



CITY PRODUCED EVENTS

PARKS RECREATION BEACHES ADVISORY BOARD MEETING
APRIL 23, 2025



OVERVIEW

CITY PRODUCED EVENTS at a Glance

Signature Events

Fourth of July

Great American Beach Party

Jazz Brunch

Starlight Musicals

New Years Eve Downtown Countdown

Sistrunk Parade and Festival

Summer Jamz

King Holiday Parade & Multicultural Festival

St. Patrick's Parade

Community Events

Carter Park Jamz

Fort Lauderdale

Light Up Sistrunk

Light Up the Galt

Light Up the Beach

Pre Labor Day Festival

Get Lit - Riverwalk

Viernes Musicales

Diwali

SPONSORSHIP OVERVIEW

Title Sponsor: 25% of total event budget.

Gold Sponsor: 15% of total event budget.

Silver Sponsor: 10% of total event budget.

* Department Director may negotiate pricing with sponsors to enhance event quality based on scope and budget considerations.

IMPLEMENTATIONS

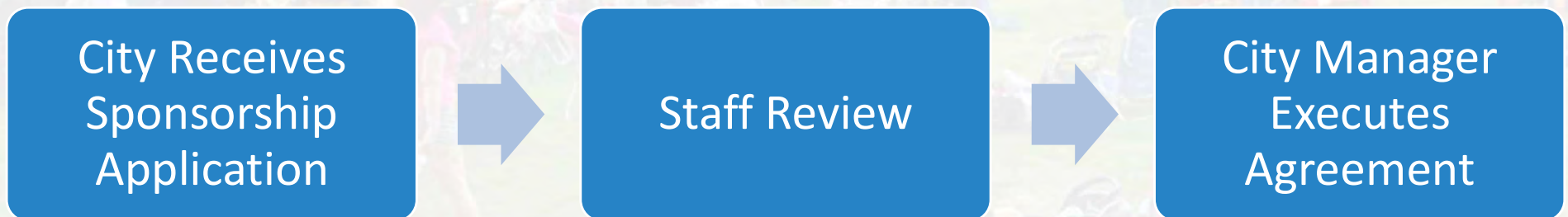
- Outsourcing Sponsorship Program:
 - Proactive Approach
 - Leverage Industry Experts & Relationships
- Delegate Authority to City Manager for:
 - Agreements less than \$50,000
 - Agreements limited to one year
- Commission Approval for:
 - Agreements over \$50,000
 - Multi-year Agreements
 - Agreements would come before PRBAB for recommendation

SPONSORSHIP PROCESS

PREVIOUS PROCESS: 45 - 75 Days



NEW PROCESS: 5 - 20 Days



HOSPITALITY AREAS

Commission Direction:

Standardize Hospitality Area Experience (based on 50 people)

- Hot food, assorted beverages, including spirits, beer and wine - \$2,500 per activation
- Finger foods, nonalcoholic beverages and a cash bar - \$1,000 per activation
- Water, sodas, chips - \$300 per activation



HOSPITALITY AREAS cont.

Commission Direction:

Identify events to include a hospitality area

Recommended Signature Events:

1. 4th of July
2. New Years Eve Downtown Countdown
3. Sistrunk Parade and Festival
4. Summer Jamz
5. St. Patrick's Day