



2023 SOBEWFF® Sponsorship Proposal Hallandale Beach CRA



Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

SOBEWFF® in a Snapshot

EAT. DRINK. EDUCATE.
\$34M+
BENEFITING
FIU | Chaplin School of
Hospitality & Tourism
Management



February 2023 will mark the **22nd** anniversary of the Festival



\$34M+ Raised to Date for FIU



13 Full-time Employees Run the Festival Year-round (Including **7** FIU Alumni)



60k Attendees



450+ Chefs, Winemakers, Spirits Producers & Lifestyle Personalities



90+ Events Over 4 Days



\$34M+ Estimated Economic Impact on Miami-Dade County



9.7B+ Marketing & Media Impressions

Recap of Hallandale Beach Events at SOBEWFF® 2022

In 2022, the City of Hallandale Beach and SOBEWFF® collaborated for the third year on a partnership that generated crowds of more than 3,300 guests over three events in Hallandale Beach. These events showcased the stellar entertainment and cuisine that Hallandale Beach has to offer!

The weekend opened on Friday with the **Dinner hosted by Esther Choi and Luca Spiga**, highlighting contemporary oceanfront hotspot **ETARU Hallandale**. Guests enjoyed a flavor-packed, Asian-centric dinner at this intimate event featuring beachside ambiance.

On Saturday, foodie fanatics returned to **Hallandale Beach Food & Groove: A Wine, Food and Art Experience** for this fabulous fan-favorite event. Guests celebrated an evening filled with culinary magic and show-stopping creativity at **the Village at Gulfstream Pegasus Park**, featuring bites from Hallandale's best restaurants.

Families were welcomed to **Peter Bluesten Park** on Saturday & Sunday for two action-packed days of fun at **Goya Foods' Family Fun Fest featuring Kidz Kitchen!** This interactive event series featured two days of food, fitness and learning with celebrity chefs and culinary personalities, including Duff Goldman, Aarti Sequeira, Jernard Wells, the Zakarian Family, and many more.

EAT. DRINK. EDUCATE!
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Management



Dinner hosted by Esther Choi and Luca Spiga at ETARU Hallandale



Dinner
HOSTED BY
Esther Choi
and
Luca Spiga
part of the
HALLANDALE BEACH EVENT SERIES



Hallandale Beach Food & Groove: A Wine, Food and Art Experience at Gulfstream Pegasus Park



Goya Foods' Family Fun Fest featuring Kidz Kitchen at Peter Bluesten Park



Hallandale Beach Print Advertising

Festival Official Recap

Sent to all sponsors & partners and featured on our website year-round.

Showcasing each of the three events in Hallandale Beach, this feature in the Official Recap celebrated three years of continued partnership at the 2022 Festival.

Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

SOBEWFF® welcomed the City of Hallandale Beach back for a third year in 2022! Over 2,600 guests enjoyed four events that showcased the best food and entertainment that Hallandale Beach has to offer!

Hosted by TikTok sensation Nick DiGiovanni, Hallandale Beach Food & Groove: A Wine, Food and Art Experience presented by Consorzio DOC delle Venezie Pinot Grigio was an evening filled with full-out flavor and fun featuring 30 of the city's first-rate restaurants.

Goya Foods' Family Fun Fest featuring Kidz Kitchen delighted the masses with family culinary fun and demos from your favorite Food Network stars, including Duff Goldman, Aarti Sequeira, the Zakarian family and many more!

The Dinner hosted by Esther Choi and Luca Spiga was a flavor-packed treat with Asian-centric flair.

#SOBEWFF | Join us again February 23-26, 2023 | 15

Festival Official Guide

Distributed in Jan/Feb 2022 to over 700,000 qualified readers.

Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

EXPLORE THE NEIGHBORHOOD

Dinner
 hosted by Esther Choi and Luca Spiga
 part of the Hallandale Beach Event Series
 Date: Fri, Feb 25
 Time: 7PM - 10PM
 Price: \$225
 Location: ETARU Hallandale III S Surf Road, Hollywood

Chef and entrepreneur Esther Choi is poised to make an electrifying SOBEWFF® debut with this flavor-packed, Asian-centric dinner, part of the Hallandale Beach Event Series. For one night only, the SOBEWFF® first-timer will helm the kitchen at ETARU, the contemporary oceanfront hotspot in Hallandale that highlights the charred, slow-cooked splendor of Japanese robotayaki grill cuisine. With stellar support from Corporate Executive Chef Luca Spiga, she'll inject her signature approach -- inspired by the time-honored techniques of her grandmother's cooking -- into what promises to be an enchanting evening.

Hallandale Beach Food & Groove: A Wine, Food and Art Experience
 part of the Hallandale Beach Event Series
 Date: Sat, Feb 26
 Time: 7PM - 11PM
 Price: \$75
 Location: The Village at Gulfstream Park 901 Federal Hwy, Hallandale Beach

Calling all food fanatics for a night of fun in the vibrant City of Hallandale Beach! Grab a pal and watch the sunset while enjoying sumptuous bites from Hallandale Beach's best restaurants, refreshing cocktails from the Southern Glazer's Wine & Spirits portfolio, and live music and entertainment. The City of Hallandale Beach invites you to visit for an enchanting evening of culinary magic at the Village at Gulfstream Park during this celebration of artistic creativity!

Goya Foods' Family Fun Fest featuring Kidz Kitchen
 part of the Hallandale Beach Event Series
 Date: Sat, Feb 26 & Sun, Feb 27
 Time: 11AM - 4PM
 Price: \$15
 Location: Peter Bluestein Park 501 SE 1st Ave, Hallandale Beach

Join your favorite Food Network & Cooking Channel chefs and culinary personalities for two action-packed days of food and fun at this family-friendly outdoor event at Peter Bluestein Park, produced in partnership with the Hallandale Beach Community Redevelopment Agency. Children of all ages will have the chance to explore the park's expansive grounds as they revel in the Festival's fun-filled programming, complete with energetic activities and fantastically flavored food. And the best part? They'll also get the opportunity to see their culinary heroes up close and personal as they host interactive cooking demonstrations that showcase some seriously mouthwatering (and completely kid-friendly) recipes!

PARTICIPATING CHEFS
 Goya Foods' Fernando Daza
 Art Tati
 Robert Irvine
 Heidi Swanson
 Duff Goldman
 Zakarian Family
 Nicco Spagnuolo
 Save our schedule subject to change!

32 | CELEBRATING 21 YEARS OF #SOBEWFF | EAT. DRINK. EDUCATE.

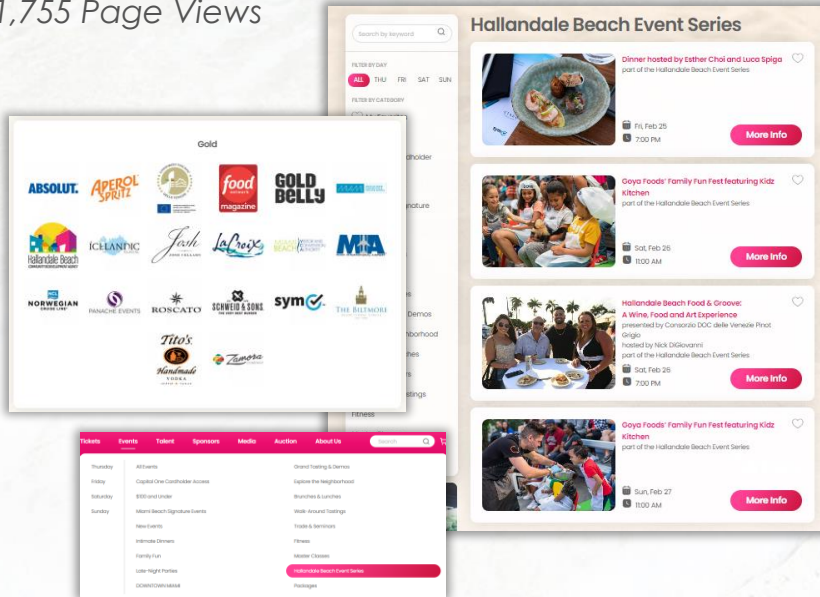
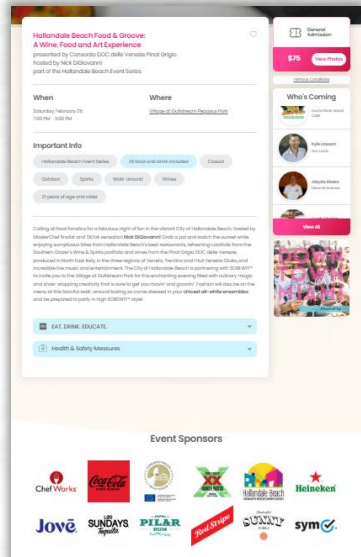
Included as part of the Festival's *Explore the Neighborhood* campaign, Hallandale Beach received a full-page feature in the Official Guide to highlight these fan-favorite events.

Hallandale Beach Digital Advertising

Festival Website

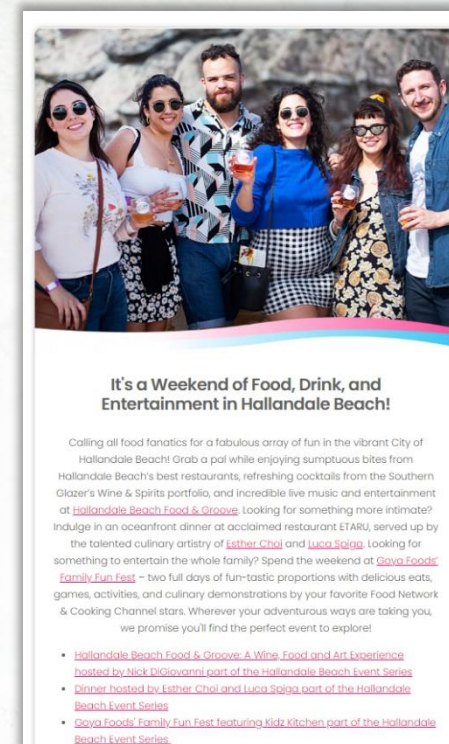
Total Page Views: 29,961

- Hallandale Beach Event Landing Page
 - 1,280 Page Views
- Dinner at ETARU Event Page
 - 1,614 Page Views
- Food & Groove Event Page
 - 15,312 Page Views
- Fun and Fit as a Family Event Page
 - 11,755 Page Views



Festival E-Newsletter (Juicy Tidbits)

- The Festival's e-newsletter is sent to our distribution database of 420,000+ email addresses.
- The Hallandale Beach Event Series was the featured story in our **January 28** Juicy Tidbits e-newsletter.



Hallandale Beach Outdoor Advertising

Street Pole Banners

- 60 double-sided, 2'x8' street pole banners
- Displayed throughout Hallandale Beach from January 25 through February 28, 2022
- 100,000 eyes-on impressions generated



SOBEWFF® and Hallandale Beach CRA Partnership Overview

EAT. DRINK. EDUCATE.
\$34M+
BENEFITING
FTU | Chaplin School of
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Management

SOBEWFF® and Hallandale Beach have fostered an incredible partnership to create three exceptional events at the 2022 Festival, highlighting Hallandale Beach as a truly special destination for great food, drinks and entertainment.

Through a variety of marketing strategies and outlets, Hallandale Beach was showcased as a Gold Level sponsor of SOBEWFF® and as a featured destination within the Festival's program of events.

In addition to the success of the partnership, both the Festival and Hallandale Beach were able to give back to their respective communities. All net proceeds from the Festival benefit scholarships and enhancements for the Chaplin School of Hospitality & Tourism Management at Florida International University. Because the Hallandale Beach community is an essential part of this partnership's success, 100% of ticket revenue from Food & Groove (\$50,000) and Family Fun Fest (\$15,000) have been donated back to the city and earmarked for a local charity organization.



Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

Hallandale Beach at SOBEWFF® 2023

We are looking forward to a continuation of this incredible partnership with the City of Hallandale Beach for the 2023 Festival.

- The **Hallandale Beach Event Series** program will kick off with an intimate, seated event at a local restaurant on Friday, February 24, 2023. The exact location and details to be mutually agreed upon by the Festival and Hallandale Beach CRA.
- The feature event, **Hallandale Beach Food & Groove: A Wine, Food and Art Experience** will return to Pegasus Park at Gulfstream Park on Saturday, February 25, 2023 from 7pm-11pm. 2023 Changes to Food & Groove Include:
 - Expanded audience and ticket sales up to 1200 guests
 - Elaborate entrance experience with photo-worthy moments to include Hallandale Beach branding
 - Increased seating and lounge areas throughout the event space
 - Exceptional entertainment options including new live bands, performers and photo activations
 - New wine, spirits and beer selections to pair perfectly with the 30 Hallandale restaurant offerings

Hallandale Beach at SOBFWFF® 2023

Financial Commitment

The Festival will propose maintaining a similar partnership structure as follows:

- \$75,000 Administrative Fee
- Up to \$160,000 reimbursed expenses

Total = \$235,000 (maximum cap)

Additionally, the Festival's ticket revenue donation will generate a minimum of \$50,000 to be donated directly back into the community.





SOUTH BEACH WINE & FOOD FESTIVAL®

PRESENTED BY  Capital One

EAT. DRINK. EDUCATE.

**100% of net proceeds from SOBEWFF® benefit
Florida International University's Chaplin School of
Hospitality and Tourism Management**

2023 Festival Website Launch: **October 2022**

2023 Tickets On Sale: **November 2022**

2023 Festival (22nd Anniversary): **February 23 – 26, 2023**



SOUTH BEACH WINE & FOOD FESTIVAL®

PRESENTED BY  Capital One

Thank You!



Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

SOBEWFF.ORG | FEB 23-26, 2023

#SOBEWFF   