

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



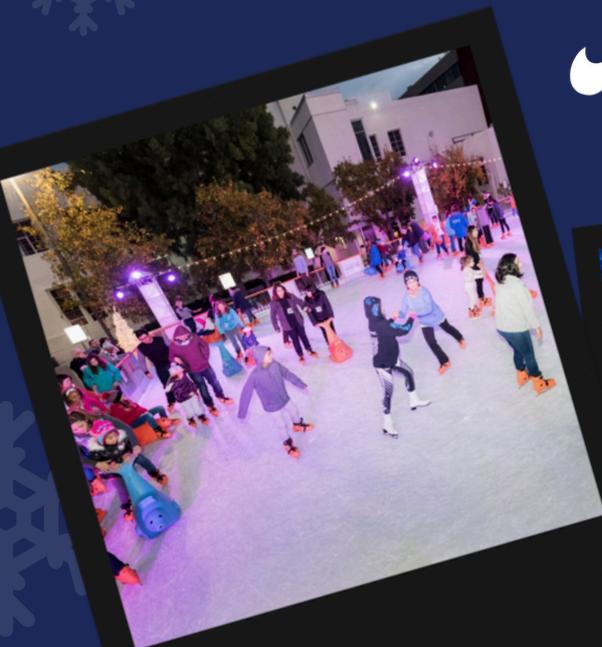
# ABOUT US

## DISCOVER HOMESTEAD

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*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

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- Outdoor Ice Rink - 1<sup>st</sup> 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?

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**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



# AUDIENCE PROFILE

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## 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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# NEXT STEPS

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**Contact:**

KBrown@HomesteadFL.gov

(786) 481-7705

**Sponsorship Deadline:**

November 5, 2025



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