



## 2025 FACT SHEET

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

**WHAT:** The Florida Renaissance Festival began over 32 years ago as a two-day event and has grown to encompass **8** consecutive, Individual 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
- \* Bird 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 100 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 1<sup>st</sup> - March 23<sup>rd</sup>, 2025 – Sat & Sun's – 10 am to Sunset

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

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

**PRICES:** Adults - \$36, Children (age 6-11) - \$15, 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	DeerfieldBeachChamberComerce	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 & Visitors Bureau	Virgin Atlantic
Broward County Transit	Guinness	Visit Lauderdale
Broward Cultural Affairs	The Herald	Warsteiner Beer
Burger King	Hershey	Warner Bros-WB39
Cabot Cheese	Hess Express	WDZL
Captain Morgan Rum	Jeren Tropicals	Winn Dixie
Centennial Bank	Keys Meads	Winterfest
Chaucers Mead	Mega 94	WKIS - Radio
City of Deerfield Beach	Miami Herald	WLRN - Radio
City of Miami	Museum of Discovery & Science	WRMF - Radio
Coast FM	New Times	WRMF - Radio
Coca-Cola	Pepsi	WSVN-7 - TV
Comcast	Publix	Quality Communications
Comcast NBC Universal	Sapporo	Xfinity
Community Bank of Broward	SouthFlorida.com	Y100 Miami
Copa DiVino	Spirit Airlines	yELP

**ATTENDANCE:** 120,000 - Upper-Middle income, College-Educated families with disposable income. 25% were first-year attendees

**PATRON DEMOGRAPHICS:**

**Age:** under 12=10% 13-24=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 Special Event**

**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 10<sup>th</sup>-March 25<sup>th</sup>, 2018**

**“Florida Renaissance Festival Day”- January 13<sup>th</sup>, 2015**

#### **Florida Festival & Events Association:**

**FFEA- 2024 - 1st Place Event Safety Plan**

**FFEA- 2024 - 1st Place Instagram**

**FFEA- 2024 - 2nd Place Photo Opp Area/Selfie Station**

**FFEA- 2024 - 2nd Place Promotional/Marketing Poster**

**FFEA- 2024 - 2nd Place Promotional Mailer**

**FFEA- 2024 - 3rd Place Promotional Video or Video Recap**

**FFEA – 2023 1st Place Billboard**

**FFEA – 2023 3<sup>rd</sup> Place Commemorative Poster**

**FFEA – 2023 3<sup>rd</sup> Place Radio Ad**

**FFEA – 2022 1<sup>st</sup> Place Billboard**

**FFEA – 2022 1<sup>st</sup> Place Emergency Action Plan**

**FFEA – 2020 1<sup>st</sup> Place Billboard**

**FFEA – 2019 1<sup>st</sup> Place Award Television Program**

**FFEA – 2018 1<sup>st</sup> Place Award for Outdoor Advertisement/Billboard**

**FFEA - 2018 2nd Place Award for Best Website**

**FFEA - 2017 1<sup>st</sup> Place Award for Best Outdoor Ad Installation**

**FFEA - 2017 1<sup>st</sup> Place Award for Best Promotional Poster**

**FFEA - 2016 1<sup>st</sup> Place Award for Best Promotional Poster**

**FFEA - 2016 2<sup>nd</sup> Place Award for Best Outdoor Advertisement**

**FFEA - 2016 3<sup>rd</sup> Place Award for Best Photo**

**FFEA - 2014 1<sup>st</sup> Place Award for Best Mobile App**

**FFEA - 2014 2<sup>nd</sup> Place Award for Best Promotional Poster**

**FFEA - 2014 3<sup>rd</sup> Place Award for Best Photo**

**FFEA - 2013 1<sup>st</sup> Place Award for Best Mobile App**

**FFEA - 2013** 2nd Place Award for Best Website  
**FFEA - 2013** 3<sup>rd</sup> Place Award for Best Poster  
**FFEA - 2013** 3<sup>rd</sup> Place Award for Best Partnership Program  
**FFEA - 2011** SUNsational 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](http://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** – (1000) 18” x 24” Color posters will be distributed throughout South Florida

**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 Attractions

**Community Organizations and Associations 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.	Light of the World Clinic
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	Rotary Club of Fort Lauderdale
Family Central	St. Jude Children's Hospital
Ft. Lauderdale International Film Festival	Visit Florida

**CONTACT INFORMATION:**

Bobby Rodriguez, Executive Producer  
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