

City of North Miami Beach 90th Anniversary Birthday Bash



SPONSORSHIP OPPORTUNITIES

City of North Miami Beach 90th Anniversary Birthday Bash



SATURDAY, OCTOBER 1st

8:00 PM – 11:00 PM

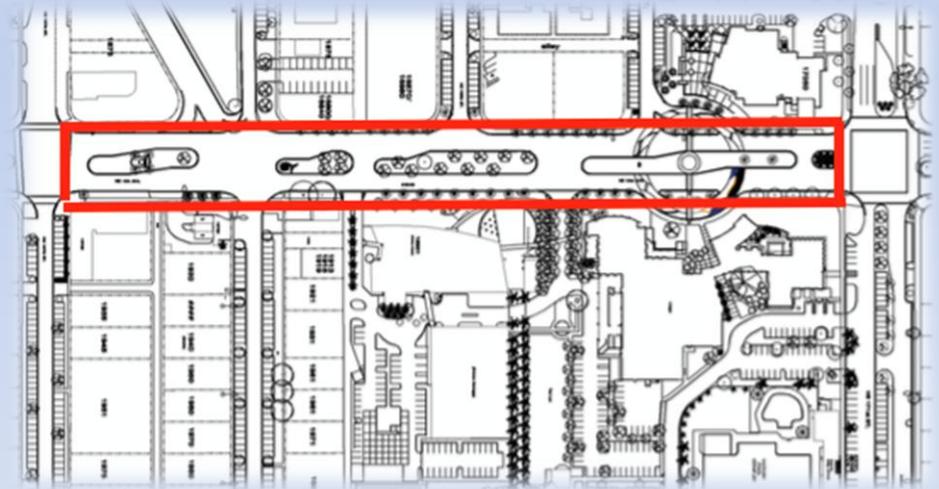
V.I.P. (opens at 7:00 PM)

**Street Festival (N.E. 19th Avenue)
Between 164th Street & 171st Street**

EVENT OVERVIEW

The City of North Miami Beach is turning 90 years old and will commemorate this milestone by hosting a “Birthday Bash” for it’s residents and the surrounding communities.

This seven block street festival is anticipated to draw thousands of people in a wide variety of demographics.



ANTICIPATED ATTENDANCE

7,000 plus

TARGETED AUDIENCE/DEMOGRAPHICS * (2010 Census Quick Facts)



The targeted audience is young adults aged 21 - 35. However, because this is a community celebration, people of all ages will attend.

Population	43,227
Avg. Household Income	\$42,526
Major Economic Base	- Healthcare - Retail
Median Age	36.4

PROJECTED AUDIENCE

Women	21 – 44	35 %
	45 – 64	15 %
	65 – Over	5 %
Men	21 – 44	30 %
	45 – 64	10 %
	65 – Over	5 %
Ethnicity	African American/Caribbean	45 %
	Hispanic	35 %
	Other	20 %



* Based on audience of other city events of this nature over the past year.

EVENT ACTIVITIES

FOOD & BEVERAGE

V.I.P. Experience

- “Taste of NMB” featuring many of the top restaurants in NMB and the surrounding area. This is a ticketed area. Paid admission is required.

General Admission

- Variety of the top food trucks in South Florida (open to the general public).

HISTORICAL & CULTURAL PRESENTATIONS

- “History Walk”. Experience the City of NMB, then and now...
- “City Pride” Exhibit. NMB Police cars and Public Works trucks on display...

Cultural presentations reflecting the diversity of NMB...

- Junkanoo Band
- Chinese Dragon/Shanghai Circus
- Local High School Band/Dance performance

GRAFFITI ARTIST

LUIS VALLE



EVENT ACTIVITIES

MUSIC & ENTERTAINMENT

- Ferris Wheel
- Fireworks Show



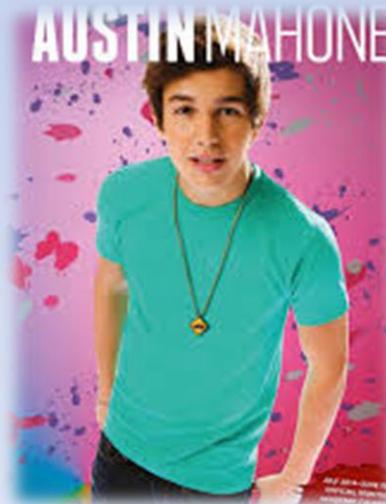
STAGE HOSTS



LIVE MUSICAL PERFORMANCES



Gypsy Lane



OFFICIAL SPONSOR

\$10,000

(Only 4 Exclusive Opportunities)



EXCLUSIVITY

- Designation as an Official Sponsor of North Miami Beach 90th Anniversary Birthday Bash.
- Category exclusivity. No competing sponsors within your industry will be associated with the event.

MARKETING RIGHTS AND PROMOTIONS

- On-site marketing rights for sampling, couponing and advertising. Includes 1 tent (10' x 10') 1 table and 2 chairs.
- Opportunity to do cross promotion with strategic partners or local retail outlet (requires prior approval from City).
- P.A. announcements/on-stage promotion. Tag slogan included.
- Promotions: Paraphernalia, t-shirts, raffle prizes, etc., given out at the main stage (provided by sponsor).

MEDIA AND PRINT COLLATERAL

- Inclusion in available media where applicable to include TV, radio and print.
- Full page ad (8.5" W x 11" H) in commemorative edition of "NMB Cityline" (direct mail with distribution of 18,000 copies).
- Inclusion in water & sewer bill promotion insert (8.5" W x 3.66" H). Distribution of approx. 20,000.
- Inclusion in event press releases recognized as an Official Sponsor of North Miami Beach 90th Anniversary Birthday Bash.
- Logo inclusion on 5,000 full color (5.5" W x 8.5" H) double-sided flyers distributed throughout NMB city facilities and local business community.
- Logo inclusion on 100 full color (11" W x 17" H) posters distributed throughout NMB city facilities and local business community.

PUBLIC RELATIONS

- Special on-stage presentation in recognition of your sponsorship.

OFFICIAL SPONSOR (continued)

(Only 4 Exclusive Opportunities)



SIGNAGE RIGHTS

- City will provide two (3' x 5') coroplast signs. Sponsor may supply up to four additional signs (no larger than 3' x 5') for display in prominent locations.
- Inclusion in main stage signage.
- Inclusion in limited City of NMB outdoor media (bus benches, bus shelters, digital displays, etc.).
- Inclusion in promotional banners and displays at City of NMB facilities and roadways.
- Inclusion in 4' x 4' A-Frame signs located throughout the City.

WEB AND INTERNET

- Web listing as an Official Sponsor of the City of North Miami Beach 90th Anniversary Birthday Bash.
- Web and internet presence to include: NMB TV
- Full page ad (8.5" W x 11" H) in commemorative edition (digital version) of "NMB Cityline" (includes hyperlink).
- Inclusion in e-mail blasts promoting the event.

SOCIAL MEDIA

- Inclusion in the City of North Miami Beach 90th Anniversary Birthday Bash event page (Facebook) and other social media to include You Tube, Instagram and Twitter.

HOSPITALITY

- V.I.P/Hospitality. Includes limited number of food and beverage tickets and V.I.P. parking.

OFFICIAL MEDIA SPONSOR

(Minimum Trade of \$15,000 Value in Media Inventory)



EXCLUSIVITY

- Designation as an Official Media Sponsor of North Miami Beach 90th Anniversary Birthday Bash.
- Category exclusivity. No competing sponsors within your industry will be associated with the event.

MARKETING RIGHTS AND PROMOTIONS

- On-site marketing rights for sampling, couponing and advertising. Includes 1 tent (10' x 10') 1 table and 2 chairs.
- Opportunity to do cross promotion with strategic partners or local retail outlet (requires prior approval from City. Does not include pass through rights).
- Opportunity for media personality to be recognized on stage by MC. Includes brief speaking opportunity.
- P.A. announcements/on-stage promotion. Tag slogan included.
- Promotions: Paraphernalia, t-shirts, raffle prizes, etc., given out at the main stage (provided by sponsor).

MEDIA AND PRINT COLLATERAL

- Inclusion in available media where applicable to include TV, radio and print.
- Half page ad (8.5" W x 5.5" H) in commemorative edition of "NMB Cityline" (direct mail with distribution of 18,000 copies).
- Inclusion in event press releases recognized as an Official Media Sponsor of North Miami Beach 90th Anniversary Birthday Bash.
- Logo inclusion on 5,000 full color (5 ½" W x 8 ½" H) double-sided flyers distributed throughout NMB city facilities and local business community.
- Logo inclusion on 100 full color (11" W x 17" H) posters distributed throughout NMB city facilities and local business community.

OFFICIAL MEDIA SPONSOR (continued)



PUBLIC RELATIONS

- Special on-stage presentation in recognition of your sponsorship.

SIGNAGE RIGHTS

- Signage rights. City will provide one (3' x 5') coroplast signs. Sponsor may supply up to four additional signs (3' x 5') for display in prominent locations.

WEB AND INTERNET

- Web listing as an Official Media Sponsor of the City of North Miami Beach 90th Anniversary Birthday Bash.
- Inclusion in the City of North Miami Beach 90th Anniversary Birthday Bash event page (Facebook) and other social media to include You Tube and Twitter.
- Half page ad (8.5" W x 5.5" H) in commemorative edition (digital version) of "NMB Cityline" (includes hyperlink).
- Web and internet presence to include: NMB TV

SOCIAL MEDIA

- Inclusion in the City of North Miami Beach 90th Anniversary Birthday Bash event page (Facebook) and other social media to include You Tube, Instagram and Twitter.

HOSPITALITY

- V.I.P./Hospitality. Includes limited number of food and beverage tickets and V.I.P. parking.

OFFICIAL PRODUCT

\$5,000



EXCLUSIVITY

- Designation as an Official Product of the City of North Miami Beach 90th Anniversary Birthday Bash.
- Category exclusivity. No competing sponsors within your industry will be associated with the event.

MARKETING RIGHTS AND PROMOTIONS

- On-site marketing rights for sampling, couponing and advertising. Includes 1 tent (10' x 10') 1 table and 2 chairs.
- Opportunity for customized product displays and integration in event plan/festivities in prominent location.
- Opportunity to do cross promotion with strategic partners or local retail outlets (requires prior approval from City).
- Opportunity to create a PROMO CODE and/or special offers associated with the City of North Miami 90th Anniversary Birthday Bash.
- P.A. announcements/on-stage promotion. Tag slogan included.

MEDIA AND PRINT COLLATERAL

- Quarter page ad (5" W x 4" H) commemorative edition of "NMB Cityline" (direct mail with distribution of 18,000 copies).
- Inclusion in event press releases recognized as an Official Product of the City of North Miami Beach 90th Anniversary Birthday Bash.



SOCIAL MEDIA

- Inclusion in the City of North Miami Beach 90th Anniversary Birthday Bash event page (Facebook) and other social media to include You Tube, Instagram and Twitter.

SIGNAGE RIGHTS

- City will provide one (3' x 5') coroplast sign. Sponsor may supply up to two additional signs (3' x 5').

OFFICIAL PRODUCT (continued)



WEB AND INTERNET

- Web listing as an Official Product of the City of North Miami Beach 90th Anniversary Birthday Bash.
- Quarter page ad (5" W x 4" H) in commemorative edition (digital version) of "NMB Cityline" (includes hyperlink).
- Web and internet presence to include: NMB TV

SOCIAL MEDIA

- Inclusion in the City of North Miami Beach 90th Anniversary Birthday Bash event page (Facebook) and other social media to include You Tube, Instagram and Twitter.

HOSPITALITY

- V.I.P./Hospitality. Includes limited number of food and beverage tickets and V.I.P. parking.



SUPPORTING SPONSOR

\$1,000



MARKETING RIGHTS AND PROMOTIONS

- On-site marketing rights for sampling, couponing and advertising. Includes 1 tent (10' x 10') 1 table and 2 chairs.
- P.A. announcements/on-stage promotion. Tag slogan included.

SIGNAGE RIGHTS

- City will provide one (3' x 5') coroplast sign to be displayed at the event.

HOSPITALITY

- V.I.P/Hospitality. Includes limited number of food and beverage tickets and V.I.P. parking.



FOR MORE INFORMATION



Please contact the Team at the City of North Miami Beach

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