



Winterfest 2024 Sponsor Recap



**Joe DiMaggio
Children's Hospital**

**Exclusive Naming
Sponsor**

**Joe DiMaggio
Childrens Hospital**



**Mainstage Presenting
Sponsor**

hello@reallygreatsite.com

**Starpoint Dance
Studio**



Media Sponsor

www.reallygreatsite.com

**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



Comfort Station Sponsor





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**



Starpoint Dancesport



**DJ
Newmark
with 'the
Funky
Bunch'**



Rfyt



**Dj
Roberto
& the
Hora
Loca
Robot**



Vendor Support

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







Thank you for your support

WINTERFEST 2024

