



Festival Sponsor Proposal



August 25, 2021



Junior Orange Bowl
2525 Ponce de Leon, Ste 300
Coral Gables, FL 33134

August 25, 2021

Mr. Peter Iglesias
City Manager
City of Coral Gables
405 Biltmore Way
Coral Gables, FL 33134

Dear Mr. Iglesias:

The Junior Orange Bowl celebrates our amazing partnership with the City of Coral Gables as our long-time host city and festival sponsor. For the past 73 years, we continue to inspire and empower the South Florida community and Youth of the World through competitive athletic, artistic, and multi-cultural experiences. Our relationship dates to 1948. Throughout our history, the Junior Orange Bowl has delivered magical memories for youth while highlighting the benefits of residing in and visiting the beautiful City of Coral Gables. Thank you for the city's immense support.

Last year was a challenge for many organizations and it was no different for the Junior Orange Bowl. We were able to host portions of our programming through enhanced measures. Our high school Basketball Classic was held with limited spectators. Our December Parade was reimagined through two events: Community-built floats delivered toys in the Miami Kids Magazine & Shops at Merrick Park Holiday Toy Drive Celebration and a Pop-up Procession delivered holiday cheer through the streets of the city beautiful along with 2,000 toys for Nicklaus Children's Hospital. Creative Writing and Photography held socially distanced masked ceremonies at Coral Gables Museum and Miami Dade County Youth Fairgrounds, which were also live streamed. The Swimming portion of our Sports Ability Games was held at Gulliver Prep's pool.

Because of the extraordinary challenges and the limited programming in 2020, there was no request of sponsorship, however we continued to promote the city at all events and in our marketing. We especially appreciated the in-kind support the city provided with the police and fire escort for our procession and the Biltmore Golf course for our International Golf Tournament.

We are seeking your participation to continue as Host City and Festival Sponsor for a contribution of \$33,250 annually and your continued in-kind support for our Golf, Tennis, and Parade events. The City of Coral Gables will continue to see an impact from marketing, social media, and experiences which enhance the lives of Coral Gables residents and guests. The full benefits are detailed on the following pages.

We look forward to resuming our night-time Holiday on the Mile Parade on December 12. We also plan to continue the toy drive procession that was such a big hit last year. Given the popularity and positive feedback received, it is our intention to continue to include it as part of the holiday festivities. Looking ahead, the Junior Orange Bowl will celebrate 75 years in 2023. We welcome your feedback on ways to strengthen our partnership and deliver even more value to the city, your residents, merchants, businesses, and guests.

Can we count on your continued support this year?

Sincerely,

Samantha N. Jones
President

Our Story

The Junior Orange Bowl serves the South Florida community and the Youth of the World by providing competitive athletic, artistic, and multicultural experiences. Founded in 1948 with the inaugural Junior Orange Bowl Parade through downtown Coral Gables, our non-profit volunteer-led organization hosts events in a diverse and safe environment. Our annual youth festival includes multi-day competitions for middle and high school students in Basketball, Cross Country, Golf, Tennis, Creative Writing, Photography, Robotics and Sports Ability Games, events specifically designed for physically challenged boys and girls. Our Youth Ambassador program attracts young volunteers who donate their time toward community causes.



Our unique night-time parade, Miracle on the Mile: A Holiday Parade and Celebration, includes marching bands, horses, floats, performing arts groups and other organizations that color the Miami Dade community. International consulates also provide great support. In our 73rd year, the Junior Orange Bowl remains dedicated to our goal: "Empowering Our Youth".

Our Impact

The Junior Orange Bowl measures our impact on the local economy through studies, participant feedback and social media engagement. An economic impact study conducted by The Valuation Group, Inc., found that the festival yielded more than \$17 million in economic activity with nearly 5,000 created jobs and an increase of \$770,000 in local sales tax revenue. These events draw on the skills, talents, and strengths of more than 7,500 boys and girls from ages 5 to 18.

Participant's often share their feedback and experiences:

"An incredible organization for South Florida's youth. Various programs geared to develop leadership skills, wonderful sports programs, and innovative art competitions.", L. Longworth

"I absolutely love this program and love everything about it, how the program transformed a shy little girl into a beautiful confident young ambassador as a little sister and can't wait to see what lies ahead in her future with the Junior Orange Bowl", L. Willis

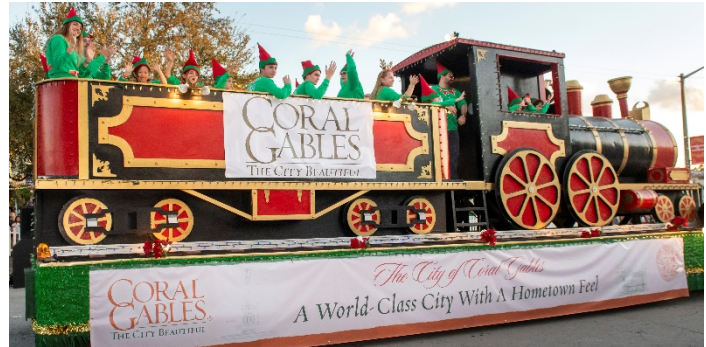
"Love EVERYTHING about these wonderful people and this organization!!", B. Morris



Our social media ratings include a Birdeye review score of 4.6 out of 5 and a Facebook score of 5 out of 5. Followers for the three platforms include: Facebook with 10,162, Instagram with 4,600 and Twitter with 3,200. Of our Facebook Page Likes, 41% have engaged once or more within a six-month period. During that same period, Facebook total impressions were 892K.

Our Funding, Sponsors and Partners

In addition to our talented staff, volunteers and an engaged Board of Directors deliver the programming for our ten events, which span 50+ days within the calendar. Our annual budget of \$600,000 is funded from event entry fees, our major festival sponsors, The City of Coral Gables, Nicklaus Children's Hospital, Orange Bowl and Miami Dade County, individual events sponsors, Badia for Tennis, Kiwanis for Basketball, Pitman for Photography and Books & Books for Creative Writing. Other local organizations such as the Coral Gables Community Foundation also provide financial support. Many of our events are free to attend, including the Parade, Athletic Championships and Cultural Arts Award Ceremonies. The Junior Orange Bowl is a member of the Coral Gables Chamber of Commerce and the Greater Miami Festivals & Events association.



Benefits of Sponsorship

I. Festival Sponsor and Host City for a Two-year Term

The City of Coral Gables will be recognized as the host city of the Junior Orange Bowl for the 2021-2023 Junior Orange Bowl youth festival season. The two-year term would end March 31, 2023. We are open to a longer (or shorter) term if desired by the city.

II. Event Recognition – Parade

- The Coral Gables Mayor will serve as the host for the VIP Hospitality Zone within our Miracle on the Mile, A Holiday Parade & celebration on December 12, 2021.
- The Coral Gables Vice Mayor or another designee will serve as Float Judge. Golf cart transportation will be provided to shuttle from VIP Hospitality to the floats in staging.
- City of Coral Gables grandstand signage with logo to be supplied by Junior Orange Bowl.
- Forty (40) tickets, requested in advance, for the VIP Hospitality Event will be reserved for city official and guests, attended by key community stakeholders and supporters. Event held prior to parade with pre-parade entertainment, complimentary food and beverages and reserved grandstand seating.



- One motorized parade float showcasing logo. Mutually agreed upon number of individuals, assigned by the city, to represent and ride on float.
- Collaboration with live streaming to ensure maximum exposure during the parade and provide on-air narrative to showcase the event. In past years, Coral Gables TV announced the parade on camera. As we reimagine the new ways we work, Facebook Live and other social media channels will be planned instead.

III. Event Recognition – XGLOsive Night Tennis at The Biltmore

Four (4) Invitations to the XGLOsive Night Tennis celebration on November 20, 2021 held at the William H. Kerdyk Biltmore Tennis Center. New this year, we have added an evening of glow in the dark night tennis fun open to the public. In coordination with Robert Gomez, we seek to further promote the Biltmore as the destination for South Florida Tennis enthusiasts and players.



IV. Event Recognition – 60th International Tennis Championship sponsored by Badia

- One full-page acknowledgement recognizing the City of Coral Gables in the 60th Anniversary International Tennis Championship Commemorative Program.
- Naming ceremony and plaque for the William H. Kerdyk Biltmore Tennis Center to become the “Home of the Tennis Tournament”
- Display of past winners with notable players
- Participation at the Finals Award Ceremony on December 21st at The Biltmore



V. Event Recognition – 58th International Golf Championship

- Four (4) invitations to the Players Dinner on January 2, 6:30 PM
- Participation at the Finals Award Ceremony on January 6th, 2022. 3 pm at The Biltmore.



VI. Marketing and Branding at all Festival Events

- Prominent placement of logo/name on all Festival and Parade Event Banners, and other branded signage or banners used to promote events and/or the parade
- Logo/Name/Link to be included in all parade and other festival publicity, including Junior Orange Bowl Website, jrorangebowl.org, digital properties, event signage or billboard images or similar media outlets contracted to promote the Junior Orange Bowl Festival and/or Parade.
- Press release announcing the City of Coral Gables as host city in local newspapers; other broadcast media; inclusion in other printed and digital collateral, Facebook



Instagram, Twitter as well as any media medium especially designed to promote and showcase the Junior Orange Bowl youth festival.

- Customized video story highlighting status as Host City and Festival Sponsor.
- Our organizations will work together to support social media reciprocity. A marketing calendar and draft posts will be shared for approval prior to posts.

VII. Invitations and Access to Events

- Opportunity for photo opportunities of key people to be included in Festival and/or Parade coverage in local newspapers, website, and Facebook.
- Invitations to all Junior Orange Bowl festival events including but not limited to the Summer Social, Festival Kick-off, Member Holiday Celebration, and Member/Volunteer mixers.
- Attendance at these events provides the opportunity to network with key Junior Orange Bowl Board members, past Presidents, and other sponsors Miami-Dade County, Nicklaus Children's Hospital, and the Orange Bowl, and other corporate, individuals, community stakeholders, celebrities, and key supporter of the Junior Orange Bowl.

2021-2022 Festival Event Schedule

Basketball Warm Up Tournament October 23-24, 2021 Time: TBA Miami Springs Recreation Center 1401 Westward Dr, Miami, FL 33166	XGLOsive Night Tennis Saturday, November 20, 2021 6:15 pm – 8:45 pm Biltmore Tennis Center 1150 Anastasia Ave, Coral Gables, FL 33134
High School Classic December 28-30, 2021 Time all three days: 9:00 am to 10:30 pm Westminster Christian School 6855 SW 152 nd St, Palmetto Bay, FL 33157	Miracle on the Mile Holiday Parade Sunday, December 12, 2021 5:00 pm – 8:00 pm Downtown Coral Gables 405 Biltmore Way, Coral Gables, FL 33134
Basketball WOW December 28, 2021 Time: TBA WOW Center, 11450 SW 79 St, Miami, FL 33173	International Tennis Championship December 12-21, 2021 7:30 A.M. until the last match of the day Crandon Park 7300 Crandon Blvd, Biscayne, FL 33149 Biltmore Tennis Center 1150 Anastasia Ave, Coral Gables, FL 33134 Salvadore Park 1120 Andalusia Ave, Coral Gables, FL 33134
JV Girls January 21 - 4:00 pm to 10:00 pm January 22 - 9:00 am to 9:00 pm Miami Springs Recreation Center	
JV Boys January 28 - 4:00 pm to 10:00 pm January 29 - 9:00 am to 9:00 pm Miami Springs Recreation Center	
Middle School Classic March 25-26 and April 1-2, 2022 Miami Springs Recreation Center	Sports Ability Games May 13 – 15, 2022 Sailing – May 13 Shake-A-Leg Miami 2620 S Bayshore Dr, Miami, FL 33133 Swimming 9:00 am to 12:30 pm Gulliver Prep 6575 N Kendall Dr, Pinecrest, FL 33156 Track & Field 8:30 am – 12:30 pm Tropical Park 7900 SW 40 Street, Miami, FL 33155
Cross Country Meet October 22, 2022 9:30 am to 5:30 pm Larry & Penny Thompson Park 12451 SW 184 St, Miami, FL 33177	
Golf Championship December January 2-6, 2022 Time: TBA Biltmore Golf Course 1210 Anastasia Ave, Coral Gables, FL 33134	
	Creative Writing Awards Ceremony April 2022 Books & Books in Coral Gables Photography Awards Ceremony May 2022 Venue TBD Youth Ambassador Monthly workshops and events

Appendix

Photos and Videos from select 2020 events

“Pop up” Processions to donate toys through the streets of Coral Gables



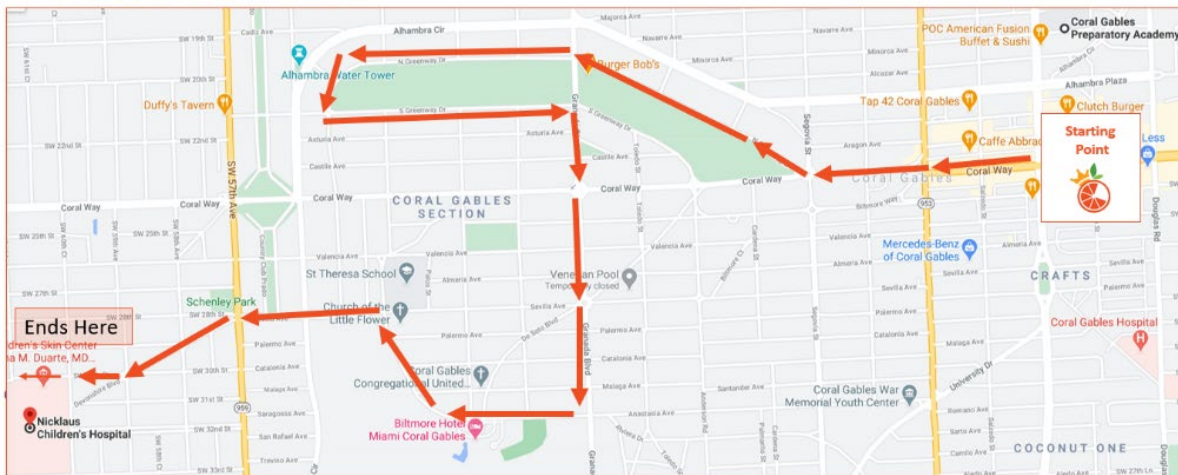
Toy drop off procession to Nicklaus Children's Hospital

Sunday, December 20th
Leaves 4:30 pm – Miracle Mile and
Ponce de Leon Blvd.

Come and join us along the route as we work
to spread Holiday Joy.

Procession Route

Starts here 4:30 PM





YouTube links

Toy Drive Procession – December 2020

<https://youtu.be/fO45mHJ8JU1>

Creative Writing Awards Ceremony – winning essay

<https://youtu.be/GrT1huJeZDI>

Creative Writing Awards Ceremony – full live stream – May 2, 2021

https://youtu.be/_J1je37Nd0M

Sports Ability Games – Swimming Classic – May 16, 2021

<https://youtu.be/wvP7iNSsMU0>

