



WELCOME TO SOUTH BEACH PUTT!

SBP is a premium, immersive, 18-hole miniature golf course that will inspire and delight both Miami Beach locals and visitors alike.

Located outdoors at scenic Lummus Park Beach, guests will enjoy a year-round, family- friendly experience allowing everyone to get in on the fun.

Inspired by the dazzling 1930's Art Deco architecture of Ocean Drive, our designs are infused with their grand style and rhythm. Icons such as the Carlyle Hotel, Versace Mansion, and the eye-popping Lifeguard Towers can be seen reflected throughout the course.

THE ROCKEFELLER PROMISE

There is only one South Beach, and SBP will pay tribute to the best that this vibrant city has to offer. Community comes first at South Beach Putt, which means sustainability and accessibility are integral to the design and operations. We proudly feature ADA compliant holes allowing for wheelchair access.

We are committed to honoring Miami Beach's vital Sea Turtle Conservation efforts by utilizing environmentally friendly lighting and reduced night-time operating hours during hatching season.



Rockefeller
SOUTH BEACH
PUTT



LOCATION & OPERATING HOURS!

LUMMUS PARK (SPOIL AREA) SITE OPTIONS

- With two select site options located between 5th and 6th Street, these underutilized areas will be revitalized, driving foot traffic and renewed interest to the area.

Option A

Area: 13,955.31 ft²

Perimeter: 504.24 ft

Option B

Area: 9,130.43 ft²

Perimeter: 383.39 ft

10:00AM - 9:00PM STANDARD HOURS

RESTRICTED HOURS DURING TURTLE HATCHING SEASON



GUEST EXPERIENCE & PROGRAMMING

IMMERSION

- Each hole features a singular concept and narrative that will guide guests through the story.
- Select holes will be boosted with subtle soundscapes that submerge guests into the experience.

SENSE OF COMMUNITY

- Art Deco
- Recognizable landmarks and figures

CULTURE & ENTERTAINMENT

- Food
- Latin Music & Nightlife

SPECIAL EVENTS

- Adult Nights
- Corporate Events
- Community Engagement



AVERAGE 14 PLAYING WEEKS | 36,000 PATRONS



EXAMPLES OF HOLES



Example rendering only, not final design.

EXAMPLES OF HOLES (CONT'D)



Example rendering only, not final design.

EXAMPLES OF HOLES (CONT'D)



Example rendering only, not final design.

EXAMPLES OF HOLES (CONT'D)



Example rendering only, not final design.

EXAMPLES OF HOLES (CONT'D)



Example rendering only, not final design.

EXAMPLES OF HOLES (CONT'D)



Example rendering only, not final design.

EXAMPLES OF HOLES (CONT'D)



Example rendering only, not final design.



WHY ROCKEFELLER SPORTS?

EXPERTS IN SPORTING WITH A THEATRICAL FLARE

- As a diverse, full-service production company, we create bespoke content for theatre, television, film, experiential events, games, sports, advertising, merchandise and more!
- We approach each project with the goal of creating an elevated, unforgettable event that will keep partners and audiences engaged for years to come.
- The Rockefeller Team boasts a roster of savvy, dedicated professionals that collectively bring together decades of knowledge and expertise from a wide array of entertainment backgrounds.

WHAT WILL A MINI GOLF ACTIVATION BRING TO YOUR AREA?

- Rockefeller has seen tremendous success with its mini golf activations. During 14 playing weeks, over 36,000 patrons attend the event on average. As a result, activations revitalize the surrounding area and drive foot traffic to local businesses.



TESTIMONIALS



“ Pixar Putt Putt has been an absolute boon for downtown San Antonio, especially as the CBD recovers from the COVID-19 pandemic. The course transformed an empty downtown parking lot into vibrant, colorful space that was activated days, nights and weekends. We’ve been thrilled to see families drawn out of the suburbs back into our downtown. We are looking forward to future opportunities to collaborate with Rockefeller Productions on placemaking activations. ”

- **DAVID ROBINSON, WESTON URBAN DEVELOPMENT, TX**

**Weston
Urban**

“ Working with the team from Rockefeller was such a dream! They have a wonderful eye for a heightened family friendly experience. We have a few mini golfs in the area, but everything was pale in comparison to what Rockefeller brought to our city. ”

- **AARON ZIMMERMAN, VP OF THE TOBIN CENTER, TX**



COMMUNITY ENGAGEMENT

PEOPLE ARE OUR PARTNERS

- Through strategic partnerships and community engagement, we ensure that our projects are deeply connected to the local community and bring its residents closer together. Previous initiatives include:
 - **San Antonio:** School groups and day camps received a 50% discount on admission. Educators were supported in creating educational materials to bolster the experience beyond the course.
 - **Houston:** Marathon runners received discount vouchers in their participation bags, inviting them and their families to the course.
 - **New York:** Children participated in a Summer Reading Campaign through our partnership with the local library system. Upon presenting their library card and having read 10 books, they were rewarded a free round of minigolf.



COMMUNITY ENGAGEMENT (CONT'D)

ADDITIONAL ENGAGEMENT & GRASSROOTS MARKETING EFFORTS

● GIVE-GET-GIVE CAMPAIGN

Partner with corporate sponsors for golf course buyouts and identify recipient organizations which will allow children and families to access the event who may not otherwise be able to afford tickets.

● SCHOOL SYSTEM OUTREACH

- Engage with local school systems to promote South Beach Putt as an active and educational option for field trips and student enrichment
- Create educational curriculum to be shared in the classroom for school groups that not only explores Miami Beach History but the STEAM Education (Science, Technology, Engineering, Arts & Mathematics) involved in bringing an event like SBP to fruition

● FIRST RESPONDERS & HEALTHCARE WORKERS

- Access to discounted pricing or special events



COMMUNITY ENGAGEMENT (CONT'D)

● SENIORS

- Access to discounted pricing or special events
- Partner with local Senior Centers and Services on transport and arrangements at the course.

● ACCESSIBLE PARKING

- Partner with local garages to offer special parking rates for added ease of access to the course

● FURTHER LOCAL PARTNERSHIP OPPORTUNITIES

- Celebrity & Influencer Preview Events
- Sports Teams Friendly Competitions
- Shops, Restaurants & Bars
- Zoos & Museums
- Hotel Concierge Services
- Street Team Brand Ambassadors
- Community Centers
- Girl Scout Troupes
- Boy Scout Troupes



Rockefeller

PRODUCTIONS

www.rockefellerproductions.com

