

**PORT OF PALM BEACH DISTRICT
REQUEST FOR DISCUSSION AND
COMMISSION ACTION**

**CONSENT AGENDA
ITEM G-6**

January 10, 2018

PREPARED BY: Jarra Kaczwarra Sr. Director, Business Development/Communications
Venice Howard Deputy Clerk

SUBJECT: **Business Development**

BACKGROUND: The following items are presented for approval and/or ratification:

Sponsorships

Palm Beach State College, Executive Leaders Panel Event - Lunch Sponsorship, February 8, 2018	\$500
Palm Beach North Chamber, ArtiGras – Business Partner Sponsorship, Red Level, February 17-19, 2018	\$500

Trade Events

Forum Club	Tickets & Events	January, 2018
Economic Council	Tickets & Events	January, 2018
Economic Forum	Tickets & Events	January, 2018
Business Development Board (BDB)	Tickets & Events	January, 2018
Convention & Visitors Bureau	Tickets & Events	January, 2018
Member Chambers of Commerce	Tickets & Events	January, 2018
Navy League	Tickets & Events	January, 2018
International Business Council	Tickets & Events	January, 2018
Women's Transportation Seminar (WTS)	Tickets & Events	January, 2018

Seminars and Conferences

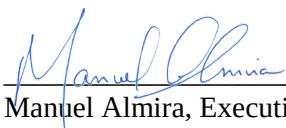
Florida Ports Council Spring Board Meeting	January 31-February 1, 2018	Tallahassee, FL
Florida Ports Council Spring D.C. Fly-Inn	March 27-29, 2018	Washington, DC
Florida Ports Council Summer Board Meeting	May 23, 2018	Orlando, FL
Florida Ports Council Annual Board Meeting	September 5-6, 2018	St. Petersburg, FL

FINANCIAL IMPACT: These items are funded from the FY18 Operating Budgets.

ADDITIONAL INFORMATION ATTACHED: No ☐ Yes ☒

RECOMMENDATION: The Board of Commissioners is respectfully requested to approve and/or ratify the above listed trade events and seminars and conferences.

Respectfully Submitted By:


Manuel Almira, Executive Director

DATE ACTION TAKEN:

Approved:	_____
Disapproved:	_____
Deferred To:	_____
Incorporated into Minutes:	_____

Motion By:	_____
Seconded By:	_____
Unanimous:	Yes ☐ No ☐
By:	_____

TO: Jarra Kaczvara, *Senior Director – Business Development*

FROM: Kimberly Allen, *Associate Dean – Business & Computer Science*
Priscilla Taylor, *Chair – PBSC Business & Accounting Advisory Board*

DATE: January 8, 2018

RE: Potential Sponsorship of Executive Leaders Panel Discussion

As previously discussed with Priscilla Taylor, the *Business & Accounting Business Partnership Advisory Board* is seeking sponsorship for the upcoming *Executive Leaders Panel Discussion* event on February 8, 2018. The event will be held at the Lake Worth Campus at 5:30PM. This event is an attempt to introduce students to industry leaders in an effort to increase retention and completion rates, as well as inform students of employment opportunities available to them post-graduation. This is also an excellent opportunity for industry leaders to share their employment needs, requirements and expectations for employment.

A similar event was held last April and was highly successful. The last event was attended by more than a hundred students. This event will be targeting the following program areas: *Supply Chain Management & Logistics; Entrepreneurship; Accounting; Marketing and Risk Management & Insurance.*

The sponsorship funds will be used to cover the cost of refreshments for attendees. At the last event, boxed meals (wraps, chips cookies and beverage) were provided. Similar refreshments will be provided again based on sponsorship.

We appreciate your consideration of sponsorship and look forward to hearing from you soon.

Happy New Year!

ArtiGras '18

Fine Art Experienced



ABACOA JUPITER, FLORIDA • FEB 17, 18 & 19

Sponsored by

Palm Beach Gardens
Medical Center

Produced by
 PALM BEACH NORTH
CHAMBER OF COMMERCE

For Tickets & Info visit:
artigras.org

ARTIGRAS FINE ART EXPERIENCED FESTIVAL

ArtiGras Fine Art Experienced Festival is the premier fine art festival of the Palm Beaches. Ranked as one of the top 50 art shows in the United States, ArtiGras showcases a unique juried exhibition of 300 fine artists from all over the country and draws tens of thousands of patrons. The three-day event also features interactive art exhibits, live music, children's interactive art activities, food and drink, and demonstrations that provide an arts experience like no other in South Florida. ArtiGras has been selected as one of the Top 20 Events in the Southeast by the Southeast Tourism Society. ArtiGras benefits over 60 school art programs and non-profit organizations.

Frequency: Annually during President's Day weekend

***10% discount offered to sponsors who commit to ArtiGras and ArtFest by the Sea at the same time.**

Title Sponsor | \$5,000 - \$7,500

This sponsorship gives title rights to individual components of the Festival. Only one is available for each of the following areas:



SOLD Main Stage- \$7,500: Includes signage at main stage area which is at the center of the festival and provides on-going musical entertainment during the event.

NEW!! ArtiMonday Special Event - \$7,500: Includes extensive branding, Company representative presentation time to attendees and signage during the special event geared towards business women and entrepreneurs in Palm Beach. Special event will be held on Monday in the VIP Hospitality Tent. Sponsor also receives benefits throughout the festival.

SOLD Kick Off Party - \$5,000: Annual cocktail party and Poster unveiling for VIP's, Patron Society Members, Artists and sponsors.

SOLD ArtiKids Area - \$5,000: Hosts the area designed for under 12 patrons.

Volunteers - \$5,000: Volunteer headquarters, home to the 1200 volunteers throughout the three days including logo rights on all volunteer uniform t-shirts.

SOLD Youth Art Competition - \$5,000: K-12 youth art competition featuring 100 schools in Palm Beach County. Winners are displayed during and after the event.

Kids Under 12 are FREE - \$5,000: Kids Under 12 get in Free courtesy of sponsor - used in all ticket sales promotions.

Information Booth - \$5,000: The information booth keep patrons informed or where to go, what to do and who to see.

SOLD Comfort Zone - \$5,000: Comfort Zone features plenty of seating to rest in between viewing all of that fabulous artwork.

SOLD Hospitality - \$5,000: Ticketed area for VIPs with complimentary food, beverage and entertainment throughout the weekend.

Art Wall - \$5,000: 100 foot wall where youth each get one square of the wall to show off their creative genius.

Benefits

1. **Tickets and Hospitality.** Hospitality / Entertainment benefits for distribution to key customers, clients and employees as outlined below:

- a. 30 one-day tickets to ArtiGras (value \$330)
- b. 18 passes to VIP Hospitality area (value \$1,800), 6 per day Saturday through Monday, provides complimentary lunch and beverages
- c. 6 three-day passes (value \$132), allowing guests to enter the event on all three days with one tickets
- d. 4 passes to the ArtiGras Kick-Off Party (value \$400), showcasing the commemorative poster unveiling and cocktail party



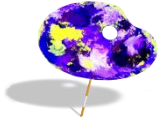
2. **Internet Site.** Your logo will be included on the ArtiGras internet site from now through June 2018. A hyperlink can be included to your web site if web address is provided to ArtiGras staff.
3. **Full Promotional Rights.** Your company logo will be included on the following ArtiGras print collateral:
 - a. Official Event program
 - b. Sponsor Recognition billboard posted prominently at the event site all three days
 - c. Promotional rack card (distributed in visitor's centers, rental car agencies and hotels prior to the event)
 - d. Post-event "Thank You" e-blast
4. **Extensive On-Site Presence.** Sponsor will have access to patrons through the following opportunities:
 - a. 12' x 12' space to be used to promote your company and its services to our audience. One 10' x 10' tent with four sidewalls, electric, one 8' table and two chairs are included. Sponsor is responsible for all décor, promotions, signage, and giveaways. You may use the space to display and sample products, distribute literature or coupons, conduct consumer research, solicit product feedback or build your database. We encourage all sponsors to conduct an art-related and/or family friendly activity from your booth to attract attendees. All activities and promotions must be preapproved by ArtiGras staff.
 - b. Placement of 1 Sponsor logo banner no larger than 10' x 4' throughout festival grounds. Banners must be delivered to ArtiGras staff at a to be determined date. Placement to be determined by ArtiGras staff.
5. **Exclusive rights to Official Title Area Sponsorship.** As the Official Title Area sponsor, sponsor will have top-level title sponsor trademark recognition as outlined below:
 - a. Sponsor name will be included as Official Title Sponsor in all press releases related to Title area.
 - b. Sponsor name will be included on festival map designating where Title area is located.
 - c. All signage related to Title area will include sponsor logo. ArtiGras will create a minimum of two large signs designating the entrance and exit of the Title area.
 - d. Sponsor will be recognized in the special insert in **The Palm Beach Post** with a distribution of over 42,000 copies throughout Palm Beach County.
6. **Post event items.** Sponsor will receive the following items within 45 days of the completion of the event:
 - a. Sponsor will receive a detailed report following ArtiGras including media affidavits, press clippings, copies of all promotional pieces and a full media marketing profile of event attendees.
 - b. Sponsor will receive one (1) unframed and signed ArtiGras commemorative posters as well as one (1) framed and unsigned ArtiGras commemorative posters.



Presidential Sponsor | \$3,850 or \$7,500 for premium location

1. **Tickets and Hospitality.** Hospitality / Entertainment benefits for distribution to key customers, clients and employees as outlined below:
 - a. 24 one-day tickets to ArtiGras (value \$264)
 - b. 12 passes to VIP Hospitality area (value \$1,200), 4 per day Saturday through Monday, provides complimentary lunch and beverages
 - c. 4 three-day passes (value \$88), allowing guests to enter the event on all three days with one tickets
 - d. 4 passes to the ArtiGras Kick-Off Party (value \$400), showcasing the commemorative poster unveiling and cocktail party
2. **Internet Site.** Your logo will be included on the ArtiGras internet site from now through June 2018. A hyperlink can be included to your web site if web address is provided to ArtiGras staff.
3. **Full Promotional Rights.** Your company logo will be included on the following ArtiGras print collateral:
 - a. Official Event program
 - b. Sponsor Recognition billboard posted prominently at the event site all three days
 - c. Post-event "Thank You" e-blast
4. **Extensive On-Site Presence.** Sponsor will have access to patrons through the following opportunities:
 - a. 12' x 12' space to be used to promote your company and its services to our audience. One 10' x 10' tent with four sidewalls, electric, one 8' table and two chairs are included. Sponsor is responsible for all décor, promotions, signage, and giveaways. You may use the space to display and sample products, distribute literature or coupons, conduct consumer research, solicit product feedback or build your database. We encourage all sponsors to conduct an art-related activity from your booth to attract attendees. All activities and promotions must be pre-approved by ArtiGras staff.
5. **Post event items.** Sponsor will receive the following items within 45 days of the completion of the event:
 - a. Sponsor will receive digital photos of the event including photos and a highlight recap.
 - b. Sponsor will receive two unsigned, unframed commemorative posters or one signed and framed poster and one unsigned, unframed poster for premium location Sponsor.

BUSINESS PARTNER SPONSORSHIPS



PLATINUM SPONSOR | \$2,500

- COMPANY NAME LISTED ON ARTIGRAS WEB SITE AND OFFICIAL EVENT PROGRAM
- 18 VIP TICKETS (4 PER DAY) - LUNCH AND BEVERAGES INCLUDED
- 30 ONE-DAY GENERAL ADMISSION TICKETS
- 6 TICKETS GOOD FOR ENTIRE WEEKEND
- 4 TICKETS TO KICK-OFF PARTY



BLUE SPONSOR | \$1,500

- COMPANY NAME LISTED ON ARTIGRAS WEB SITE AND OFFICIAL EVENT PROGRAM
- 12 VIP TICKETS (4 PER DAY) - LUNCH AND BEVERAGES INCLUDED
- 20 ONE-DAY GENERAL ADMISSION TICKETS
- 6 TICKETS GOOD FOR ENTIRE WEEKEND
- 4 TICKETS TO KICK-OFF PARTY



RED SPONSOR | \$500

- COMPANY NAME LISTED ON ARTIGRAS WEB SITE AND OFFICIAL EVENT PROGRAM
- 6 VIP TICKETS (2 PER DAY) - LUNCH AND BEVERAGES INCLUDED
- 12 ONE-DAY GENERAL ADMISSION TICKETS
- 4 TICKETS GOOD FOR ENTIRE WEEKEND
- 2 TICKETS TO KICK-OFF PARTY



WHITE SPONSOR | \$250

- COMPANY NAME LISTED ON ARTIGRAS WEB SITE AND OFFICIAL EVENT PROGRAM
- 6 ONE-DAY GENERAL ADMISSION TICKETS
- 2 TICKETS GOOD FOR ENTIRE WEEKEND
- 2 TICKETS TO KICK-OFF PARTY



ARTIGRAS BY THE NUMBERS



HOURS OUR
VOLUNTEERS WORK

1,000+

2,000

STUDENTS IN PALM BEACH COUNTY
SCHOOLS BENEFIT FROM DONATIONS
MADE TO THEIR CLASSROOMS

HOURS TO MAKE ARTIGRAS
A HUGE SUCCESS

10,000

TENS OF
THOUSANDS

OF PATRONS VISIT THE
SHOW THROUGHOUT THE
THREE-DAY WEEKEND

ARTISTS TRAVEL A COMBINED
TOTAL OF MORE THAN

250,000

MILES TO EXHIBIT THEIR WORK

YES, I want to become a Business Partner of ArtiGras 2018 at the following level:

____ **Platinum Level Sponsor - \$2,500**

____ **Red Level Sponsor - \$500**

____ **Blue Level Sponsor - \$1,500**

____ **White Level Sponsor - \$250**

PLEASE COMPLETE AND RETURN BY EMAIL TO JEANNE@PBNCHAMBER.COM.

QUESTIONS? CONTACT JEANNE FORD: (561) 748-3952 OR JEANNE@PBNCHAMBER.COM.

THIS FORM MUST BE RECEIVED BY 1/10/18 TO BE INCLUDED IN PRINT MATERIALS.

Calendar

2018 International Days

January 9, 2018 – February 11, 2018 @ 8:00 AM – 6:00 PM

Location: Tallahassee, Florida

[VIEW DETAILS](#) →

Florida Ports Council Spring Board Meeting & Legislative Forum

January 31, 2018 – February 1, 2018 @ 11:00 AM – 5:00 PM

Location: Hotel Duval, Tallahassee

[VIEW DETAILS](#) →

Florida Ports Council Spring D.C. Fly-In

March 27, 2018 – March 29, 2018 @ 8:00 AM – 6:00 PM

Location: Washington, D. C.

[VIEW DETAILS](#) →

Florida Ports Council Summer Board Meeting

May 23, 2018 @ 9:00 AM – 4:00 PM

Location: Hyatt Regency Orlando International Airport

[VIEW DETAILS](#) →

Florida Ports Council Annual Board Meeting

September 5, 2018 – September 6, 2018 @ 8:00 AM – 6:00 PM

Location: The Renaissance Vinoy

[VIEW DETAILS](#) →

Florida Trade & Logistics Summit – 2019

February 4, 2019 – February 6, 2019 @ TBD

Location: Disney's Contemporary Resort

[VIEW DETAILS](#) →

