



FACT SHEET - FlaRF

WHO: Produced by National Award Winning *Bobby Rodriguez Productions, Inc.*

WHAT: A **FIVE**-weekend event featuring:

- * Knights in full armor JOUSTING, SWORD FIGHTING, and performing TOURNAMENT GAMES in the tradition of the day by internationally recognized professional artists
- * BIRDS of PREY - in full flight by a Master Falconer
- * TWELVE STAGES - with continuous entertainment
- * Educational demonstrations - period trades and crafts
- * Hundreds of costumed PROFESSIONAL PERFORMERS - lending atmosphere and authenticity to the event
- * Over 120 ARTISANS - demonstrating, exhibiting and selling their wares
- * Delicacies of the Middle Ages to tempt the palate - FOOD FIT FOR A KING
- * MERCHANT'S MARKETPLACE - sponsors display their wares
- * KID'S KINGDOM - educational demonstrations, competitions and exhibits

WHEN: February 12, 13, 19, 20, 21, 26, 27 & March 5, 6, 12, 13, from 10 am to 6 pm; including Monday President's Day Feb. 21st + Two SCHOOL DAYS – February 9 & 10, from 9:30 - 2:30

WHERE: Hosted by Broward County Parks and Recreation at: **Quiet Waters Park in the City of Deerfield Beach**

WHY: To create an entertaining, cultural and educational opportunity by making history come to life for both children and adults. To gain insight and appreciation of the era known as the Renaissance.

PRICES: Adults - \$15 (+tax) Children (5-12) - \$5.00 Under 5 - FREE
Advanced sale prices, season & weekend passes, and group discounts available.

PAST SPONSORS HAVE INCLUDED: AT&T, A&E Network + HISTORY CHANNEL, WARNER BROS.-WB39 WDZL, HERSHEY, THE HERALD, THE SUN-SENTINEL, COCA-COLA, PEPSI, WINN-DIXIE, GUINNESS IMPORTS, BASS & HARP BEER, WARNER BROTHERS, WKIS, WLRN, WLVE Radio, EL HERALDO NEWSPAPER, TRI-RAIL, COMCAST COMMUNICATIONS, KIKKOMAN FOODS, LEASA FOODS, DIGITAL CITIES SOUTH FLORIDA, CITY OF DEERFIELD BEACH, DEERFIELD BEACH CHAMBER OF COMMERCE, GREATER FT. LAUDERDALE CONVENTION AND VISITORS BUREAU, BROWARD CULTURAL AFFAIRS, BORDERS BOOKS, SPIRIT AIRLINES, VIRGIN ATLANTIC, CABOT CHEESE, PUBLIX SUPERMARKETS, UNION PLANTERS BANK

ATTENDANCE: Exceeds 100,000 upper-middle income individuals, predominantly with families and college educations.

PATRON DEMOGRAPHICS:

Age: 25-34=27%; 35-44=24%; 45-54=17%; 18-24=10%; under 18=10%

Average Income: \$49,000 - \$79,000=47%

Residence: FL Residence=94%; Broward=60%; Palm Bch.=23%; Dade=17%

AWARDS:

National: *Special Events Magazine* Gala Awards “Best Festival” and “Best Event”

IFEA Pinnacle Award “Best Wedding”

Regional: *South FL Parenting Magazine* - “Best Outdoor Event” 5 consecutive years

FFEA - “Best”... TV ad... Radio spot... Souvenir... Photo... Poster... Brochure... Promotion...

Community Partnership... Commemorative Poster... Event Photo

Southeast Tourism Society - “Top 20 Events”

Biz Bash - “Florida’s 50 Hottest Annual Events”

MARKETING: Over \$450,000 in print and electronic media.

PRINT

- * Display ads in *The Sun-Sentinel*, *The Herald*, *El Heraldo de Broward*, *City Link*, *New Times*, *Palm Beach Post* and others
- * Festival Home Page (www.Ren-Fest.com)
- * Flyer distribution
- * Street banners
- * Pole banners
- * Billboards
- * Electric Highway signs (I-95, Turnpike, Sawgrass)

POSTERS - 4,000 four-color 18” x 24” posters will be distributed throughout the area to:

- * Schools
- * Supermarkets
- * Shopping Centers
- * Hotels
- * Trains

BROCHURES - 400,000 full-color brochures to be distributed through:

- * Mailing Lists
- * Broward County Parks & Recreation
- * Tourist information centers throughout the State
- * Hotels
- * Libraries
- * and other Festivals

<p>4 Children's Sake A Child is Missing American Red Cross Alexander W. Dreyfoos School of the Arts Ann Storck Center, Inc. Association for Retarded Citizens Broward County Arts Teacher of the Year Boys & Girls Club of Broward Broward Children's Center, Inc. Cleveland Clinic HIV Ward Coral Springs Mothers of Multiples Club Epilepsy Foundation FFEA FLAUSA Family Central Fr. Joe Gallant Ft. Lauderdale International Film Festival</p>	<p>Girl Scouts of Broward James Jr. Fund Joe DiMaggio Cancer Care Unit Kids In Distress Levis JCC Love Jen Luz del Mundo Make-a-Wish March of Dimes Musuem of Discovery and Science Nova SE University Prestige Club South Florida Blood Bank St. Jude Children's Hospital Visit Florida Winterfest Young at Art</p>
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NON-PROFIT SUPPORT:

INFORMATION: *Bobby Rodriguez, Executive Director*

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