



# Florida Renaissance Festival

## 2009 FACT SHEET

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

**WHAT:** The Florida Renaissance Festival began 17 years ago as a one weekend event and has grown to encompass 5 weekends, President's Day and Student Day(s)

- \* Knights 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 PERFORMERS - lending atmosphere and authenticity to the event
- \* Over 100 ARTISANS - demonstrating, exhibiting and selling their wares
- \* Delicacies of the Middle Ages to tempt the palate - FOOD FIT FOR A KING
- \* ROYAL FEAST – 5 Course Gourmet Meal Served Once a Day, Feast Ticket includes: Admission; Meal; Unlimited Beer, Wine and Soft Drinks; Exclusive Entertainment & Preferred Seating at Final Joust
- \* CORPORATE COURTYARD - sponsors display their products and services
  - Albertson's KID'S KINGDOM – children's play area, games, crafts, historical information and bounce house

**WHEN:** February 7 - March 8, 2009 from 10 am to Sunset; including Monday President's Day Feb. 16th + school day(s), (Dates TBA), from 9:30am-2:30pm

**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 - \$20.00 (including tax) Children (6-12) - \$7.00 (including tax) Under 6 - FREE  
Royal Feast - \$63.00 (includes festival admission). Advanced sale prices, season, and group discounts available.

**PRESENT & PAST SPONSORS HAVE INCLUDED:** ALBERTSON'S, AT&T, A&E Network + HISTORY CHANNEL, BASS & HARP BEER, BERINGER WINE/FOSTERS WINE ESTATES, BIG 105.9FM, BORDERS BOOKS, BRIGHT STAR CREDIT UNION, BROWARD COUNTY TRANSIT, BROWARD CULTURAL AFFAIRS, CABOT CHEESE, CAPTAIN MORGAN, CITY OF DEERFIELD BEACH, COAST FM, COCA-COLA, COMCAST, COMMUNITY BANK OF BROWARD, CRYSTAL SPRINGS WATER, DEERFIELD BEACH CHAMBER OF COMMERCE, EL HERALDO NEWSPAPER, EL SENTINEL, FLORIDA LOTTERY, FT. LAUDERDALE CONVENTION AND VISITORS BUREAU, GATOR 98.7FM, GUINNESS IMPORTS, THE HERALD, HERSHEY, HESS EXPRESS, MEGA 94.9FM, NEW TIMES, PEPSI, PUBLIX, QUALITY COMMUNICATIONS, SOUTH FLORIDA.COM, SPIRIT AIRLINES, SOUTH FLORIDA PARENTING, THE SUN-SENTINEL, TRI-RAIL, UNION PLANTERS BANK, VAN DEE SERVICES, VIRGIN ATLANTIC, WARSTEINER BEER, WARNER BROS.-WB39 WDZL, WINN-DIXIE, WKIS, WLRN, WRMF, WLVE - LOVE 94 RADIO

**ATTENDANCE:** Nearly 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", "Best Wedding"  
*IFEA Pinnacle Award* "Best Event", *IFEA Pinnacle Awards for 2005-* "Best Photo"

**Regional:** *FFEA* – "2005 SUNsational Professional of the Year" Awarded to Bobby Rodriguez, Producer, 2006 – Best Partnership Program

*FFEA* - "Best"... TV ad... Radio spot... Souvenir... Event Photo... Brochure... Promotion...  
Community Partnership... Commemorative Poster...Best T-Shirt...Best Web Site

*South FL Parenting Magazine* - "Best Outdoor Event" 7 years in a row

*Southeast Tourism Society* - "Top 20 Events"

*Biz Bash* - "Florida's 50 Hottest Annual Events"

*Boca Life Magazine* - "Best Festival for Kids 2005"

*South Florida Blood Bank*- Everyday Hero

*The New Times*- Best Festival in Broward

**MARKETING: Over \$500,000 in print and electronic media.**

**ADVERTISING**

- \* Display ads in *The Sun-Sentinel*, *The Miami Herald*, *El Heraldo de Broward*, *City Link*, *New Times*, *Palm Beach Post* and others
- \* Radio- KISS Country, BIG 106, LOVE 94, MAJIC 102.7, LITE 101.5, Y-100, 93 ROCK, Coast 97.3
- \* TV-Comcast
- \* Online: SouthFlorida.com and Sun-Sentinel.com, all radio station websites
- \* Festival Home Page ([www.Ren-Fest.com](http://www.Ren-Fest.com))
- \* Flyer distribution
- \* Street banners
- \* Pole banners
- \* Billboards

\* Electronic Highway signs (I-95, Turnpike, Sawgrass)

**POSTERS** - four-color 18" x 24" posters will be distributed throughout the area to:

- \* Schools
- \* Supermarkets
- \* Shopping Centers
- \* Hotels
- \* Mass Transit

**BROCHURES** - full-color brochures to be distributed through:

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

<p><b>Charity Partnerships:</b> 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 &amp; Girls Club of Broward Broward Children's Center, Inc. South Florida Welcome Centers Coral Springs Mothers of Multiples Club Epilepsy Foundation FFEA FLAUSA Family Central Fr. Joe Gallant Ft. Lauderdale International Film Festival Gateway Community Outreach</p>	<p>Girl &amp; Boy Scouts of Florida James Jr. Fund Joe DiMaggio Cancer Care Unit Kids In Distress Levis JCC Love Jen Luz del Mundo Make-a-Wish March of Dimes Museum of Discovery and Science Nova SE University Prestige Club RESCU South Florida Blood Bank St. Jude Children's Hospital Visit Florida Winterfest Young at Art Billy Raven Foundation</p>
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\* and other Festivals

**PROGRAMS** - full-color brochures to be distributed:

- \* To all patrons attending event

## **CONTACT INFORMATION:**

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Vicki Patterson, Sponsorship & Marketing  
Coordinator

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