



Platinum Sponsorship Request for City of Miami Beach

6/07/2019

Overview

On behalf of the board of directors and staff of Miami Beach Pride, we are pleased to submit the following sponsorship request to the City of Miami Beach Finance Committee and the City Commission and Mayor for a **Platinum Sponsorship** for our 2020 Festival, scheduled to be hosted on March 30th-April 5th, 2020. As our Festival continues to grow, and our presence on the global pride stage increases, so do the expenses related to providing additional engaging activations at our free festival. For this reason, we are asking for the City's support to ensure the continued success of Miami Beach Pride.

This coming year, we are considering new and exciting ways of engaging guests. After our 2020 Planning Meeting, hosted on Friday, May 31st and Saturday, June 1st, our board of directors and staff developed three concepts to attract more visitors to the City of Miami Beach, increase the number of hotel room nights booked, and to increase media impressions. First, Miami Beach Pride 2020 will be a three-day Festival which will open the North end of our grounds on Friday April 3rd. Second, we will increase the quality of our entertainment to engage new visitors and media. Third, we will activate a professional Volleyball tournament drawing teams and players from around the Country, which will also increase our footprint and draw guests to new parts of the city.

However, with the addition of a three-day festival, quality entertainment, and new activations, Miami Beach Pride will certainly require the support of the City now more than ever to help cover the increased expenses associated with these exciting ideas. The Festival will also require permission to load in 2 days earlier to accommodate a Friday opening.

The City's support to date has allowed us to create a week-long festival that attracts affluent, diverse and a well-behaved audience in a safe and inclusive environment. The success of our Festival has created a large amount of positive exposure for the City of Miami Beach between Spring Break and Memorial Day weekend. Additionally, our Festival continues to provide free public benefits. Below are some key performance indicators of our 2019 Pride.

Key Performance Indicators from 2019:

- An estimated 170,000+ individuals attended Miami Beach Pride
- Pride had more than 400 million media impressions
- We tracked 2007 hotel room nights
- 727 Florida residents were tested for HIV and STIs
- 0 arrests and 0 incidents

Public Benefit

The goal of Miami Beach Pride is to provide a safe, fun and entertaining experience for all our festival attendees, international, domestic and regional, but also for our local community. Below are some of the benefits to our attendees including residents of the City of Miami Beach.

Miami Beach Pride offers the following public benefits:

- The event is open to the public, and admission is free and the festival will now be 3 days
- Free HIV and STI screenings conducted by our community partners
- Free Kids Play Zone for kids aged 2-13
- Free Youth Safe Zones dedicated to young LGBTQ individuals and their allies, between the ages of 14-24, with food, water and entertainment
- Free LAMBDA Living Senior Lounge (a safe rest stop for senior attendees) with food and water
- Free Dog Park and adoption services with free toys and treats
- Free access to a Ferris Wheel and giant Fun Slide
- Free volleyball tournament for residents and visitors

Requested Cash Sponsorship

The following cash sponsorship is needed to continue to grow our Pride Festival into 3 days, market the City of Miami Beach as a Pride destination on a global and domestic scale, and to support the goal of increased room nights and media impressions. Our infrastructure and operational costs continue to grow, and we need assistance in areas of activations and entertainment to appeal to visitors and the media.

City Services	
Miami Beach Police	\$33,100
Miami Beach Fire Department	\$15,122
Miami Beach Parking Department	\$6,500
	\$54,722

Kids Play Zone	
2 Bouncy houses and children's activities	\$4,600
	\$4,600

Ferris Wheel and Fun Slide	
54-foot Ferris Wheel	\$22,950
Fun Slide	\$5,850
Security	\$1,150
Power	\$1,424
	\$31,374

Free Volleyball Tournament	
Tournament Managers	\$4,500
Bleachers	\$4,250
Entertainment and Sound Equipment	\$2,125
Décor	\$2,500
Toilets for Players	\$440
Generator for Entertainment	\$750
ADA Pathway	\$625
	\$15,190

Entertainment	
Funding Support for Friday Headliner	\$20,000
Funding Support for Saturday Headliner	\$60,000
Funding Support for Sunday Headliner	\$90,000
	\$170,000

Fireworks	
Firework show on April 5th	\$7,500
	\$7,500

Total \$283,386

Requested Fee Waivers

Below are the fee waivers we are requesting. These fee waivers are for use of Lummus Park, but we are also considering an expansion east of the dunes.

Requested Waived Items for Pride 2020

- Permit Application Fee
- Permit Fee
- Vehicle Access Passes
- Square Footage Fees
- Lummus Park User Fees
- Police Department Admin Fees
- 8th Street Volleyball Court Usage on April 4th 2020

Estimated Total Amount of Waived Fee Items (2020 Festival Map not Finalized)

Permit Application Fee	\$250.00
Permit Fee	\$500.00
Vehicle Access Passes	\$5,250.00
Square Footage Fee	\$10,911.00
Lummus Park User Fees	\$8,577.25
Police Department Admin Fees	\$5,405.00
8 th Street Volleyball Court Usage for 4-4-2020	TBD

\$30,893.25

Special Requests

- We are requesting an exemption of Resolution 2018-4221 amending Chapter 12 of the Code of the City of Miami Beach Section 12.9(2) changing 15% of any city cash sponsorship contribution paid in advance to 50%. All of the activation and entertainment expenses part of the sponsorship request are paid as deposits before the event and day of the event for our entertainment and activations. We know that higher quality entertainment and additional activations will bring larger crowds and create additional media impressions. We also are expanding our festival to 3 days beginning on Friday which is adding additional expenses to our budget as well, affecting our cash flow, but will bring in more hotel room nights, encouraging guests to arrive earlier. We believe this to be a fair request given our longstanding history of providing a reliable and successful festival and in consideration of the monies we pay in advance and the important part we play in programming for April in the City of Miami Beach.
- We are requesting an economic impact study to be performed during Miami Beach Pride 2020

Sponsorship Benefit Package

Main Stage:

- Permanent logo placement
- Rotating logo on LED screen

- Opportunity for city representative to participate in opening ceremonies (non-campaigning) on Sunday, April 5
- Opportunity to display city imagery and branding on LED screen

Marketing:

- Additional recognition as Fireworks sponsor with the opportunity for:
- City of Miami Beach representative to perform the countdown from the main stage on Sunday, April 5
- Main-Stage DJ platform logo placement
 - Main-Stage pre-approved crowd giveaways
- Audio recognition/logo in 2020 Media PSAs* which are expected to include: NBC6, Telemundo 51, Comcast, Atlantic Broadband. Atlantic Broadband aired 3,350 cumulative PSAs in 2018 reaching a potential of 525,313 viewers. NBC6 aired 200+ prime-time PSAs from mid-March through Pride for a total of over 1,235,000 total impressions**
- Name recognition/logo on promotional materials including advertisements, printed materials, website, Facebook, Twitter and Instagram
- 1 permanent website banner ad: for 2019 Pride, we had 114,319 unique visitors, 153,011 sessions and 267,422-page views
- Permanent logo on homepage of miamibeachpride.com and on sponsors page
- Opportunity to speak at city hall flag raising ceremony on Monday, March 30
- Opportunity to speak at post-pride appreciation event
- Opportunity for city representative to speak and introduce Pulse survivor at Pride Lights the Night ceremony “Flip the Switch” on Monday, March 30
- Formal recognition at VIP Gala including a 2-minute opportunity to speak to attendees
- Opportunity to participate in NBC6 Pride “6 in the Mix” segment*
- Opportunity for city representative to participate in pre-parade International Media Reception (non-campaigning) on Sunday, April 5
- Opportunity to supply pre-approved gift bag item for the 600 VIP gift bags
- Opportunity to supply 2 city-branded 10’ X 10’ tents for Parade grandstand on Sunday, April 5
- Recognition on 2020 press releases
- Logo on 200+ Official Pride volunteer t-shirts
- 1 dedicated, non-sales specific press release: 400 reporters from local, regional, national and international media outlets
- 4 dedicated, non-sales specific email blasts to our 5,000+ subscribers (individuals and corporations)
- 4 dedicated, non-sales specific Facebook posts to our 44,592 followers
- 4 dedicated, non-sales specific Instagram posts to our 6,627 followers
- 4 dedicated, non-sales specific Tweets on Twitter to our pride followers
- 1 full-page, full-color preferred ad placement in digital and print Pride Guide. 10,000 guides will be distributed in South Florida approximately 3 weeks before Pride
- Name recognition/logo on step & repeat banners

Parade:

- 2 preferred placement parade entry: You will select your parade placement locations for maximum exposure
- Formal grandstand recognition: special recognition by our Emcee who will personally market your participation from the grandstand stage when your parade entry passes by
- 40 exclusive (invitation only) event tickets for the Grand Marshal(s), international media and large donors VIP Pre-Parade Reception and an opportunity to welcome and address the guests in attendance

Festival:

- Signage/marketing opportunities: you will be able to place up to 12 flutter flag banners throughout the festival grounds
- Two 10' X 10' tented areas plus two 6' tables and 4 chairs

VIP Passes:

- 40 Presenting Sponsor passes which include:
 - Invitations to VIP Gala and possible meet & greet with Grand Marshal(s) at the VIP Gala on Friday, April 5
 - Access to VIP lounges on Saturday, April 4 and Sunday, April 5
 - Sunday reserved grandstand seating: located directly across from grandstand stage, you will be able to enjoy the 90+ parade participants as they pass by
 - Invitations to our January Soiree kick-off event
 - Additionally:
 - 16 invitations to the Miami Dade Gay & Lesbian Pride Spotlight Mixer on Tuesday, April 2

*Pending approval from station's producers

**Media sponsorship forthcoming

Thank you

The Miami Beach Pride Board of Directors thanks you for the City's support of Miami Beach Pride over the years and for the consideration of the Platinum Sponsorship for 2020.