



LAS OLAS WINE & FOOD FESTIVAL FRIDAY, NOVEMBER 19, 2021

ABOUT LAS OLAS WINE & FOOD FESTIVAL

Friday, November 19, 2021 | 7:30PM-10:30PM

on Las Olas Blvd. between S.E. 6th Avenue and S.E. 11th Avenue

25 years ago, the first Las Olas Wine & Food Festival took place to benefit the American Lung Association and celebrate the culinary arts of Fort Lauderdale and it's surrounding areas.

This year's event will take place on Friday, November 19, 2021, where attendees will come together to enjoy the fantastic culinary talents of South Florida while raising money for a good cause. Guests will sip, sample, and enjoy dishes from South Florida's finest restaurants and international wineries, spirits brands, and breweries. This year will be one for the ages as Las Olas Wine & Food Festival celebrates the 25th anniversary of Fort Lauderdale's largest wine and food festival ready to hit the beautiful streets of Las Olas.









4 BLOCK TAKE OVER OF LAS OLAS BLVD.
WITH RESTAURANTS & WINERIES
VIP EXPERIENCES
LIVE MUSIC
SIDE STREET LOUNGES
ONE OF A KIND GIFTS & MORE

SUPPORT A GREAT CAUSE!

ABOUT AMERICAN LUNG ASSOCIATION

The American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease through Education, Advocacy and Research. When you join the American Lung Association in the fight for healthy lungs and healthy air, you help save lives today and keep America healthy tomorrow.

LUNG DISEASE

is the third leading cause of death in the U.S., responsible for one in six deaths.

LUNG CANCER

is the leading cause of cancer deaths in the U.S. (more than breast, prostate, colon, liver, and kidney cancers combined).

ASTHMA

is the leading cause of missed school days.

COPD

is the fourth leading cause of death in the U.S.

COVID-19

More than 10% of the US population reported to have or had COVID-19

We thank you for your continued support in the South Florida community and look forward to another successful year at the highly anticipated, LAS OLAS WINE & FOOD FESTIVAL!



WORLD CLASS WINES, SPIRITS, & CUISINE

Greater Fort Lauderdale's finest restaurants and international wineries, spirits brands, and breweries take to the streets for one night only to create a curated culinary celebration of the finest of Broward in this one of a kind celebration. With the 25th anniversary upon us, guests are in for a treat as they join together for a celebration of GREAT food, GREAT wines, all to support an INCREDIBLE CAUSE!











PREVIOUS PARTICIPATING RESTAURANTS, HOTEL PARTNERS, & INDUSTRY PARTNERS

15th St. Fisheries American Social & Kitchen Angelo Elia Pizza Bar & Tapas Aruba Beach Café Beehive Kitchen Big City Tavern

Boathouse at the Riverside Bodega Fort Lauderdale

BurgerFi **Burlock Coast** Casa Sensei

CateredFit

Colada Cuban Coffee House

Crowned Waffles

Dunkin' **ETARU** Flight 19 Gelato Petrini Gran Forno Pronto Green Bar & Kitchen Hard Rock Café Himmarshee Public House Indigo Restaurant Las Olas

Java & Jam JWB Prime Steak and Seafood KURO

Lona Cocina Tequileria

Louie Bossi Lovelee Bakeshop Ludwig Coffee Mastro's Ocean Club

Men Pa'w Gourmet Hot Sauce

Naked Crab Nothing Bunt Cake One Door East Papa's Raw Bar

Pelican Landing Piazza Italia

Rhythm & Vine Roho Kitchen

Ruth's Chris Steak House SCOLAPASTA BISTRO

Shooters Waterfront

SpaJuiceBar Stache FI

Suviche

The Balcony on Las Olas The Hyppo Gourmet Ice Pops

The Wharf Fort Lauderdale

ThisFruta Timpano

TooJay's Deli Township

Tuscan Prime

Vale Food Co Wild Sea Oyster Bar and Grille

Wings of Weston Yolo

OFFICIAL Host Hotel: Riverside Hotel

Partner Concierge and Industry Partners:

Conrad Fort Lauderdale Beach The Diplomat Beach Resort Margaritaville Hollywood Beach Resort Marriott Harbor Beach Resort Courtyard Fort Lauderdale Beach Marriott Harbor Beach Resort Circhotel Hollywood Hollywood Beach Marriott B ocean Fort Lauderdale Conrad Fort Lauderdale Beach The Atlantic Hotel Icon Las Olas W Hotel Fort Lauderdale Conrad Fort Lauderdale Beach Bahia Mar Double Tree by Hilton Las Olas Grande Wyndham Deerfield Beach **Embassy Suites** Seminole Hard Rock Hotel & Casino





Costa Del Sol



SPONSORSHIP OPPORTUNITIES



STANDARD SPONSORSHIPS

Entitlement Partner: SOLD Presenting Title: \$50,000 Presenting: \$25,000

Hosting: \$10,000 Associate: \$5,000 PRESENTED BY







SPECIALTY SPONSORSHIPS

Culinary Pavilion Demo Zone Health Village Individual Street Lounges **Entertainment Partner** Off-Premise Sales Program

Retail Village The Art Gallery Restaurant/Wine Booths Retail Sales Program In Restaurant Programs Pre-Promotional Events



Standard Presenting Level Sponsors receive naming rights on one (1) Satellite Event or Specialty Sponsorship. The sponsorship levels detailed above are a general guideline and each package is customized based on a target budget, specific activations and goals of our sponsor. To receive full benefits, sponsorship must be paid in full by March 13, 2021.

SPONSORSHIP TICKET PROGRAM: 20% OF YOUR SPONSORSHIP FEE CAN BE ALLOCATED TOWARDS A TICKET PACKAGE

EVENT DETAILS & DEMOGRAPHICS

Attendance: 2.500-2.600

(2021: 1,500 DUE TO COVID-19)

Gender: 48% Male and 52% Female

Age Range: 30 - 65

Place of Residence:

*40% Broward County Full Time Residents

*35% Snow Birds with dual residence

*25% Surrounding South FI Areas

Income Level:

Tickets are \$150 each bringing a higher end audience of individuals with discretionary funds.

*150,000+ 30% *100 - 150,000 28% *80 - 100,000 24% *60 - 80,000 12%

LOWFF generated over 7M Impressions in 2019!

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2019 SPONSORS











HOSTING SPONSORS



















ASSOCIATE SPONSORS











CORPORATE SPONSORS & MEDIA PARTNERS



























EVENT MANAGED BY











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JOIN US @LASOLASWFF

SOUTH FLORIDA'S TOP CUISINE. INTERNATIONAL WINES.
OPPORTUNITY TO CREATE ONE OF A KIND EXPERIENCES.
ALL TO SUPPORT A GREAT CAUSE!



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