

DISCOVER
Homestead
The Future Lives Here

PRESENTS

Winter
Wonderland

SEE YOU AT LOSNER PARK
NOVEMBER 22 - JANUARY 18

A MAGICAL HOLIDAY EXPERIENCE IN THE HEART OF HOMESTEAD

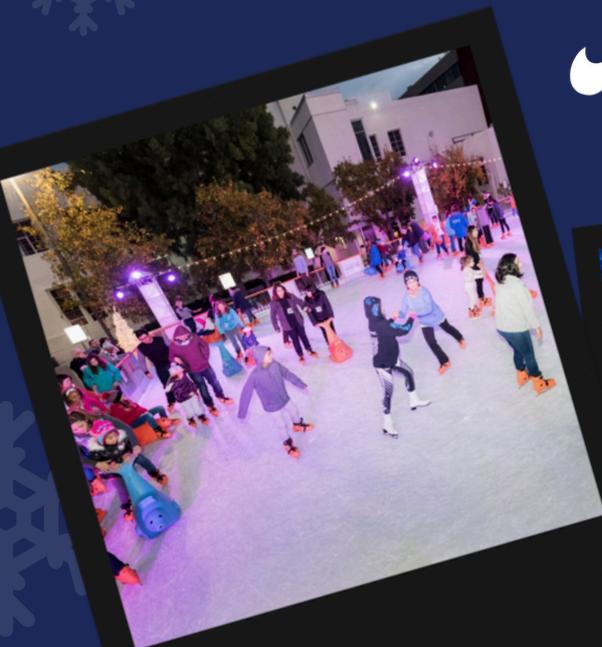


ABOUT US

DISCOVER HOMESTEAD

The Discover Homestead initiative seeks to position Homestead as a must-visit destination by creating a signature holiday tradition through Winter Wonderland. By delivering a first-of-its-kind seasonal event anchored by an outdoor ice rink, Homestead will attract visitors, stimulate downtown vibrancy, and showcase the City's unique blend of small-town charm and cultural vitality.

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BRINGING ROCKEFELLER VIBES TO SOUTH FLORIDA

- Outdoor Ice Rink - 1st Ever in Homestead
- Holiday Celebration Reimagined for the Region
- Downtown Transformed into a Festive Wonderland
- Establish Homestead as a Premier Holiday Destination

Event Dates: November 22, 2025 to January 18, 2026
(multi-week seasonal event, not just a one-day celebration)



WHY SPONSOR?



Visibility: Logo placement and recognition with 15,000 attendees

Community Impact: Support family-friendly holiday traditions

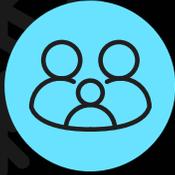
Brand Alignment: Association with Homestead's signature event

Exclusive Reach: Regional Audience drawn from Miami-Dade and beyond

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AUDIENCE PROFILE



Families

Local & Regional Day-trippers



Young Professionals

Seeking Unique Holiday Outings



Tourists

Part of the *Discover Homestead* Initiative



Projected Attendance

15,000+ Visitors across Event Season

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EVENT FEATURES



Outdoor Ice Skating Rink



Holiday Tree Lighting Ceremony



**Live Music, Entertainment Stage,
Karaoke Night, Holiday Caroling &
Concert Series**



Art in Public Places Activations



**Farmers Market and Guest
Appearances**



**Live Performance at Seminole
Theater**

SPONSORSHIP OPPORTUNITIES



PREMIER SPONSOR - \$50,000

Premier Branding

Your brand will take center stage with prominent logo placement on both the ice rink and the main stage, shout out on all social media posts on all city platforms as a premier sponsor, and radio and billboard advertisements.

Speaking Role at Tree Lighting Ceremony

Enjoy the honor of addressing the community during the beloved tree lighting ceremony—an opportunity to connect directly with thousands of attendees at one of Homestead's most memorable events.

Branded Activation Zone

Showcase your brand in a dedicated activation space where you can engage families and visitors through interactive experiences, giveaways, or product displays for the entire 60-day activation.

Private Skate Night (up to 200 guests, a \$4,000 value)

Treat your team, clients, or special guests to an exclusive private skating session. This unique experience is hosted Monday-Wednesday (based on availability) and offers a fun, memorable way to celebrate the season.

Unforgettable Experiences and Perks

Enjoy three complimentary tickets to a performance of your choice at the historic Seminole Theatre, redeemable through July 2026. You will also receive two suite tickets to the 2026 NASCAR Championship Race at Homestead-Miami Speedway—an unforgettable, high-energy experience in one of racing's biggest events.



SUPPORTING SPONSOR - \$25,000

Comprehensive Visibility & Recognition

Your brand will be prominently featured on event signage and media, highlighted in all social media shoutouts, showcased through a dedicated on-site activation space, and recognized in Winter Wonderland radio advertisements.

Speaking Role at Premier Event Nights + Tree Lighting Recognition

Enjoy a speaking role at up to two premier event nights, with special on-stage recognition during the Tree Lighting Ceremony to spotlight your support before a citywide audience.

Exclusive Entertainment Experience

Receive two complimentary tickets to a performance of your choice at the Seminole Theatre, redeemable through July 2026.

Branded Booth Opportunities

Host a booth to engage directly with attendees, showcase your products or services, and create memorable interactions with families and visitors.

Private Skate Night (up to 100 guests, \$2000 value)

Treat your team, clients, or special guests to an exclusive private skating session. This unique experience is hosted Monday-Wednesday (based on availability) and offers a fun, memorable way to celebrate the season.



COMMUNITY SPONSOR - \$10,000

Logo on Select Signage, Website & Printed Materials

Receive brand recognition on select Winter Wonderland signage, the official event website, and printed materials that reach thousands of community members.

Premier Booth Space at Winter Wonderland

Secure a prime booth location for a designated period during the Winter Wonderland event, giving your brand maximum exposure and direct engagement with attendees.

Recognition at the Tree Lighting Ceremony

Be acknowledged during the tree lighting ceremony, sharing in the spotlight of this beloved tradition and reinforcing your commitment to the Homestead community.

Targeted Social Media Recognition

Receive up to 5 shoutouts on the City's social media platforms, spotlighting your support and reaching thousands of followers in the lead-up.



FRIENDS OF WINTER WONDERLAND

\$2,500

Logo on Website & Social Media

As a friend of the Winter Wonderland, your brand will be highlighted on the official Winter Wonderland website and social media platforms, reaching thousands of followers and attendees online.

Listing in the Event Guide

Be included in the official event guide, ensuring your support is visible to attendees throughout the Winter Wonderland festivities.

Recognition at the Tree Lighting Ceremony

Be acknowledged during the tree lighting ceremony, sharing in the spotlight of this beloved tradition and reinforcing your commitment to the Homestead community.



HOLIDAY PARTNER - \$1,000

Name Listed on Website Sponsor Page

Your name will appear on the official Winter Wonderland website, showing your valued support to all online visitors.

Social Media Thank You Recognition

Receive a special thank-you post as part of our collective recognition of sponsors across the City's social media platforms.

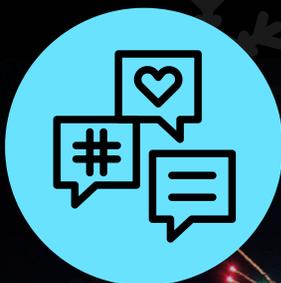
Mention in the Event Guide Sponsor Section

Be acknowledged in the event guide, ensuring attendees see your contribution as part of the Winter Wonderland celebration.



MARKETING & MEDIA OUTREACH

- Discover Homestead Website & Email Blasts
- Paid Digital + Social Campaigns
- Local Press & Regional Coverage
- Onsite Video & Photography for Wide Sharing
- Billboard and Digital Advertisement Presence
- Radio Advertisement
- Event Guide



Projected Digital Outreach
Over 500,000 Impressions



NEXT STEPS

Contact:

Communications@HomesteadFL.gov

(305) 224-4448

Sponsorship Deadline:

November 5, 2025

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