



2024 FACT SHEET

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

WHAT: The Florida Renaissance Festival began over 31 years ago as a two-day event and has grown to encompass **8** consecutive, Individually-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
- * Birds of Prey 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 85 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 3rd - March 24th, 2024 – Sat & Sun's – 10 am to Sunset; **School Day** Feb 5th, 2024 9:30am – 2:30pm.

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

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

PRICES: Adults - \$32.00, Children (age 6-11) - \$14.00, 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	DeerfieldBeachChamberCommerce	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 &	Virgin Atlantic
Broward County Transit	Visitors Bureau	Visit Lauderdale
Broward Cultural Affairs	Guinness	Warsteiner Beer
Burger King	The Herald	Warner Bros-WB39
Cabot Cheese	Hershey	WDZL
Captain Morgan Rum	Hess Express	Winn Dixie
Centennial Bank	Jeren Tropicals	Winterfest
Chaucers Mead	Keys Meads	WKIS
City of Deerfield Beach	Mega 94	WLRN
City of Miami	Miami Herald	WRMF
Coast FM	Museum of Discovery & Science	WRMF
Coca-Cola	New Times	WSVN - 7
Comcast	Pepsi	Quality Communications
Comcast NBC Universal	Publix	Xfinity
Community Bank of Broward	Sapporo	Y100 Miami
Copa DiVino	SouthFlorida.com	Yelp
	Spirit Airlines	

ATTENDANCE: 110,000 - Upper-Middle income, College-Educated families with disposable income. 25% were first-year attendees

PATRON DEMOGRAPHICS:

Age: under 18=10% 18-24=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 Event Photograph

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 Sensational 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 – 18” x 24” Color posters will be distributed throughout the area to these and other locations:

- * Schools, Colleges
- * Supermarkets
- * Shopping Centers
- * Sponsor Businesses
- * Pubs
- * Hotels
- * Mass Transit

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 Events

Souvenir PROGRAMS: 50,000 - free to all Festival attendees

**Community Organizations that have been involved
with the Festival:**

- | | |
|---|--|
| 4 Children's Sake | Gateway Community Outreach |
| A Child is Missing | Girl & Boy Scouts of Florida |
| American Red Cross | Greater Miami Festival & Events Association(GMFEA) |
| Alexander W. Dreyfus School of the Arts | International Festivals & Events Association(IFEA) |
| Ann Stork Center, Inc. | James Jr. Fund |
| Artserve | Joe DiMaggio Cancer Care Unit |
| Association for Retarded Citizens | Kids In Distress |
| Broward County Arts Teacher of the Year | Levis JCC |
| Boys & Girls Club of Broward | Love Jen |
| Broward Children's Center, Inc. | La Luz del Mundo |
| South Florida Welcome Centers | Make-a-Wish Foundation |
| Coral Springs Mothers of Multiples Club | March of Dimes |
| Deerfield Beach Chamber of Commerce | Museum of Discovery and Science |
| Epilepsy Foundation | Nova Southeastern University |
| Florida Festival & Events Association(FFEA) | Prestige Club |
| FLAUSA | RESCU |
| Family Central | Rotary Club of Fort Lauderdale |
| Fr. Joe Gallant | St. Jude Children's Hospital |
| Ft. Lauderdale International Film Festival | Visit Florida |

CONTACT INFORMATION:

Bobby Rodriguez, Executive Producer
Jackie Rodriguez, H.R. & Finance Director
Jairo Ibarra, Vice President
Linda Rodriguez, Support
Kelly-Christina Santi, Administrative Director
Clyde Norman, Administrative Associate
Christopher Lam, Administrative Associate
Abram Pompilus, Administrative Associate

Email: BR@Ren-Fest.com
Email: Jackie@Ren-Fest.com
Email: Jai@Ren-Fest.com
Email: LR@Ren-Fest.com
Email: Kelly@Ren-Fest.com
Email: Clyde@ren-fest.com
Email: Chris@ren-fest.com
Email: Abram@ren-fest.com

MAIN OFFICE & MAILING ADDRESS:

800 N.W. 57th Place
Fort Lauderdale, FL 33309
Telephone: (954) 776-1642
Fax: (954) 771-7045

A Bobby Rodriguez Production