



SOUTH BEACH WINE & FOOD FESTIVAL®

PRESENTED BY *CapitalOne*

2024 SOBEWFF® Sponsorship Proposal Hallandale Beach CRA



Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

SOBEWFF.ORG | FEB 23-26, 2023

#SOBEWFF   

SOBEWFF® in a Snapshot

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



February 2024 will mark the **23rd** anniversary of the Festival



\$37M+ Raised to Date for FIU



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



65k+ Attendees



550+ Chefs, Winemakers, Spirits Producers & Lifestyle Personalities



110+ Events Over 4 Days



\$34M+ Estimated Economic Impact



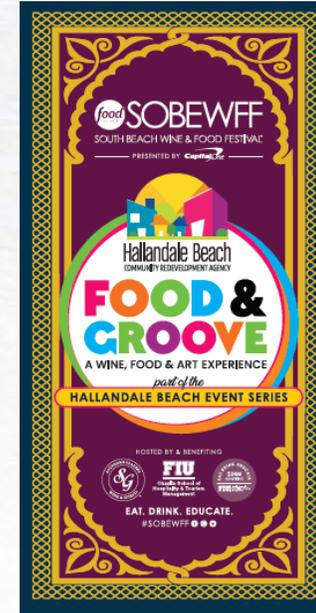
3.9B+ Marketing & Media Impressions

Recap of Hallandale Beach Events at SOBEWFF® 2023

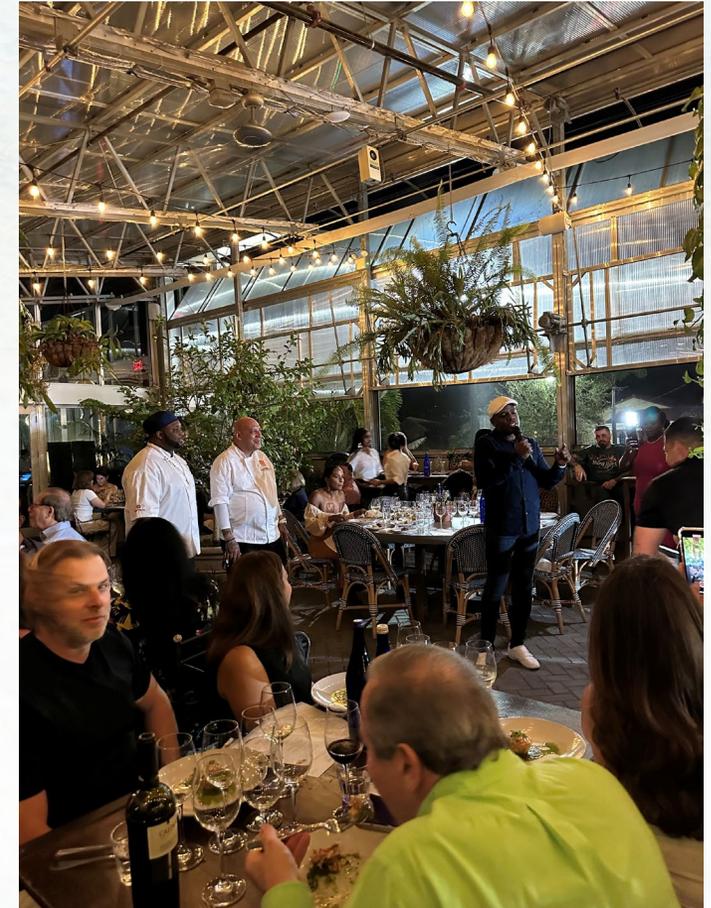
In 2023, the City of Hallandale Beach and SOBEWFF® collaborated for the fourth year on a partnership that generated approximately 1,400 attendees at two events in Hallandale Beach. These events showcased the stellar entertainment and cuisine that Hallandale Beach has to offer!

The weekend opened on Friday with the **Dinner hosted by Jernard Wells and Omar Martinez**. This intimate dining experience took place at Icebox Café, the vibrant and contemporary hotspot in Hallandale that highlights modern American cuisine with a global twist.

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, Arabian Nights-themed activations, cocktails and foot-stomping live music.

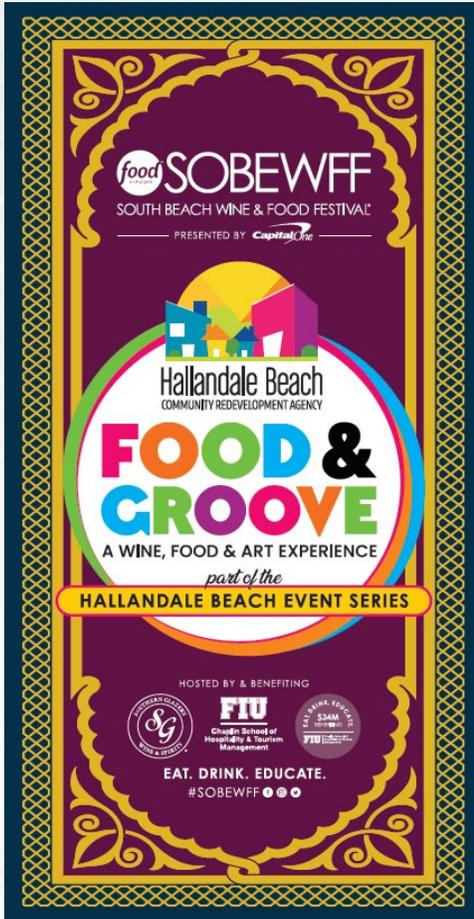


Dinner hosted by Jernard Wells and Oscar Martinez at Icebox Café



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

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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 2023 Festival.

EXPLORE THE NEIGHBORHOOD

Hallandale Beach

Hallandale Beach
COMMUNITY DEVELOPMENT AGENCY

SOBEWFF* welcomed the City of Hallandale Beach back for a fourth year in 2023! Over 1,300 guests enjoyed two events that showcased the best food and entertainment that Hallandale Beach has to offer.

The Hallandale Beach Food & Groove: A Wine, Food and Art Experience was an evening filled with full-out flavor and fun featuring 25 of the city's first-rate restaurants.

The Dinner hosted by Jernard Wells and Omar Martinez at Icebox Cafe was a flavor-packed treat with international flair.

Festival Official Guide

Distributed in Jan/Feb 2023 to over 700,000 qualified readers.

EXPLORE THE NEIGHBORHOOD

Hallandale Beach
COMMUNITY DEVELOPMENT AGENCY

Hallandale Beach Food & Groove: A Wine, Food and Art Experience
part of the Hallandale Beach Event Series

Date: Sat, Feb 25
 Time: 7PM - 11PM | Price: \$75
 Location: Village at Gulfstream Pegasus Park, 901 S. Federal Hwy, Hallandale Beach

Calling all food fanatics for a fabulous night of fun in the City of Hallandale Beach! Grab a pal and watch the sunset while enjoying delectable bites from Hallandale Beach's best restaurants, refreshing cocktails, and incredible live music and entertainment. The City of Hallandale Beach is once again partnering with SOBEWFF* to invite you to the Village at Gulfstream Pegasus Park for this enchanting evening filled with culinary magic and show-stopping creativity that is sure to get you movin' and groovin'.

Hallandale Beach
FOOD & GROOVE
A WINE, FOOD & ART EXPERIENCE

CELEBRATING 22 YEARS OF ASSOCIATION | FTU

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

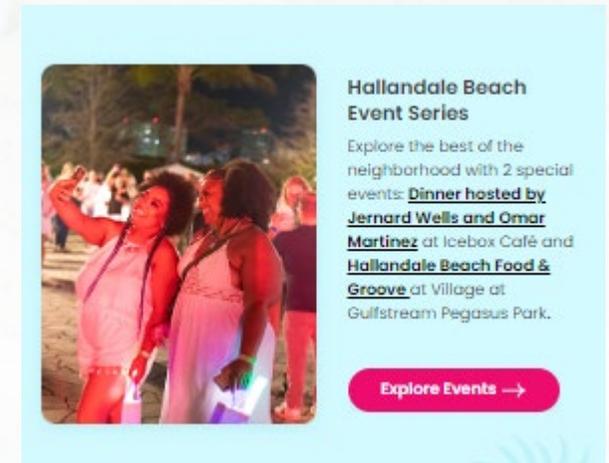
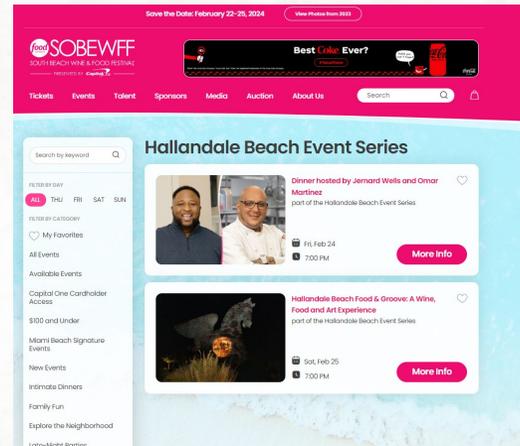
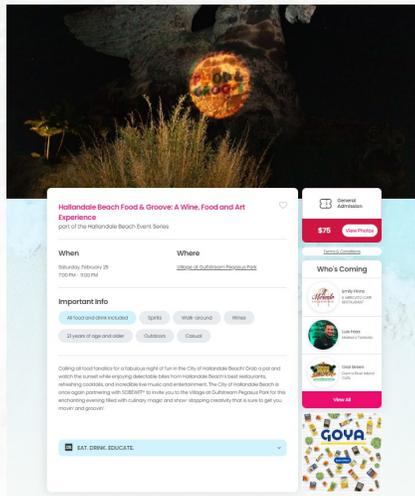
Festival Website

Total Page Views: 50,015

- Hallandale Beach Event Landing Page
 - 21,987 Page Views
- Dinner at Icebox Café Event Page
 - 6,041 Page Views
- Food & Groove Event Page
 - 21,987 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 **December 27** Juicy Tidbits e-newsletter, as well as included as secondary stories in three other issues. In total clicks, Hallandale Beach Event Series garnered over 170,000 impressions.



Hallandale Beach Outdoor Advertising

Street Pole Banners and Digital Screens

- 60 double-sided, 2'x8' street pole banners
- Monument signs on US1 and Hallandale Beach Blvd, running every 3 minutes
- Both displayed throughout Hallandale Beach from January 26 through February 27, 2023
 - 65,384,000 eyes-on impressions generated



SOBEWFF® and Hallandale Beach CRA Partnership Overview

EAT. DRINK. EDUCATE.
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BENEFITING
FTU | Chaplin School of
Hospitality & Tourism
Management

SOBEWFF® and Hallandale Beach have fostered an incredible partnership to create two exceptional events at the 2023 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 (\$65,000) have been donated back to the city and earmarked for a local charity organization.



Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

Hallandale Beach at SOBEWFF® 2024

We are looking forward to a continuation of this incredible partnership with the City of Hallandale Beach for the 2024 Festival.

- The **Hallandale Beach Event Series** program will kick off with an intimate, seated event at a local restaurant on Friday, February 23, 2024. 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 24, 2024 from 7pm-11pm. 2024 Changes to Food & Groove Include:
 - Expanded audience and ticket sales up to 1400 guests
 - Refined, elaborate entrance experience with photo-worthy moments to include Hallandale Beach branding
 - On-theme branding throughout venue, incorporating “Festival of Lights” theme
 - Increased bar footprints and staffing to ensure smooth bar service
 - 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 SOBEWFF® 2024

Financial Commitment

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

- \$75,000 Administrative Fee
- Up to \$200,000 reimbursed expenses

Total = \$275,000 (maximum cap)

Additionally, the Festival's ticket revenue donation will generate a minimum of \$60,000 to be donated directly back into the community.





SOUTH BEACH WINE & FOOD FESTIVAL®

PRESENTED BY  Capital One

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

2024 Festival Website Launch: **October 2023**

2024 Tickets On Sale: **November 2023**

2024 Festival (23rd Anniversary): **February 22 – 25, 2024**



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Thank You!



Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

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