

Schneibly Redland's Winery & Miami Brewing Co. Presents



Lychee Summer CELEBRATION



SOUTH DADE
CHAMBER OF COMMERCE
Our Business is Your Business

Schneibly
Redland's
W I N E R Y

WWW.LYCHEESUMMERCELEBRATION.COM

America's Premier Lychee Harvest Celebration

Saturday June 29, 2019 / 12pm – 10pm

Performance Art & Live Music

50+ Vendor Exhibitions / Car Show / Fireworks Galore!

Test Kitchen Demos by FIU / American Cancer Society-Beer Mile

Celebrate the Lychee Summer Season in an *unforgettable* oasis

...and so much more!

EVENT DESCRIPTION

Sample lychee-inspired faire in the Culinary Grand Tiki Lounge as the chefs from FIU offer their experience of lychee cuisine, using only the freshest fruit available!

Peruse over 50+ artisan and craft vendor spaces and watch some of the area's best muralist creating artwork during interactive painting sessions!

Why Sponsor the Lychee Summer Celebration?



For the second year Schnebly Winery, Miami Brewing Co. and The South Dade Chamber of Commerce are partnering for the 4th annual Lychee Summer Celebration making it the premier Redland event of the season, showcasing what makes South Dade such a special and unique community-while honoring our brave service men, women and first responders as we approach the 4th of July.

Join us as Mr. Nice Guy headlines our LIVE music line-up along with additional top South Florida bands throughout our 20 acre state.

For the foodies, FIU Start Up Food will be showcasing local and organic culinary treats in our test kitchen. There will be food trucks with tastes from vegan to BBQ, enough to draw in even the most diverse palates from all over South Florida.

At the LCS we will be showcasing 50+ vendor spaces, where local artisans will showcase their crafts.

Yet, there's more! We will have a car show like no other! Also, The American Cancer Society will be hosting a "Beer Mile" race during the event with the winners being announced on the main stage before the fireworks show.

This grand South Florida Summer event is a celebration of what makes the Redland which we live in so great while benefiting our local businesses as they showcase their crafts, paying homage to our service members while supporting The South Dade Chamber of Commerce & cancer research.

Digital Marketing Strategy

Our Lychee Summer Celebration has taken a serious focus in digital marketing. This year we will be leveraging 69,000+ existing fans with:

- Facebook Ads
- Instagram
- Schnebly's Redland Winery & Miami Brewery Co. email blast
- South Dade Chamber Of Commerce Social Media platforms
- Organic email database

Our combined platforms reach a remarkable **1.5 million** impressions!



Public Relations & Marketing

While making a strong focus on digital marketing we have not ignored traditional marketing methods. In the last years:

- Univision
- 880 the Biz with Linda Gassenheimer
- "Eat This. Drink That. Go!" with Jimmy Cefalo,
- FIU

aired televised segments last year. This year's lineup will be equally spectacular!

Schnebly's will utilize their existing Miami Dade and Broward County wine retail distribution channels through:

- **16 Walmart stores, 16 Target stores & Total Wine Stores.**

,Bottle Necker flyers around each bottle will showcase the Presenting Sponsor's Logo.

MEDIA IMPRESSIONS

Last year's segment with Telemundo provided a total impression of 85,000.

Coverage of The Lychee Summer Celebration 2018 also included "880 TheBiz with Linda Gassenheimer", with a listenership of 9,000, as well as a special feature of "Eat This. Drink That. Go! With Jimmy Cefalo", which has approximately 40,000 viewers. The following placements generated a **total reach of 3,734,383!**

29- Jun-2018 / 8:00am

Miami's Best Eats and Drinks This Weekend: Lychee Festival, Craft Beer, Beach After Brunch

<http://www.miaminewtimes.com/restaurants/miami-food-event-june-29-through-july-1-10479307>

Reach: 496,360

27-Jun-2018 / 11:35am

The 21 Best Things to Do in Miami This Week

<http://www.miaminewstimes.com/arts/the-best-things-to-do-in-miami-june-28-to-july-4-10471234>

Reach: 496,360

27-Jun-2018 / 10:00am

Lychee Festival Returns to Schnebly Redland's Winery With Relay for Life Beer Mile

<http://www.miaminewtimes.com/restaurants/lychee-festival-returns-to-schnebly-redlands-winery-with-american-cancer-society-beer-run-10476172>

Reach: 496,360

26-Jun-2018 / 3:50pm

Family fun: Free art workshops, Caribbean fests, Lychee celebration

<http://www.sun-sentinel.com/south-florida-parenting/fl-fea-sfp-family-events-062718-story.html>

Reach: 1,239,901

Title Sponsor

\$12,500

- Sponsor recognition/Logo on all media:
TV, print, social media, and radio before, during and after event
- Visibility in all news stories and all media related events
- Stage branding/logo recognition
- Recognition on Lychee Summer Celebration website with links to sponsors website
- Special mentions throughout the day by the MC
- Premier placement as title sponsor during the event
- 25 event tickets
- Logo visibility in all wine distribution channels
- Title sponsor in all digital advertising
- Title sponsor in all print advertising
- Logo on our bottle neckers in all Walmart, Target & Total Wine Stores
- 10 Exclusive parking passes for day of event
- Signage rights at event entrance
- Rights to distribute your companies marketing material



Lycheeworks Fireworks Sponsor \$8,500.00

- Organization Logo on website homepage
- Signage rights at event entrance
- Premium placement as presenting sponsor
- 20 event tickets
- Rights to distribute your companies marketing material
- Sponsor inclusion in digital advertising
- Sponsor inclusion in print advertising
- Special mentions throughout the day by the MC



Mauritius Lychee Sponsor

\$5,000.00

- Organization logo on website homepage
- Premium placement as sunshine sponsor
- 15 event tickets
- Rights to distribute marketing material
- Sponsor inclusion in digital advertising
- Sponsor inclusion in print advertising
- Special mentions throughout the day by the MC



Lycheestock Sponsor

\$3,500.00

- Organization Logo on website homepage
- Premium placement as vendor during event
- 10 event tickets
- Rights to distribute marketing material
- Sponsor inclusion in digital advertising
- Special mentions throughout the day by the MC

Brewster Lychee Sponsor

\$1,500.00

- Organization Logo on website homepage
 - Premium placement as vendor during event
 - Event tickets for 7 guests
 - Sponsor inclusion in digital advertising
 - Rights to distribute marketing material
-



Sweetheart Lychee Sponsor

\$750.00

- Organization Logo on website homepage
- Placement as vendor during event
- Social media promotion
- Event tickets for 5 guests

**PLEASE SUBMIT PAYMENT BY CHECK PAYABLE TO SCHNEBLY REDLAND'S WINERY.
DEADLINE FOR TITLE SPONSOR IS WEDNESDAY, MAY 1ST, 2019.
DEADLINE FOR ALL OTHER SPONSORSHIP INVESTMENTS IS SATURDAY, JUNE 1ST, 2019.**

This sponsorship agreement has been entered as of _____ between the following entities,
collectively known as "the parties": _____ (Sponsor)

Schnebly Winery (Promoter)

This document is a legally binding sponsorship agreement between the above listed parties.

Sponsor agrees to pay \$ _____ in return for the following:

Sponsor agrees to provide the following to the promoter for use in marketing and promotion
materials:

Insert sponsorship package details here.

Insert sponsorship package details here.

TERMS

No employer/employee relationship is established or implied with this sponsorship agreement. The promoter has no liability or responsibility to the sponsor beyond the scope of this agreement. The sponsor grants Schnebly Winery, the right to use their intellectual property in promoting the event, including logos and other brand trademarks.

If the nature of the purchased sponsorship package must be changed for any reason, the promoter agrees to notify the sponsor in writing.

The purchased sponsorship package is not transferable for any reason. Anything not expressly addressed in this sponsorship agreement's terms shall be governed by the contract laws of Florida. The promoter and sponsor hereby agree to enter into this sponsorship agreement by affixing their respective signatures below.

X: _____

Sponsorship Representative

Name: _____

Date: _____

X: _____

Schnebly Representative

Name: _____

Date: _____