SPECIAL EVENTS SPONSORSHIP PROGRAM

INFORMATIONAL SESSION

MIAMIBEACH

PURPOSE

The City of Miami Beach is offering a Special Event Sponsorship Program for events held in Miami Beach.

The purpose of this Sponsorship Program is to provide financial assistance and in-kind support to local festivals, special events, community events or programming that attract quality events and promote community engagement; therefore, continuing to elevate Miami Beach as a world class tourist destination.

The City recognizes the important role that sponsorships play in supporting the event community, as well as the promotion of tourism, economic and cultural development efforts as a whole.

MIAMIBEACH

SPONSORSHIP APPLICATION TIMELINES

Fiscal Year 2022-2023
Events held between October 1, 2022 – September 30, 2023
Applications open January 1, 2022 and close on February 28, 2022.

Fiscal Year 2023-2024
Events held between October 1, 2023 –September 30, 2024
Applications open January 1, 2023 and close on February 28, 2023.

The Special Event Sponsorship Program applications for funding will be awarded for a fiscal year.

Applicants must meet all application requirements, including deadlines, or the application will be disqualified.

MIAMIBEACH

GOALS & OBJECTIVES

Special Event Impact

Provide unique and engaging experiences that increase resident quality of life.

Economic Impact

Verified to increase tourism by hotel rooms block contract(s) and targeted tourist attendance.

Social and Community Impact

Promote Miami Beach as a national and international tourist destination.

Event must be accessible to the general public.

Special and Cultural Event Goal

Strengthens Miami Beach by enhancing the City's Cultural Events.

MIAMIBEACH

ELIGIBILITY REQUIREMENTS

1. The special event, community project or program must support program goals and objectives;

2. Applicants are required to furnish a event budget with a minimum $1 to $1 funding match (cash, in-kind, or a combination of both);

3. Demonstrate event history and performance in delivering quality experience;

4. Demonstrate resident and community benefits;

5. Event must be accessible to the general public (either as a ticketed event or otherwise);

MIAMIBEACH

ELIGIBILITY REQUIREMENTS

6. Demonstrate economic impacts associated with the event;

7. Demonstrate secured media commitments;

8. Demonstrate how event will mitigate any quality of life impacts associated with the event, including noise, littering, traffic or parking impacts associated with an event;

9. For profit organizations must provide Federal Tax ID and event budget; non-profit organization must provide proof of status;

10. Applicants applying through a “fiscal agent” are not eligible.

MIAMIBEACH

ELIGIBLE SPONSORSHIP ACTIVITIES

- Sponsorship is specifically allocated for events that activate and attract community engagement to and in Miami Beach.

- Eligible activities/events include outdoor concerts, art fairs and exhibits, festivals, parades, cultural and community programing, charitable fundraising and athletic events.

MIAMIBEACH

ELIGIBLE SPONSORSHIP USES

- Event Equipment, Supplies, or Rental
- Marketing. Advertising, or Promotion
- Entertainment or Talent
- Event Security
- City Services Administrative Fees
- Film or Photography

MIAMIBEACH

INELIGIBLE SPONSORSHIP USES

- Building Permits
- City Services Personnel Fees
- Insurance
- Taxes
- Travel Expenses
- Late Payment Fees/Fines
- Rent, Lease or Mortgage
- Local or State Licenses
- Salaries or Staff Wages
- Utility Bills
- Debt Replacement
- Purchase of Alcohol or Tobacco
- Licenses or Certificates

MIAMIBEACH

QUALIFYING REQUIREMENTS

Application must include, but are not limited to, the following:

- Letter of Intent / Specific Funding Request
- Event Budget (including I:I match)
- Hotel Contracts (where applicable)
- Event Site Plan / Run of Show
- Marketing Plan
- Completed Application

MIAMIBEACH

Sponsorship Application Score Card

Non-Profit Status

Hotel Room Block

Length of Event

Regional
National
International
Attendees

History of Event

Resident
Community
Benefits

Budget/I:I Match

Marketing / Public Relations Exposure

Utilization of Miami Beach Venues

Name of Event Incorporate Miami Beach Brand

MIAMIBEACH

Sponsorship Application Approval Process

- Recommended applications will notified by email or phone call.
- Recommendations will be presented to the City Commission for review and disposition.
- City Commission approved applications will be sent a sponsorship agreement to review, sign and submit.
- All financial sponsorships are on a reimbursable basis and activity(ies) funded must take place within the funding period.

MIAMIBEACH

Resources:

www.eventsmiamibeach.com
www.miamibeachfl.gov
305.673.7577

- Apply for a Special Event Permit
- Apply for Special Event Sponsorship
- City Department Resources
- Special Events University Course
- Frequently Asked Questions

MIAMIBEACH

QUESTIONS

MIAMIBEACH

THANK YOU

MIAMIBEACH