

Winterfest 2024 Sponsor Recap



Exclusive Naming Sponsor

Joe DiMaggio Childrens Hospital



Mainstage Presenting
Sponsor

Starpoint Dance Studio



Media Sponsor

WPTV News channel 5

Winterfest 2024 Sponsors

Joe Dimaggio Children's Hospital Exclusive Naming Sponsor









Starpoint Dance Studio Mainstage Sponsor





HCA Florida Healthcare
SNOWBALL Beach Sponsor





Winterfest 2024 Sponsors

Igloo VIP Sponsor



Photo booth Sponsor



Snow Sponsor

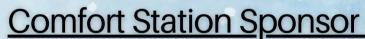


Winterfest VIP Sponsor



Shuttle Bus Sponsor















WPTV

WPTV PARTNERSHIP INCLUDED PROMOS FOR EVENT AS FOLLOWS

- ·On-Air Promos on WPTV promoting the Event, a minimum of 40 promos:15,:10,:05 in length airing between 11/22/24-12/06/2024
- · On-Air Promos on WHDT South Florida's 9 promoting the Event, a minimum of 100 promos:15 in length airing between 11/22/24-12/6/24
- E-mail blast to WPTV's 40K subscribers promoting the Event, and containing Event information, Sponsors and links.
- Facebook posts about the Event with links to a dedicated Event webpage, a minimum of two between 11/22/24-12/6/24.
- · Live on WPTV's Facebook page a minimum of one time on the day of the Event.
- · Included the "Winterfest" icon/logo on the 7-day forecast airing in newscasts the week leading up to the Event.
- · Provided Emcee Janny Rodriguez.
- Posted a minimum of three Instagram posts prior to the Event between 11/22/24-12/6/24, and a minimum of one Instagram post on the day of the Event.
- Broadcast the following WPTV newscasts live from the Event on the day of the Event: 5pm; 5:30pm; 6pm; and 7pm.



Estimated Attendance

Estimated Attendance 6500 (VILLAGE PLACEHOLDER PROGRAM) but counts indicate 8000 + taking into account children without cell phones and food counts.

Shuttles ran continuously beginning 5:00 PM- 11:00 PM loaded with approximately 60 plus individuals from The Mall at Wellington Green to the Event Venue.





ADS & E-BLASTS

- All Ads BOOSTED to Facebook- Instagram (33414 + 15 Miles) Interests Festivals, Music, Holiday Events, Family, Concerts, Vanilla Ice. Largest audience 117.1k Viewers.
- Event Live streamed to WPTV as well as Vanilla Ice fan page. WPTV on site with live broadcasts 5pm; 5:30pm; 6pm; and 7pm
- Vanilla Ice Interviews on WPTV
- Email Blasts with LIVE Sponsor logos sent September 2024- December 2024
- All sent to Chamber Database market segments 7812 unique email addresses with varying 39% - 47% open rate.
- Celebrity Emcee DJ Newmark American DJ, Radio Personality and Music Producer. Member of Grammy Award-nominated Hip-Hop group THE FUNKY BUNCH promos on YO! 107.1 3-7pm weekdays week of event

ENTERTAINMENT



Featured
Entertainer:
Vanilla Ice





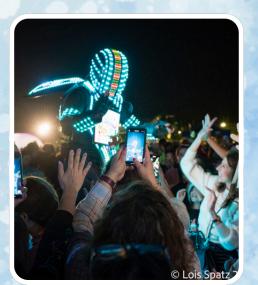
DJ Newmark with 'the Funky Bunch'



Starpoint Dancesport



Rfyt



Dj Roberto & the Hora Loca Robot







Vendor Support

Record number of Food, Product, Non Profit, and Service Vendors.

















