos #WinterfestFL

SEMINOLE **Hard Rock** jetBlue WINTERFEST BOAT PARADE HOLLYWOOD, FL

CHANCE TO WIN A WINTERFEST WEEKEND

ENTER TO WIN!

Impressions:
 250,009

SEMINOLE **Hard Rock** WINTERFEST BOAT PARADE DECEMBER 13, 2025

PARTY WITH WINTERFEST JOIN OUR HOLIDAY CELEBRATIONS

FAMILY FUN DAY NOVEMBER 23
 BLACK TIE BALL DECEMBER 6
 GRAND MARSHAL RECEPTION DECEMBER 12
 SEMINOLE HARD ROCK WINTERFEST BOAT PARADE DECEMBER 13

GRAND MARSHALS
 Pamela Brito • Marshall Jordan

Email Opens average: 22,576



Plan your perfect Family Day along the New River this November: **FREE Family Day in Fort Lauderdale – November 23**

ENTER TO WIN!



MARKETING MATERIALS INCLUDE SOCIAL MEDIA PROMOTIONAL OPPORTUNITIES



iHeart
Radio

PARTNER OPPORTUNITIES TO BE INCLUDED ON RADIO SPOTS

iHeartMedia airs an average of 850 spots promoting various events during the Winterfest season. Promotions include vacationing in the South Florida area, Parade Viewing/Get Your Tickets, Enter Your Boat, Family Fun Day, Black Tie Ball, Launch Party, Enter to Win and more. Impressions are 2,182,600.

Samples of Radio Spots in English and Spanish:

- | | | | | | |
|---|-----------------|---|-----------------|---|-------------------|
|  | Winterfest App |  | Family Fun Day |  | Family Fun Day SP |
|  | Enter a Boat |  | Parade Viewing |  | Parade Viewing SP |
|  | Enter a Boat 30 |  | Enter to Win SP |  | Launch |

America's #1 Audio Company
Reaching 9 out of 10 Americans

Radio + Podcasts + Streaming + Influencers + Live Events

Guaranteed Human





THEME ROLL-OUT

August 26, 2026 | Hosted by Savor Cinema

Be part of the moment that sets the stage for the entire season. The Theme Roll-Out unveils the official 2026 Seminole Hard Rock Winterfest Boat Parade theme—**“Party in the U.S.A.”**—and offers sponsors an early opportunity to align their brand with the excitement, creativity, and momentum of this iconic event.

This high-energy, happy hour–style gathering brings together Parade participants, community leaders, media, and the public for an exclusive first look at what’s to come on December 12. Sponsors benefit from strong brand visibility, on-site engagement opportunities, and direct interaction with an enthusiastic and diverse audience. With cocktails, live entertainment, and theme-inspired music, the event creates a vibrant atmosphere designed for connection and brand integration.

HAPPY HOUR SERIES

Extend your brand presence beyond a single event through Winterfest’s ongoing Happy Hour Series—five strategically timed activations that keep your brand in front of engaged audiences throughout the year:

- May 28 @ Catch & Cut
- June 17 @ Jay’s Steakhouse
- August 26 @ Savor Cinema
- October 21 @ Mai-Kai
- November 18 @ Bokamper’s

Each event is free and open to the public, offering sponsors continuous opportunities for visibility, networking, and community engagement. Together, these experiences create a sustained platform for brand exposure, relationship-building, and alignment with one of South Florida’s most celebrated traditions.

THEME ROLL OUT PARTNERSHIPS

COMMITTED

Host: Savor Cinema

AVAILABLE

Welcome Reception: \$5,000

Movie Montage Sponsor: \$4,000

Entertainment Sponsor: \$2,500

HAPPY HOUR AVAILABLE

PARTNERSHIPS

Range from \$2,500 - \$5,000



WHITE HOT LAUNCH PARTY

October 24 | Hosted by Fort Lauderdale Harbor Beach Marriott Hotel & Spa

This invitation-only event offers an exclusive gateway into the Winterfest® season—where sponsorship is your access to one of the most influential gatherings in Greater Fort Lauderdale. The Winterfest® White Hot Launch Party, themed “Party in the U.S.A.,” serves as the official kickoff, bringing together an elite audience of sponsors, community leaders, board members, and key media partners.

With strong media presence from WSVN / ABC-Miami, along with print, radio, and digital partners, sponsors benefit from amplified visibility and high-profile exposure before, during, and after the event. The evening features curated culinary experiences, craft cocktails, fashion, music, and Parade highlights—all designed to create an upscale, immersive environment ideal for brand alignment.

This sponsorship provides a unique opportunity to position your brand among the region’s most prominent decision-makers and influencers, showcasing your commitment to the community while building meaningful relationships with a highly engaged and influential audience.



WHITE HOT LAUNCH PARTNERSHIPS

COMMITTED

Presenting

GrayRobinson, P.A.

Host

Fort Lauderdale Marriott Harbor Beach Hotel & Spa

Liquor: Republic National Distributing Company

Featured Restaurant: Casa Calabria

PENDING

Welcome: Great Healthworks

Photo Booth: Water Taxi

Jewelry: Carroll's Jewelers

Entertainment: Ocean Manor

Sparkling: LaCroix

Beer: Stella Artois

AVAILABLE

Welcome: \$10,000

Valet Sponsor: \$2,500



FAMILY FUN DAY

November 22 | Location Esplanade Park

Family Fun Day is a high-energy, community-focused event designed to deliver meaningful brand engagement with thousands of local families. This free, family-friendly celebration consistently attracts over 5,000 attendees annually and features more than 70 vendors and activity stations—offering sponsors exceptional visibility and direct interaction with a diverse, engaged audience.

Sponsors are seamlessly integrated throughout the event experience, with opportunities for on-site activation, product sampling, and branded activities that create memorable, hands-on connections. From photo opportunities with Santa and interactive attractions like the electric train, Polar Bear Express Super Slide, Snow Mountain, and live entertainment, to engaging experiences such as face painting, balloon art, and themed stage performances celebrating America's 250th Anniversary—every element provides touchpoints for brand exposure.

In addition, partnerships with respected community organizations and attractions—including the Epilepsy Alliance, Broadway Across America, Museum of Discovery and Science, Pet Rescue Row, and SOS Conservation Village—enhance the event's reach and credibility, further elevating sponsor alignment.

Family Fun Day offers a dynamic platform for sponsors to build goodwill, increase brand awareness, and connect authentically with families in a festive, memorable environment.





FAMILY FUN DAY PARTNERSHIPS COMMITTED

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

PENDING

Presenting: Publix
Pet Rescue Row: Fifth Third Bank
Activations: Preferred Travel, Raising Canes,
Ave Maria

Snow Mountain: Broward College

Sparkling: LaCroix

AVAILABLE

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



SEMINOLE HARD ROCK WINTERFEST BLACK TIE BALL

December 5 | Produced and Hosted by Seminole Hard Rock Hotel & Casino

The Seminole Hard Rock Winterfest Black Tie Ball is the crown jewel of the season—an extraordinary, high-profile gala that delivers unmatched visibility for sponsors. Set within a stunning, immersive atmosphere inspired by Broadway-caliber performances (with special thanks to Broadway Across America), the evening captivates an upscale audience of nearly 1,300 distinguished guests.

As one of the largest and most prestigious holiday galas in Broward County—and a highlight of Fort Lauderdale’s social calendar—this signature event offers sponsors premier brand alignment with elegance, entertainment, and exclusivity.

Guests, dressed in formal attire, enjoy premium beverages provided by exclusive distributor Republic National Distributing Company while experiencing world-class entertainment and dancing throughout the evening. The 2026 theme, **“Party in the U.S.A.”**, will feature the renowned Jordan Kahn Music Company, bringing their high-energy, 16-piece band “Professor D” direct from New York.

From prominent on-site recognition to meaningful engagement with an affluent and influential audience, the Black Tie Ball provides an exceptional platform for sponsors to elevate brand presence and create lasting impressions.



BLACK TIE BALL PARTNERSHIPS

COMMITTED

Title & Host Location: Seminole Hard Rock Hotel & Casino

Liquor: Republic National Distributing Company

PENDING

Presenting: Broward Health

Qtogo Online Sponsor: Todd Stone Law

Entertainment: DEX Imaging

Silent/Live Auction: Daoud's Jewelry

Welcome Reception: Hotwire Communications

Qtogo Online Sponsor: ComSys

AVAILABLE

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

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

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

Photo Booth: \$5,000

CAPTAINS' MEETING

December 8 | Hosted by Suntex Marina

Participation in this mandatory Captain's Meeting ensures all Boat Parade entrants are fully prepared for a successful and safe event. Attendees receive essential line-up details, along with important rules and regulations governing the Parade. This exclusive gathering brings together approximately 150 boat captains and Marine Patrol representatives, offering sponsors a valuable opportunity to connect with a highly engaged and influential audience.

Sponsors are prominently featured through curated goodie bags distributed to all attendees, providing direct brand exposure and lasting impressions. The evening is complemented by dinner and drinks hosted by the club, creating a relaxed and engaging atmosphere for networking and brand interaction.





CAPTAINS' MEETING PARTNERSHIPS

COMMITTED

Host Location: Suntex Captain's Quarters
Presenting Co-Sponsor & Gas Card Goodie Bag Sponsor: Chevron
In Association: MIA SF
Rules & Logistics Manual Sponsor: ComSys

PENDING

Presenting Co-Sponsor:
F&J Propeller, West Marine

AVAILABLE

Video Instructional Sponsor: \$5,000
Signage Sponsor: \$5,000
Shirt Sponsor: \$5,000
Goodie Bag Co-Sponsors: \$5,000
Sampling/Display Opportunities available



GRAND MARSHAL RECEPTION

December 11 | Hosted by Seminole Hard Rock Hotel & Casino

Position your brand at the center of one of Winterfest's most prestigious and high-profile gatherings. The Grand Marshal Reception brings together an influential audience of dignitaries, community leaders, and celebrities at the iconic Seminole Hard Rock Hotel & Casino, setting the stage for the Parade ahead.

With more than 500 invited guests in attendance, this exclusive event offers sponsors premium visibility, elevated brand association, and meaningful engagement opportunities in a sophisticated, celebratory setting. As the official prelude to the Parade, it's the perfect moment to align your brand with the excitement, prestige, and tradition of Winterfest.





GRAND MARSHAL RECEPTION PARTNERSHIPS

COMMITTED

Title: Seminole Hard Rock Hotel & Casino
Liquor: Republic National Distributing Company

PENDING

Presenting: Visit Lauderdale

AVAILABLE

VIP Lounge: \$15,000
Photo Booth: \$10,000
Food



SEMINOLE HARD ROCK WINTERFEST BOAT PARADE

December 12 | Location 12-Miles of Waterway
An internationally recognized, world-class event that attracts a live audience of more than 1 million spectators in a single day along its 12-mile parade route in Broward County, while engaging millions more through televised coverage. Beyond parade night, the event extends its reach through a professionally produced, one-hour television special in partnership with **WSVN Channel 7**, and **ABC-Miami** reaching approximately 1.5 million households.





PARADE PARTNERSHIPS

COMMITTED

Amazon **Santa Showboat**

Fifth Third Bank – **GM Showboat**

Fifth Third Bank – **Fireworks entry**

Republic National Distributing Company

Jr. Captain: **TWO MEN AND A TRUCK, FPL**

AVAILABLE

Fireworks: \$50,000

Showboats

\$45,000 and up

Performance Showboat: (bands on a boat):
\$45,000

Rudolph Party Boat: \$30,000

Elf Brigade: \$30,000

Salute to the Red, White & Blue Finale

PUBLIC PARADE VIEWING

December 12 | Las Olas Intracoastal Promenade Park

The largest organized viewing destination along the 12-mile Parade Route, this premier Parade Viewing Area accommodates 2,500+ guests and is ideally located on the southeast side of the Las Olas Bridge.

More than just a viewing space, this high-energy activation serves as a “festival within the event,” featuring interactive games, sponsor activations, hospitality, vendors, and food and beverage offerings for purchase. A dedicated stage hosts live entertainment throughout the evening, including appearances by Santa Claus for photo opportunities, with programming continuing even after the parade has passed—maximizing guest engagement and sponsor visibility.





PUBLIC PARADE VIEWING AREA PARTNERSHIPS

COMMITTED

Title: Nicklaus Children's Health System

Commentary: iHeart Media

PENDING

Presenting: Beach Business Improvement District

In Association: Florida Panthers

Culinary Courtyard: Stella Artois

Beverages: Coca Cola, LaCroix

AVAILABLE

Stage Sponsor: \$10,000

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

VIP VIEWING PARTY

December 12 | Location Tunnel Top Park in Fort Lauderdale

The most prestigious way to experience the Winterfest Boat Parade is from the exclusive VIP Parade Viewing Area. Each year, approximately 500 community leaders, dignitaries, and valued Winterfest sponsors gather in this premier setting to enjoy unparalleled views of the parade near its starting point in the heart of downtown Fort Lauderdale.

Hosted at Tunnel Top Park and the historic Stranahan House, this elevated experience features an open bar and an exceptional buffet curated by the Riverside Hotel alongside select local restaurants. As a focal point for television coverage and official parade judging, this location inspires participants to showcase their most impressive displays—delivering an unforgettable, high-energy experience for VIP guests while maximizing sponsor visibility and engagement.





VIP PARADE VIEWING PARTNERSHIPS COMMITTED

Host Location: Riverside Hotel

Liquor: Republic National Distributing
Company

Commentary / Airing of the Parade:
WSVN Channel 7 and ABC-Miami

PENDING

Co-Presenting: Holy Cross Health

Restaurant Sampling:

Wild Sea, Boathouse, and local restaurants

Beverage: Stella Artois

Beverage: LaCroix

AVAILABLE

Judges Area: \$5,000

Decorating Sponsor: \$5,000

Restaurant Sampling: 500 samples



CAPTAINS' CUP DINNER AND AWARDS RECEPTION

February 2027 | Location *To Be Announced*

A celebratory evening recognizing the individuals and organizations who bring the Seminole Hard Rock Winterfest Boat Parade to life.

Boaters, sponsors, and key stakeholders are invited to enjoy an elegant event featuring a seated dinner, live entertainment, and a dynamic video awards presentation highlighting the most memorable moments of the year. This intimate and festive gathering hosts approximately 250 distinguished attendees, offering a meaningful opportunity for recognition, connection, and continued engagement.





CAPTAINS' CUP PARTNERSHIPS COMMITTED

Wine: Republic National Distributing
Company

PENDING

Beer: Stella Artois
AVAILABLE

Location

Presenting: \$10,000

Welcome Reception: \$7,500

Awards: \$5,000

Entertainment: \$5,000

Photography / Photo Booth: \$2,500

Valet: \$1,500



VOLUNTEER APPRECIATION PARTNERSHIPS

AVAILABLE

Host Location

Presenting: \$8,000

Swag Bag: \$3,000

VOLUNTEER PARTY

March 2027 | Location *To Be Announced*

This signature celebration recognizes the dedicated volunteers who are instrumental to the success of Winterfest®. The event provides a meaningful platform to honor their contributions, highlighted by the presentation of the prestigious Carolyn McLaughlin Spirit of Volunteerism Award. Partnership opportunities offer sponsors the ability to align with community impact, recognition, and appreciation—while engaging directly with the passionate individuals who help bring Winterfest to life.

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

WINTERFEST 2026 POSTER ARTIST - CHARLES FAZZINO

Internationally recognized and locally renowned artist, Charles Fazzino, will once again create the poster art for the Seminole Hard Rock Winterfest® Boat Parade, with this year's design featuring his signature vibrant, three-dimensional pop art style to depict iconic American imagery that brings the Parade's theme, "Party in the USA," to life.

The artist for America 250

Charles Fazzino's Sail 4th 250 artwork is one of two 3D Limited Edition pieces in his America 250 Commemorative Art Collection.

Click here to see the [America 250 artwork](#).

Sail 4th 250 and the NY Harbor Celebration for America 250 at sail4th.org.



Community Alignment

★ Supporting South Florida Together ★



Education



Arts & Culture



Water Safety



Charity Initiatives

COMMUNITY ALIGNMENT



Winterfest is more than a Parade. It is a unifying civic tradition supported by over 300 volunteers, community leaders, and corporate partners as a 501c4. The organization's Foundation.

Through the Winterfest Foundation (501c3), the organization supports:



- Education
- Arts & Culture in public spaces
- Water Safety
- Assistance to charitable sectors throughout South Florida

Programs include the Jr. Captain and Student Art Contests.

Partnership demonstrates visible investment in the community while aligning with one of South Florida's most iconic and internationally recognized celebrations.



STUDENT ART CONTEST

The Winterfest Fantasy Boat Student Art Contest engages Broward County students in grades 3–5 from public, private, and homeschool programs, running September through December. The program is widely promoted through radio, newspaper, social media, and community outreach, with strong year-round visibility as the gallery exhibition and awards reception take place in March. Each participant's artwork is displayed at the Museum of Discovery and Science, where top students are recognized, and one child's character is brought to life (with special thanks to Neil Goldberg – Pomp, Snow and CIRQUEumstance). The program has showcased up to 1,800 pieces of artwork from 45 schools and attracted more than 500 RSVPs to the reception. Additionally, the contest has featured a wrapped vehicle showcasing student artwork, presented in partnership with Zinn Automotive Group—providing an exciting, high-visibility platform that extends student creativity into the community.



JR. CAPTAIN

Each year, Winterfest selects a deserving child from a Broward County nonprofit organization to be honored as the Jr. Captain. This heartwarming program offers sponsors a meaningful opportunity for community impact and brand visibility, as the child and their organization are celebrated “in lights” and featured prominently throughout the event. The Jr. Captain rides aboard the FPL / TWO MEN AND A TRUCK showboat in the Seminole Hard Rock Winterfest® Boat Parade, joined by 25 family members and guests—creating an unforgettable experience while aligning with a powerful story of recognition and community support.





PARTY
in the
USA

LET US CUSTOMIZE YOUR PARTNERSHIP PACKAGE AND POWER YOUR BRAND IN 2026

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 **55th 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.

Your partnership will include:

- ✓ Premium hospitality access
- ✓ High-visibility print advertising
- ✓ Digital brand presence
- ✓ Association with an internationally honored event
- ✓ Meaningful community impact

Click to view our list of [partners](#) and [board](#) members.

Lisa Scott-Founds

President & CEO

Winterfest, Inc.

Questions: lisa@winterfestparade.com 954-767-0686 ext. 102