

EAT. DRINK. EDUCATE!
\$31.8M
BENEFITING

FIU | Chaplin School of
Hospitality & Tourism
Management



COOKING
CHANNEL

SOBEWFF

PRESENTED BY **Capital One**



Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

FEBRUARY 24-27, 2022 | SOBEWFF.ORG

SOBEWFF® Snapshot



February 2022 will mark the **21st Annual Festival**



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



\$31.8+ million raised to date for FIU



70+ events over 4 days



35k+ attendees



350+ chefs, winemakers, spirits producers & lifestyle personalities



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



4.4+ billion marketing/media impressions

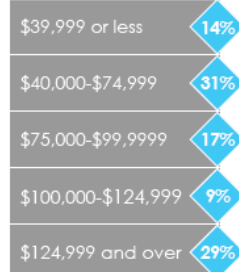


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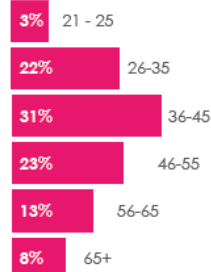
SOBEWFF® 2021 Snapshot

Ticket Purchaser Demographics

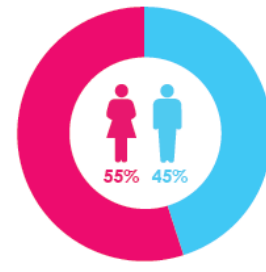
INCOME



AGE



GENDER



OTHER COUNTRIES

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

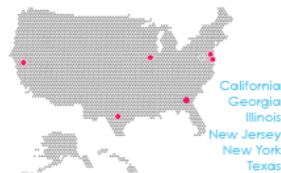
Canada
Australia
Brazil
Mexico
Peru
Panama



Totalling:
47 STATES
16 COUNTRIES

UNITED STATES

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



FLORIDA ZIP CODE BREAKDOWN



FLORIDA

34%
Festival ticket purchasers are from outside of South Florida.

66%
of Festival ticket purchasers originated from South Florida's Miami Dade, Broward, Palm Beach, Monroe, and Collier counties.

#SOBEWFF | Join us again February 24-27, 2022 | 17



Snapshot

Media Partners

56 media partners
81 different print, digital, radio/tv and out-of-home channels

Website

400,000+ visits
1,260,000+ pageviews

Juicy Tidbits

16 issues disseminated
9.17% average open rate per issue

2021 Media Outreach



3,790,084,208*
PRINT &
ONLINE PRESS
IMPRESSIONS

166,189,143
PRINT & DIGITAL
MARKETING
IMPRESSIONS

412,082,663
OUT-OF-HOME
MARKETING
IMPRESSIONS

13,488,592**
BROADCAST
PRESS
IMPRESSIONS

98,018,630
TV & RADIO
MARKETING
IMPRESSIONS

4,479,863,236* TOTAL MEDIA IMPRESSIONS

* As of July 2021

*Numbers reflective of Bunes/Luce monitoring March 2021 — June 2021

**Numbers reflective of Metro Monitor services May 2021 — June 2021



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Recap of Hallandale Beach Events at SOBEWFF® 2021

In 2021, the City of Hallandale Beach and SOBEWFF® collaborated for the second year on a partnership that generated crowds of more than 2,600 guests to 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 **Dinner hosted by Jet Tila and Davide D'Agostino**, highlighting an oceanfront setting at **ETARU Hallandale**. Guests enjoyed an exotic and bold culinary journey from these two masters of Asian-Fusion cuisine at this intimate event featuring beachfront ambiance.

On Saturday, foodie fanatics that were lucky enough to snag a ticket to the ***sold-out Hallandale Beach Food & Groove: A Wine, Food and Art Experience*** celebrated the weekend with delicious bites from local restaurants, refreshing cocktails, live music, and artistic creativity. The backdrop of **the Village at Gulfstream Pegasus Park** at sunset made for an evening of culinary magic!

Kids and adults of all ages were welcomed to **Peter Bluesten Park** for fun in the sun on Saturday & Sunday at **Goya Foods' Fun and Fit as a Family featuring Kidz Kitchen!** This interactive event series featured two days of food, fitness and learning with celebrity chefs and culinary personalities, including Robert Irvine, Rocco DiSpirito, Geoffrey Zakarian, and many more.





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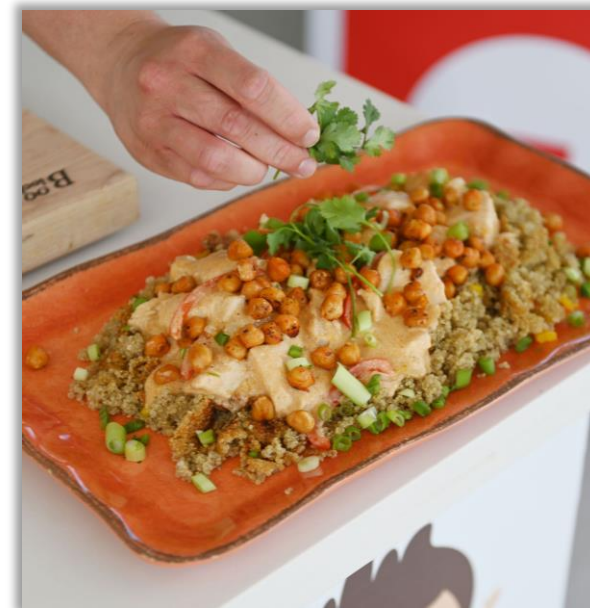
Dinner
HOSTED BY
**Jet Tila and
Davide D'Agostino**
part of the
HALLANDALE BEACH EVENT SERIES



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GOYA
Fun and Fit
as a **Family**
featuring
KIDZ KITCHEN



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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 featured in the Festival Recap to highlight the exceptional events within this partnership, from an intimate dinner to family-friendly fun.



Festival Official Guide

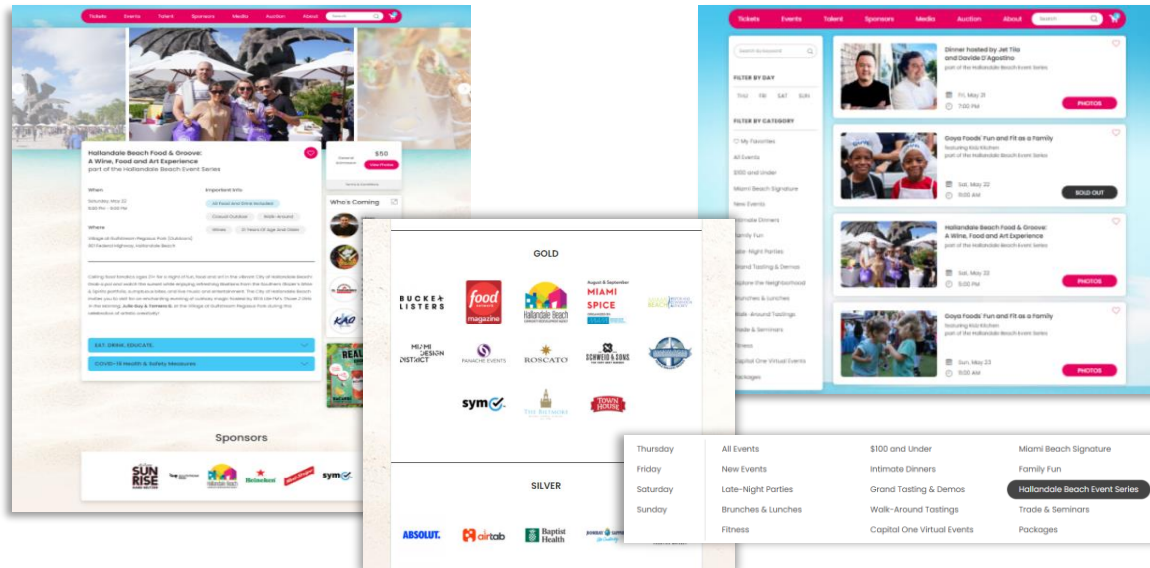
Distributed in March/April 2021 to over 700,000 qualified readers.



Hallandale Beach Digital Advertising

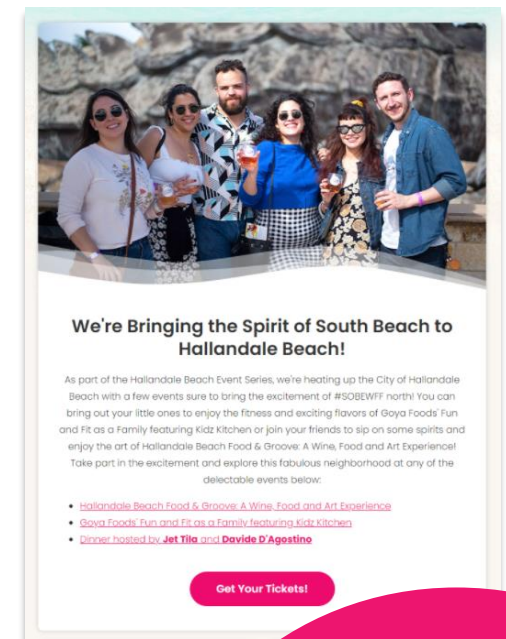
Festival Website Total Page Views: 22,175

- Hallandale Beach Event Landing Page
 - 1,623 Page Views
- Food & Groove Individual Event Page
 - 9,645 Page Views
- Dinner at ETARU Event Page
 - 2,115 Page Views
- Fun and Fit as a Family Event Pages
 - 8,792 Page Views



Festival Newsletter (Juicy Tidbits)

- The Festival's e-newsletter is sent to our distribution database of 400,000+ email addresses.
- The Hallandale Beach Event Series was the featured story in our May 12 Juicy Tidbits e-newsletter.



Hallandale Beach Outdoor Marketing

Street Pole Banners

- 60 Street Pole Banners throughout Hallandale Beach (double-sided, 2' x 8')
- Banners on display from April 15, 2021 through May 23, 2021
- 287,900 Eyes-On Impressions



SOBEWFF® and Hallandale Beach Partnership Overview

SOBEWFF® and Hallandale Beach have fostered an incredible partnership that produced three exceptional events over three days, 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 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 sales revenue from Food & Groove (\$20,000) was donated to a local charity organization.



Hallandale Beach and SOBEWFF® 2022

We are looking forward to an exciting continuation of the partnership, and would like propose another a three-event series in Hallandale Beach at the 2022 Festival – February 24-27:

- Starting the weekend with an intimate, seated event such as a Dinner or Brunch at a Hallandale Beach restaurant;
- Saturday's feature event, Hallandale Beach Food & Groove: A Wine, Food and Art Experience;
- Two days for all families to enjoy at Peter Bluesten Park, with a re-imagined experience full of delicious food, celebrity chefs, and kid-friendly fun activities!
 - We will retire Fun and Fit as a Family after 13 years and reinvent it as **Goya Foods' FAMILY FUN FEST featuring Kidz Kitchen in Hallandale Beach!**
 - The event focus will be on two full days of fun for families including delicious bites from local food trucks, activities such as face painting, interactive art displays, sports drills with support of local professional teams (Panthers, Heat, Marlins, Inter Miami CF), bounce houses, obstacles courses, and much more!
 - Celebrity chefs and local culinary influencers will take to the Kidz Kitchen stage to entertain families with interactive cooking demonstrations.
 - The Festival will provide Hallandale Beach with 1,000 tickets each day to distribute to local organizations, giving all families a chance to attend Family Fun Fest!
 - All ticket revenue generated from this event will be donated to a local charity organization.

Hallandale Beach and SOBEWFF® 2022

Financial Commitment

The Festival will propose maintaining this past year's structure as follows:

- \$115,000 Administrative Fee
 - \$40,000 for Food & Groove
 - \$75,000 for Family Fun Fest
- Up to \$200,000 reimbursed expenses for both events
 - 2021 Actual Expenses: \$176,500
(approximately \$23,000 under budget)

Total = \$315,000 (maximum cap)

Additionally, the Festival will increase the ticket revenue donation to include both Food & Groove as well as Family Fun Fest. With this change, a minimum of \$25,000 will be donated straight back into the community.





EAT. DRINK. EDUCATE.

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

2022 Festival Website Launch: October 2021

2022 Tickets On Sale: November 2021

2022 Festival (21st Anniversary): February 24 – 27, 2022



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Thank You!



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