



City of Miami Beach Nov Events



10/07/19

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Annual Veteran's Day Parade Activation

Nov 11, 2019

From 9am to 2pm: Lineup/setup Time: 9:00 am; and Breakdown starts at 1:30pm

Annual Veteran's Day Parade

Parade



- Event Flow: 4 Coke BA's will walk in the parade next to the branded vintage truck and hand out the Patriotic Garden Grow Stake American flags
- Giveaways: Patriotic Garden Grow Stake American flags (see slide 6)
- 1 RMM lead + 6 brand ambassadors
- Uniforms will be provided by CF – black shirt with logo



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Annual Veteran's Day Parade Picnic

- Event Activity: sampling, games and photo opp
- Footprint: 35'x10'
 - Trailer dimensions: 14' L x 7.5' W
 - And each tent is 10' x 10'
- Coke FL sampling trailer
 - 4oz wet sampling of Coke Cinnamon and Sprite Winter Spiced Cranberry
- Two branded 10'x10' tents
- Two branded 6' tables
- GIF machine for pictures (next slide)
 - Customize the overlay to include City Miami logo
- Outdoor lawn games
 - Cornhole, Connect Four, Jenga
- Giveaways: Reusable straws



Coke Cinnamon and Sprite Winter Spiced Cranberry are the biggest bets for the Holidays



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GIF Machine

- Footprint requirement: 10'x10' space (included in the total footprint requested)
- Need power outlet, or team can bring a generator
- Guests and friends are able to take a boomerang style picture, and have it emailed or texted to them for download



Annual Veteran's Day Parade

Premiums

• APPROVED Reusable straws from Promotional Breezes

- Stainless Steel Straw, Silicone Tip and Non-Woven Travel Pouch, Reusable, Includes Wire Cleaning Brush with logos of Coca-Cola script and City of Miami in the red pouch, all in white
- 2,000 qty
- To distribute during the PICNIC
- Possibility to include a 11cm *5cm card inside with customized message

Need to have the message from the City by Fri 10/11



and

• PROPOSED Patriotic Garden Grow Stake Flags from Bagley

- Handheld Cardstock Flag with plantable Growstakes are perfect for patriotic holidays and events. The seed embedded paper can be planted to grow beautiful wildflowers. All of our products are made in the USA from 100% recycled paper and embedded with native, non-GMO seeds
- 2,000 qty
- To distribute during the PARADE

Need to gain approval from the City by Fri 10/11



Miami Beach City of Kindness

“Be Kind to each other, Be Kind to the Earth”

Nov 13, 2019

Time TBD

Sustainability Day



City of Miami "REFRESH AND REUSE" Surprise and Delight

- We will take the "Be Kind to each other, Be Kind to the Earth" to the next level and reward residents & tourists that are doing their part recycling a bottle or can while out in Miami Beach
- Possibility to partner with Publix, Domino's pizza, or any other local food that is a Coke customer
- Lucky recyclers win coupon for free 20oz Coca-Cola and [sub; or pizza; or anything] in their Miami Beach location
 - TBD how many coupons we will give away during this day, and for how many hours our agency team will be walking around to identify and reward the lucky recyclers
 - Fun execution around noontime could be pulling in local media to cover
- The activation will end with a sampling of ice-cold Coca-Cola beverages in front of one of the locations from the retail or food partner
 - Retail or food partner gets some positive sustainability rub
 - Retail or food partner gets additional traffic

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RECYCLE & WIN

City of Miami beach gains **recognition for supporting recycling** and use digital media and PR to announce the initiative.

We could also create:

- Posters announcing bin locations
- Static clings for vending machines around the city
- A certificate or for example a car magnet that states this person is "Kind to the Earth"

PS: images FPO as an example of similar program done by Coke in Charlotte



COMMITMENT TO SUSTAINABILITY

Local Impact. Global Reach. Coke Florida is committed to sustainability and making a positive difference in our Florida communities through four areas:



RECYCLING



**WATER
STEWARDSHIP**



RESILIENCY



**LITTER &
WASTE
REDUCTION**



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[cokeflorida.com](https://www.cokeflorida.com)



Proud Official Beverage of the City of Miami Beach

www.cocacolaflorida.com

Thank You

Daniela Venda | Manager, Consumer Engagement

10117 Princess Palm Avenue, Suite 400, Tampa, Florida 33610

c. 813.629.5887 | dvenda@cocacolaflorida.com

www.cocacolaflorida.com