

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

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

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



EAT. DRINK. EDUCATE!
\$31.8M
BENEFITING

FIU | Chaplin School of
Hospitality & Tourism
Management

Thank You!



Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

