



STATE OF Florida  
COUNTY OF Broward

The foregoing instrument was acknowledged before me this 19th day of June, 2012, by Dan H. Barnett, as President for Wizard Entertainment, Inc.



CARRIE L. KEOHANE  
MY COMMISSION # EE 120215  
EXPIRES: November 9, 2015  
Bonded Thru Budget Notary Services

Carrie L. Keohane  
(Signature of Notary Public)

(SEAL)

Carrie L. Keohane  
(Print, Type, or Stamp Commissioned Name of Notary Public)

Personally Known  OR Produced Identification

Type of Identification Produced \_\_\_\_\_



## **2012 Saturday Nite Alive – 11 Events & Annual Web**

Nov. 1, 2011

BID Advisory Board/CRA BRAB

**EVENT OVERVIEW:** SATURDAY NITE ALIVE is a series of FREE events that features over 20 live entertainers/acts, dozens of street vendors, hotel and restaurant specials and reduced parking rates with the Atlantic Ocean serving as the backdrop. The event showcases the Fort Lauderdale Beach destination to Tri-County area residents and visitors/tourists. Attendees can dine at 20 restaurants and outdoor cafes, enjoy cocktails at the many patio and oceanfront lounges and stroll along the beach for their choice of indoor or outdoor entertainment.

**WHEN:** 11 Events on Saturday Nights from 7PM – 11PM as follows:  
JUNE 2 – AUG 11, 2012

**WHERE:** Entertainment Event site - A1A from Bubba Gumps (south) to The Ritz Carlton (north)  
We will market all of the businesses within the BBID AND CRA areas.

**ANNUAL WEBPAGE** [www.MyFortLauderdaleBeach.com](http://www.MyFortLauderdaleBeach.com)

**BUDGET \$8,400.00**

Upon budget approval Wizard will coordinate with the City PIO and with Beach Event Planners to update the website to include all major beach events i.e. Light Up The Beach, Boat Show, Pro Beach Volleyball, etc. We will include link to the event website and beach business websites. The budget includes a monthly update of the site as well to include special promotions for beach businesses.

**ENTERTAINMENT/VENDORS**

**BUDGET \$51,700.00**

Eight (8) live acts will be contracted each event using the SNA budget and set up on the sidewalk area on the west side of A1A and in the Promenade area. The acts will be set up strategically between the beach businesses hired acts to maintain a high-energy feel within the entertainment district of the beach. Acts range from solo sax, Asian drummers to fire dancers. We will feature a Junkanoo Band as a highlight that will travel up and down A1A. The street also comes "ALIVE" with energy from the street vendors that provide fun shopping and browsing.

**STAFF/LABOR/MISC**

**BUDGET: \$19,956.00**

City police, Event Producer, office supplies, Production Coordinator, misc. expenses, Project Manager

**1720 NE 23 Ave • Fort Lauderdale, FL 33305  
Phone 954-564-8300 • Fax 954-827-8400**



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### **MARKETING**

#### **BUDGET \$65,777.33**

Wizard works with AMBIT Advertising for ad placement/pricing and target the following:

A1A Pole Banners & Street Banners

Sun-Sentinel Showtime

WSFL

Event Posters

Pocket Folders

Sky tracker

Website: [www.MyFortLauderdaleBeach.com](http://www.MyFortLauderdaleBeach.com)

Facebook Saturday Nite Alive

Twitter SatNiteAlive

### **EXPENSE RECAP**

**SUB-TOTAL EXPENSES: \$145,833.33**

**WIZARD FEE: 20% of total event cost = \$29,166.67**

**TOTAL EXPENSE BUDGET: \$175,000.00**

**SPONSORSHIP:** Our sponsorship goal is to raise a minimum of \$45,000.00 net to cover the Wizard Fee and additional marketing. Sponsor targets include: Premier Beverage, Isle Casino, JM Lexus, etc. Any monies raised over the total budget amount of \$175,000.00 will be allocated toward marketing.

### **FUNDING RECAP:**

**BBID \$80,000.00**

**BRAB \$50,000.00**

**SPONSORSHIP \$45,000.00**

**TOTAL: 175,000.00**

We look forward to another successful Saturday Nite Alive event series.

Dan Barnett

President/Executive Producer

Wizard Entertainment

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