



MIAMI BEACH

City of Miami Beach 2021 Partnership:

\$250,000 – Co-Presenting Sponsor

Cost Breakdown:

\$75,000	Corona Virus Safety Measures
	Corona Virus Safety Measures - Due to the COVID-19 Pandemic we want to ensure that we protect all of our residents and guests as much as we possibly can. These measure will include, but are not limited to, hand washing stations, sanitizing stations safety personal to patrol festival grounds with sanitizing items, increased measures to offering free face shields and masks to the public.
\$100,000	Stage Talent
	With 2020 contracts coming into play there is a high cost of rollover talent, including additional costs for headlining talent. This will also allow to offset additional cost of safety measures for the popular public figures coming to Miami Beach.
\$30,000	Shuttle Services
	This will allow us to both decrease traffic congestion for our residents of Miami Beach and increase numbers of individuals bringing money in from areas outside of Miami Beach (Ft. Lauderdale, Wilton Manners, Downtown, North Miami, Etc.).
\$10,000	Leave No Trace Beach Clean-Up Initiative
	This is a new initiative starting in 2021. As an effort to keep our public parks and beaches clean. We are starting the Leave No Trace Miami Beach Initiative. This will allow us to purchase equipment and supplies needed to spend the days following Pride with a team to scour both Lummus Park, the berm, AND the beach in efforts to make it a cleaner, more beautiful place for our residents.
\$10,000	Public Lockers
	In an effort to bring ease to our residents and festival goers we are looking to place four distanced locker stations on the festival footprint, allowing people to utilize these lockers to place their shopped goods, clothing and other personal items and be able to stay in the area and spend more money rather than feel they need to go home with all their bags,
\$25,000	Miami Beach Community Stage
	While our celebrity talent and performers draws the audience, we would like to develop a Miami Beach Community Stage during the festival. Allowing only LOCAL performers to take stage and showcase the true talent we have here. Giving our community an outlet to show their skills and potentially give them a space to launch their careers through Miami Beach. This will be developed into a competition and the winner will perform on one of the Main Stages the following year and receive the same promotions as the celebrities.
\$250,000	TOTAL SUPPORTING COSTS

City Benefits:

- **Pop Stage:**
 - Permanent logo placement
 - Rotating logo on LED screen
 - Opportunity for city representative to participate in opening ceremonies (non-campaigning) on Sunday, May 2
 - Opportunity to display city imagery and branding on LED screen
- **World/Latin Stage:**
 - Permanent logo placement
 - Rotating logo on LED screen
 - Opportunity to display city imagery and branding on LED screen
- **Miami Beach Community Stage:**
 - Permanent logo placement
 - Opportunity for city representative to kick off our community artist push on stage.
- **Marketing:**
 - Recognition as Fireworks sponsor with the opportunity for:
 - City of Miami Beach representative to “flip the switch” from the main stage on Sunday, May 2
 - Pop Stage DJ platform logo placement
 - World/Latin & Pop Stage pre-approved crowd giveaways
 - Recognition/logo in 2020 Media PSAs which expect to include: (TENTATIVELY) NBC6, Telemundo 51, Atlantic Broadband (and possibly Comcast). Atlantic Broadband aired 3350 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. Media sponsorships forthcoming.
 - Name recognition/logo on promotional materials including advertisements, printed materials, website, Facebook, Twitter and Instagram
 - 1 rotating website banner ad
 - Opportunity to speak at city hall flag raising ceremony on Monday, April 26
 - Opportunity to speak at post-pride appreciation event
 - Opportunity for city representative to speak and introduce Pulse survivor at Pride Lights the Night ceremony on Monday, April 26
 - Formal recognition at VIP Gala including a 2-minute opportunity to speak to attendees
 - Opportunity for city representative to participate in pre-parade International Media Reception (non-campaigning) on Sunday, May 2
 - Opportunity to supply pre-approved gift bag item for the 800 VIP gift bags
 - Recognition on 2020 press releases
 - 1 dedicated non-sales specific spotlight press release
 - 4 dedicated non-sales specific spotlight email blasts to our 7,600+ subscribers (individuals and corporations)
 - 4 dedicated non-sales specific spotlight Facebook posts to our 45,000+ followers
 - 4 dedicated non-sales specific spotlight Instagram posts to our 9,000+ followers
 - 4 dedicated non-sales specific spotlight Tweets on Twitter to our pride followers
 - Name recognition/logo on step & repeat banners

- **Parade:**
 - 1 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 pass by
 - 15 pre-parade exclusive (invitation only) media event tickets for the Grand Marshal(s), international media, and large donors
- **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:**
 - 15 Sponsor passes which include:
 - Invitations to VIP Gala and possible meet & greet with Grand Marshal(s) at the VIP Gala on Friday, April 30
 - Access to VIP lounge on Saturday, May 1 and Sunday, May 2
 - 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:
 - 15 invitations to the Miami Dade Gay & Lesbian Pride Spotlight Mixer

