

EAT. DRINK. EDUCATE.
30M+
BENEFITING

FIU | Chaplin School of
Hospitality & Tourism
Management



COOKING
CHANNEL

SOBEWFF.

PRESENTED BY



Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

FEBRUARY 24-28, 2021 | SOBEWFF.ORG

SOBEWFF® Snapshot



February 2021 will mark the **20th** annual Festival



\$31.5+ million raised to date for FIU



14 full-time FIU employees run the Festival year-round
(including **5** FIU Alumni)



110+ events over 5 days



65k+ attendees



450+ chefs, winemakers,
spirits producers &
lifestyle personalities



\$34+ million estimated
economic impact on
Miami-Dade County



3+ billion
marketing/media impressions



SOBEWFF®

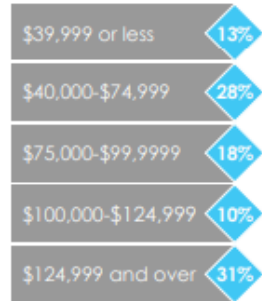
PRESENTED BY **Capital One**

FEBRUARY 24-28, 2021 | SOBEWFF.ORG

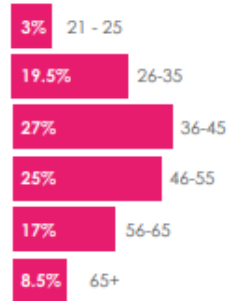
SOBEWFF® Snapshot

TICKET PURCHASER DEMOGRAPHICS

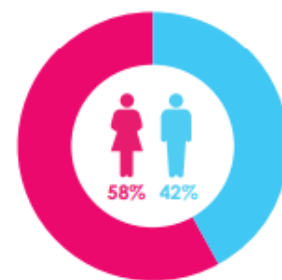
INCOME



AGE



GENDER



OTHER COUNTRIES

Outside of the United States, tickets were most frequently purchased by customers in the following countries:

Bahamas
Bermuda
Canada
Cayman Islands
Colombia
France
Panama

Totalling:
49 STATES
32 COUNTRIES



UNITED STATES

Outside of Florida, tickets were most frequently purchased by customers in the following states:

California
Illinois
New Jersey
New York
Pennsylvania
Texas



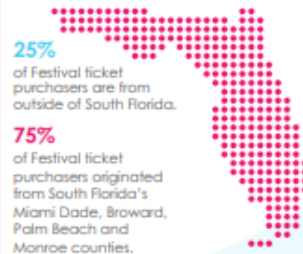
FLORIDA ZIP CODE BREAKDOWN



FLORIDA

25%
of Festival ticket
purchasers are from
outside of South Florida.

75%
of Festival ticket
purchasers originated
from South Florida's
Miami Dade, Broward,
Palm Beach and
Monroe counties.



SNAPSHOT

Media Partners

57 media partners
139 different print, digital,
radio/tv and
out-of-home channels

Website

647,482+ visits
2,055,645+ pageviews

Juicy Tidbits

30 issues disseminated
11.09% average open rate
per issue



2020 MEDIA OUTREACH

2,429,915,810*
PRINT & ONLINE
PRESS IMPRESSIONS

163,075,494
PRINT & DIGITAL
MARKETING
IMPRESSIONS

742,543,377
OUT-OF-HOME
MARKETING
IMPRESSIONS

11,631,411**
BROADCAST
PRESS
IMPRESSIONS

264,147,232
TV & RADIO
MARKETING
IMPRESSIONS

3,611,313,324* TOTAL MEDIA IMPRESSIONS

* As of March 2020

*Numbers reflective of BureauVerde monitoring September 2019 - March 2020
**Numbers reflective of Melt Analytics monitoring February - March 2020



COOKING
CHANNEL

SOBEWFF®

PRESENTED BY **Capital One**

FEBRUARY 24-28, 2021 | SOBEWFF.ORG



Recap of Hallandale Beach Events at SOBEWFF® 2020

In 2020, SOBEWFF® and the City of Hallandale Beach collaborated on a first-year partnership that brought over 800 guests to three family-friendly events in Hallandale Beach, which showcased the best food and entertainment that Hallandale Beach has to offer!

Kicking off the weekend at Peter Bluesten Park on Friday, February 21, celebrity chocolatier Jacques Torres hosted Foodie Movie Night in the Park with a free movie screening and delicious bites from food trucks and Jacques' famous chocolate chip cookies. The next night, Valerie Bertinelli took on hosting duties and took photos with excited fans.

Hallandale Beach Food & Groove: A Wine, Food and Art Experience was truly the highlight of the partnership. Taking place at Pegasus Park within Gulfstream Park on Saturday afternoon (February 22), over 500 attendees sampled delicious food from over 20 Hallandale Beach restaurants while dancing to live music and toasting glasses of wine and beer.

These three successful events received rave reviews from guests and sponsors.







Hallandale Beach Print Advertising

Festival Recap Document

- The Festival's Recap Document is shared on our corporate website and sent to all Festival sponsors.
- Hallandale Beach was highlighted in two separate sections, including a Sponsor Spotlight which calls out Hallandale's exceptional activation at the Festival.



Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

SOBEWFF® welcomed the City of Hallandale Beach for the first time in 2020! Over 800 guests enjoyed three family-friendly events that showcased the best food and entertainment that Hallandale Beach has to offer!

In the seventh year of Festival events in Broward County, the Festival partnered with the Hallandale Beach CRA to produce three exciting, family-friendly events in Hallandale Beach. The new events included two Foodie Movie Nights in Bluestem Park hosted by Jacques Torres and Valerie Bertinelli with food trucks, an interactive art installation and movie screenings for the whole family. On Saturday afternoon, over 25 Hallandale Beach restaurants participated in Food & Groove: A Wine, Food & Art Experience underneath the iconic Pegasus at Gulfstream Park. Guests enjoyed delicious food samples from the best that Hallandale Beach has to offer and danced to great live music. These new events were incredibly popular with new and loyal Festival goers, and the Festival's venture into Hallandale Beach was true success due to the seamless partnership of the CRA and the Festival.

“Working with the team from the South Beach Wine & Food Festival® in order to create three successful events in the City of Hallandale Beach was an extraordinary experience for the City's Community Redevelopment Agency (HBCRA). The city has received nothing but rave reviews regarding the two Foodie Movie Nights events at Bluestem Park, and the extremely successful and fully sold out, Hallandale Beach Food and Groove event, which featured over twenty restaurants and chefs, under the gaze of the giant Pegasus and Dragon Statue at Gulfstream Park. The Festival created events that our residents, business owners, elected officials and staff are still talking about. The HBCRA looks forward to many more years of a very close partnership with the Festival!”
Dr. Jeremy Earle, CRA Executive Director/Assistant City Manager

Festival Official Guide

Distributed in December/January with over 700,000 qualified readers

crave GFL GREATER FORT LAUDERDALE SERIES
PRESENTED BY MY FORT LAUDERDALE BEACH

ABSOLUT Vodka's Drag Brunch
presented by Barilla
hosted by Carson Kressley
Date: Sun, Feb 23 Time: 11am-1pm Price: \$25
Location: W Fort Lauderdale
401 N Fort Lauderdale Beach
Boulevard, Fort Lauderdale

We're collaborating once more with the team that brings you PRIDE Fort Lauderdale to join them in celebrating the LGBT+ community and its unique culture. Join Carson's Drag Race Judge and one of the original 'Fab Five', Carson Kressley, as he presides over this unique Festival brunch! Master of Ceremonies Kitty Meow has rounded up a dozen of the most creative chefs in Fort Lauderdale as guests sip on their flowing wine and cocktails and enjoy performances from some of South Florida's most popular drag performers!

Sunday Brunch
hosted by Katie Lee & Geoffrey Zakarian
Date: Sun, Feb 23
Time: 12:30pm-2:30pm
Price: \$165
Point Royal at The Diplomat Beach Resort
3555 South Ocean Drive, Hollywood

Join author, restaurateur and wildly popular Food Network Chef Geoffrey Zakarian at his own South Florida spot, Point Royal inside the reimagined Diplomat Beach Resort. He'll offer a Sunday brunch spread as fun and dapper as himself, with jazz tunes serving as the backdrop for this walk-around soiree. Joining Zakarian will be the always charming Katie Lee, celebrated cookbook author and fellow co-host of the hit Food Network show The Kitchen. Enjoy roasted suckling pig, an extensive raw bar, and perfectly refreshing libations, as Zakarian and Lee guide you through a Sunday Funday unlike any other in Fort Lauderdale.

FRIDAY, FEBRUARY 21
Foodie Movie Night in the Park
hosted by Jacques Torres
featuring a Special Screening of The Hundred-Foot Journey
Time: 7pm-10pm
Price: \$25 Adult | \$10 Child
Location: Peter Bluestem Park
501 SE 1st Avenue, Hallandale Beach

Calling foodies of all ages - for a night of fun, food and film in the vibrant City of Hallandale Beach - alongside Mr. Chocolate himself, host Jacques Torres. Enjoy wine samples and family-friendly beverages, delicious bites, and a complimentary screening of The Hundred-Foot Journey, presented in collaboration with Miami Dade College's Miami Film Festival.

SATURDAY, FEBRUARY 22
Foodie Movie Night in the Park
hosted by Valerie Bertinelli
featuring a Special Screening of Cloudy with a Chance of Meatballs
Time: 7pm-10pm
Price: \$25 Adult | \$10 Child
Location: Peter Bluestem Park
501 SE 1st Avenue, Hallandale Beach

The City of Hallandale Beach invites you to an enchanting evening of foodie and movie magic hosted by the exceedingly charming Valerie Bertinelli! The whole gang can have fun under the stars while enjoying wine samples and family-friendly beverages, delicious bites, and a complimentary screening of Cloudy with a Chance of Meatballs - presented in collaboration with Miami Dade College's Miami Film Festival!

SPECIAL THANK YOU TO OUR SPONSORS

GOLD

crave, food network, MIA, MIAMI BEACH, MOËT HENNESSY, PANACHE EVENTS, WME, SHIPT, Kellogg's, WME

SILVER

ABSOLUT, BUDWEISER, CASH, CHIEF WORKS, CRISPER, DEWAR'S, EDEN ROC, EVIAN, GREY GOOSE, JUNGLE ISLAND, LA REIX, NULO, PATRON, PINEAPPLE, TOSTWARE, W SOUTH BEACH

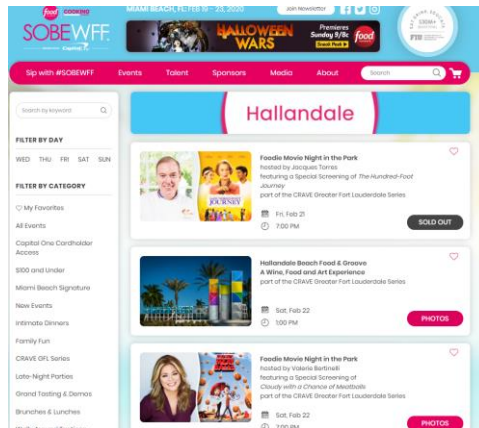
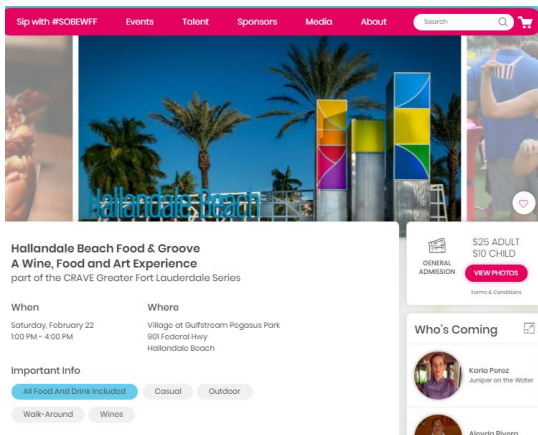
BRONZE

ATLANTIS, BAL HARBOUR, BOOKS & BOOKS, CUVASON, DOS HOMBRÉS, FLAVOUR GALLERY, HEAVEN HILL, JAMAICA, JETRO, LA CREMA, MARTINI, MEZACORONA, OLIVA, Oyster Bay, PLASENCIA, SONOROSO, JAMES JAMAICA, TRINCHERO, WALKERWOOD, ZANCA

Hallandale Beach Digital Advertising

Festival Website

- Hallandale Beach Event Landing Page
 - 1,068 Page Views
- Food & Groove Individual Event Page
 - 10,870 Page Views
- Foodie Movie Night Event Pages
 - 8,954 Page Views



Festival E-Newsletter (Juicy Tidbits)

- The Festival's E-newsletter is sent to our distribution database of 380,000 email addresses.
- Hallandale Beach and the three events in Hallandale Beach were included in 4 issues of our E-newsletter, with a total reach of over 1.5 million



Hallandale Beach Outdoor Marketing

Street Pole Banners



Street Pole Banner Data

- 60 Street Pole Banners throughout Hallandale Beach (double-sided 2'x8' size)
- Banners on display from January 26, 2020 thru February 24, 2020
- 287,900 Eyes-On Impressions

SOBEWFF® and Hallandale Beach Partnership Overview

SOBEWFF® and Hallandale Beach forged an incredible alliance that produced three stellar events that highlighted Hallandale Beach as a truly special destination for great food, drinks and entertainment.

Through an assortment of marketing strategies and channels, Hallandale Beach stood out as a Gold Level sponsor of the Festival and highlighted new destination within the event program.

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 go toward scholarships and enhancements for the Chaplin School of Hospitality & Tourism Management at Florida International University. Because the Hallandale Beach community was an essential part of this partnership's success, 100% of the ticket sales revenue from Food & Groove (\$9,500) was donated to a local charity organization.

The Festival is “hungry” to do more with Hallandale Beach in 2021... we hope you are too!





Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

EAT. DRINK. EDUCATE.

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

2021 Festival Website Launch: October 2020

2021 Tickets On Sale: November 2020

2021 Festival (20th Anniversary): February 24 – 28, 2021



SOBEWFF®
PRESENTED BY **Capital One**

FEBRUARY 24-28, 2021 | SOBEWFF.ORG