



2025 FACT SHEET

WHO: Produced & directed by National Award-Winning Event Producer, *Bobby Rodriguez*

WHAT: The Florida Renaissance Festival began over 32 years ago as a two-day event and has grown to encompass **8** consecutive, Individual Themed Weekends at Quiet Waters Park, featuring:

- * Knights Jousting on Noble Steeds, dramatic Sword Fighting, and exciting Tournament Games in the Tradition of the Day, executed by Internationally- recognized professional performers
- * Bird Show - Magnificent raptors in Full-flight Demonstrations by a Master Falconer
- * 12 Unique Stages with a continuous variety of Exciting Entertainment for all ages
- * Historical and Educational Demonstrations, ongoing throughout the day
- * Hundreds of brilliantly costumed Performers provide Atmosphere and Authenticity to the Festival
- * Artisan Marketplace featuring over 100 Master Artisans exhibiting and selling their handmade wares
- * Delicacies of the Middle Ages to tempt the palate and quench your thirst, a Cornucopia of Amazing Foods and Beverages Fit for a King and Queen!
- * Games, Crafts, Historical Information, an event for friends and families.

WHEN: Feb 1st - March 23rd, 2025 – Sat & Sun's – 10 am to Sunset

WHERE: Quiet Waters Park in Deerfield Beach, Broward County, Florida (South East Florida)

WHY: To create a Uniquely Entertaining, Cultural, Educational and Family-Friendly Event by Bringing History to Life!

PRICES: Adults - \$36, Children (age 6-11) - \$15, Children 5 and under are Free!
Pre-Show Sales, Season Passes, VIP Parking, and Group Discounts are available!

PRESENT & PAST SPONSORS HAVE INCLUDED:

Albertson's	Culture Owl	South Florida Parenting
AT&T	Crystal Springs Water	Sunbelt
A&E Network & History Channel	DeerfieldBeachChamberComerce	Sun Sentinel
Barrel of Monks	Crystal Springs Water	Supercon
Bass & Harp Beer	Deerfield Beach COC	Tri-Rail
Beringer Wine	Direct 2 Fulfillment	Forum Publishing
Big 105.9	El Heraldo Newspaper	Unibroue
Borders Books	El Sentinel	Union Planters Bank
Bright Star Credit Union	Forum Publishing	Van Dee Services
Broward County	Funky Buddha	Virginia Key Beach Park Trust
Broward County Library	GreaterFortLauderdale Convention & Visitors Bureau	Virgin Atlantic
Broward County Transit	Guinness	Visit Lauderdale
Broward Cultural Affairs	The Herald	Warsteiner Beer
Burger King	Hershey	Warner Bros-WB39
Cabot Cheese	Hess Express	WDZL
Captain Morgan Rum	Jeren Tropicals	Winn Dixie
Centennial Bank	Keys Meads	Winterfest
Chaucers Mead	Mega 94	WKIS - Radio
City of Deerfield Beach	Miami Herald	WLRN - Radio
City of Miami	Museum of Discovery & Science	WRMF - Radio
Coast FM	New Times	WRMF - Radio
Coca-Cola	Pepsi	WSVN-7 - TV
Comcast	Publix	Quality Communications
Comcast NBC Universal	Sapporo	Xfinity
Community Bank of Broward	SouthFlorida.com	Y100 Miami
Copa DiVino	Spirit Airlines	yELP

ATTENDANCE: 120,000 - Upper-Middle income, College-Educated families with disposable income. 25% were first-year attendees

PATRON DEMOGRAPHICS:

Age: under 12=10% 13-24=13% 25-34=25% 35-54=36% 55-64=12% over 65=4%

Average Income: \$79,000 - \$99,000=40% over \$100,000 =18%

Residence: By County: Broward = 45% Miami/Dade = 25% Palm Beach = 23%
South FL Residence = 93% Out-of-towners & Tourists = 7%

AWARDS:

International:

International Festivals and Events Association:

IFEA Pinnacle Award -2014 Silver: Best Festival;/Event Mobile Application

IFEA Pinnacle Award -2005 Bronze: Best Special Event

IFEA Pinnacle Award -1998 Silver: Best New Event

National:

Special Events Magazine Awards “Best Festival”, “Best Wedding”

Regional:

South Florida Parenting Kids Crown Award - 2018 Best Family Event Broward

South Florida Parenting Kids Crown Award - 2017 Best Family Event

South Florida Parenting Kids Crown Award - 2016 Best Family Event

South Florida Parenting Kids Crown Award - 2015 Best Family Event

Broward Family Life - 2017 – Favorite Family Festival

Broward Family Life - 2016 Favorite Special Event

Broward Family Life - 2013 Favorite Family Festival

City of Deerfield Beach Official Proclamations:

“Florida Renaissance Festival Days”-February 10th-March 25th, 2018

“Florida Renaissance Festival Day”- January 13th, 2015

Florida Festival & Events Association:

FFEA – 2023 1st Place Billboard

FFEA – 2023 3rd Place Commemorative Poster

FFEA – 2023 3rd Place Radio Ad

FFEA – 2022 1st Place Billboard

FFEA – 2022 1st Place Emergency Action Plan

FFEA – 2020 1st Place Billboard

FFEA – 2019 1st Place Award Television Program

FFEA – 2018 1st Place Award for Outdoor Advertisement/Billboard

FFEA - 2018 2nd Place Award for Best Website

FFEA - 2017 1st Place Award for Best Outdoor Ad Installation

FFEA - 2017 1st Place Award for Best Promotional Poster

FFEA - 2016 1st Place Award for Best Promotional Poster

FFEA - 2016 2nd Place Award for Best Outdoor Advertisement

FFEA - 2016 3rd Place Award for Best Photo

FFEA - 2014 1st Place Award for Best Mobile App

FFEA - 2014 2nd Place Award for Best Promotional Poster

FFEA - 2014 3rd Place Award for Best Photo

FFEA - 2013 1st Place Award for Best Mobile App

FFEA - 2013 2nd Place Award for Best Website

FFEA - 2013 3rd Place Award for Best Poster

FFEA - 2013 3rd Place Award for Best Partnership Program

FFEA - 2011 SUNsational Award for Best Partnership Program

FFEA - 2011 SUNsational Award for Best Social Media Marketing Campaign

FFEA - 2011 SUNsational Award for Best Radio Ad

FFEA - 2011 SUNsational Award for Best Photo
FFEA - 2011 SUNsational Award for Best Promotional Poster
FFEA - 2010 Award for Best Website
FFEA - 2010 Award Best Program Within An Event for Pet's Weekend
FFEA - SUNsational Award for "Professional of the Year" Awarded to Bobby Rodriguez, Producer.
FFEA – Award Best Partnership Program
FFEA - Previous Years' Awards for "Best": TV ad, Radio spot, Souvenir, Event Photo, Brochure, Promotion Award, Community Partnership, Commemorative Poster Award, Best T-Shirt Award, Best Website Award

Greater Miami Festivals and Events Association :

GMFEA- 2017 – Hall of Fame Award to Producer Bobby Rodriguez

Biz Bash – 2018 List of Top 10 Events in Miami/South Florida
Named "Florida's 50 Hottest Annual Events"

Hermes Award – Best Website Design – 2016

Boca Life Magazine – Named "Best Festival for Kids"

South Florida Blood Bank- Named the "Everyday Hero"

The New Times- Named "Best Festival" in Broward"

Winterfest Boat Parade 2018 – Kaye Pearson Award/Spirit of Innovation
(shared with Bluefoot Pirate Adventures)

Winterfest Boat Parade -2016- Best Overall Charter 40'-59' in Parade

South FL Parenting Magazine – Named "Best Outdoor Event" 7 years in a row

Southeast Tourism Society -2006- Named "#1 of the Top 20 Events in The Southeast"

Southeast Tourism Society -2004- Named "#1 of the Top 20 Events in The Southeast"

MARKETING: Over \$700,000 in print and electronic media (including in-kind)

ADVERTISING

- * **Print** : display ads in The Sun-Sentinel, The Miami Herald, New Times, Palm Beach Post
- * **Radio** : KISS Country, BIG 106, MAJIC 102.7, Y-100, Coast 97.3, WLRN
- * **TV** : COMCAST NBC Universal; WSVN channel 7; NBC 6; Univision
- * Public Relations with exposure on all major **TV networks** including Local 10, Deco Drive, Univision, Tele Mundo.
- * **Online:** SouthFlorida.com and Sun-Sentinel, Miami Herald, all radio station websites
- * **Website:** Festival Home Page (www.Ren-Fest.com)
- * **Facebook** Page and many other social media outlets (ex: **Tik Tok, Twitter, Instagram, Yelp**)
- * **Physical: Billboards, Street banners and Pole banners**
- * (VMBs) **Electronic Highway Signs** (I-95, Turnpike, Sawgrass Expressway)

POSTERS – (1000) 18” x 24” Color posters will be distributed throughout South Florida

BROCHURES – 100,000 full-color brochures to be distributed through:

- * Sponsor Businesses
- * Broward County Parks & Recreation
- * Tourist Information Centers throughout the State
- * Tri-County Hotels
- * Public Libraries
- * Other Festivals and Attractions

Community Organizations and Associations that have been involved with the Festival:

4 Children's Sake
A Child is Missing
American Red Cross
Alexander W. Dreyfus School of the Arts
Ann Stork Center, Inc.
Artserve
Association for Retarded Citizens
Broward County Arts Teacher of the Year
Boys & Girls Club of Broward
Broward Children's Center, Inc.
South Florida Welcome Centers
Coral Springs Mothers of Multiples Club
Deerfield Beach Chamber of Commerce
Epilepsy Foundation
Florida Festival & Events Association(FFEA)
FLAUSA
Family Central
Ft. Lauderdale International Film Festival

Gateway Community Outreach
Girl & Boy Scouts of Florida
Greater Miami Festival & Events
Association(GMFEA)
International Festivals & Events Association(IFEA)
James Jr. Fund
Joe DiMaggio Cancer Care Unit
Kids In Distress
Levis JCC
Love Jen
Light of the World Clinic
Make-a-Wish Foundation
March of Dimes
Museum of Discovery and Science
Nova Southeastern University
Prestige Club
Rotary Club of Fort Lauderdale
St. Jude Children's Hospital
Visit Florida

CONTACT INFORMATION:

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A Bobby Rodriguez Production