



2026 Fact Sheet

Florida Renaissance Festival

The Florida Renaissance Festival is an award-winning, immersive celebration that transports guests to the 16th century through a unique blend of history, fantasy, and interactive entertainment. Held over eight consecutive themed weekends in February and March at Quiet Waters Park in Deerfield Beach, this annual event features engaging live performances, artisan markets, thrilling demonstrations, and cultural “edutainment” for all ages.

Who: The Florida Renaissance Festival is produced and directed by Bobby Rodriguez, a nationally award-winning event artist and producer known for creating dynamic and immersive experiences.

What: Entering its 34th season, the Florida Renaissance Festival has evolved from a modest two-day event into a premier eight-weekend experience. It includes, but is not limited to:

- **Live Jousting Tournaments** with knights on horseback, thrilling sword fights, and medieval-style games performed by world-renowned professionals.
- **Birds of Prey Exhibitions** showcasing raptors in full-flight demonstrations by a master falconer.
- **Twelve Stages of Entertainment**, offering non-stop performances ranging from comedy and music to acrobatics and magic—fun for all ages.
- **Educational and Historical Demonstrations** that provide engaging insights into life during the Renaissance era.
- **Hundreds of Costumed Performers**, who bring authenticity and atmosphere to the entire festival grounds.
- **An Artisan Marketplace** featuring over 100 skilled vendors selling handmade crafts, jewelry, clothing, weapons, and more.
- **A Feast Fit for Royalty**, with a wide variety of medieval-inspired food and drink, from giant turkey legs and meat pies to sweet confections, ales, and mead.
- **Interactive Games and Crafts**, offering hands-on fun and learning for both children and adults.

Where: Quiet Waters Park, Deerfield Beach, Broward County, Florida (Southeast Florida)

When: February 7 – March 29, 2026 - Saturdays & Sundays | 10:00 AM – Sunset

Why: To create a uniquely entertaining, educational, and family-friendly event that brings history to life through storytelling, artistry, and cultural exploration.

Present & Past Sponsors Have Included:

- Albertson's
- AT&T
- A&E Network & History Channel
- Barrel of Monks
- Bass & Harp Beer
- Bath Crest
- Beringer Wine
- Big 105.9
- Borders Books
- Bright Star Credit Union
- **Broward County**
- Broward County Library
- Broward County Transit
- Broward Cultural Affairs
- Burger King
- Butterfly World
- Cabot Cheese
- Captain Morgan Rum
- Centennial Bank
- Chaucers Mead
- City of Deerfield Beach
- City of Miami
- Coast FM
- Coca-Cola
- **Comcast**
- Comcast NBC Universal
- Community Bank of Broward
- **Copa Di Vino**
- Culture Owl
- Crystal Springs Water
- Deerfield Bch. C.O.C.
- Direct 2 Fulfillment
- Digital Cities
- Duffy's Electric Boats
- El Heraldo Newspaper
- El Sentinel
- Fairchild Tropical Gardens
- Florida Lottery
- Forum Publishing
- Funky Buddha
- Greater Fort Lauderdale CVB
- Guinness
- The Herald
- Hershey
- Hess Express
- History Channel
- Interstellar Transmissions
- **Jack Daniels (Brown Foreman)**
- **Jeren Tropicals**
- **JM Legacy Law**
- Jungle Island
- Mega 94
- Miami Herald
- Museum of Discovery Science
- New Times
- Pepsi
- Power 96
- Publix
- Radio Disney
- Regal Cinema
- **Sapporo**
- SouthFlorida.com
- Spirit Airlines
- South Florida Parenting
- Subway
- Sunbelt
- Sun Sentinel
- Supercon
- Tri-Rail
- Unibroue
- United Rentals Highway Tech.
- Union Planters Bank
- Van Dee Services
- Virginia Key Beach Park Trust
- Virgin Atlantic
- **Visit Lauderdale**
- Walgreens
- Warsteiner Beer
- Warner Bros-WB39
- WDZL
- Winn-Dixie
- Winterfest
- WKIS - Radio
- WLRN - Radio
- Woodchuck Cider
- WRMF - Radio
- WRMF - Radio
- WSVN-7 - TV
- Quality Communications
- Xfinity
- Y100 Miami
- Yelp
- **1911 Established**

Attendance: The festival attracts over 120,000 attendees annually, primarily upper-middle-income, college-educated families with significant discretionary spending power. Notably, 25% of visitors are first-time attendees, highlighting the event's growing appeal and expanding audience.

Patron Demographic:

- **Age:** Under 12 = 10% 13 – 24 = 13% 25 – 34 = 25% 35 – 54 = 36% 55 - 64 = 12% over 65 = 4%
- **Average Annual Income (Collected via Patron Survey during Festival Season):**
 - \$25k - \$49.9k – 30.8%
 - \$50k - \$74.9k – 24.5%
 - \$75k - \$99.9k – 18%
 - \$100,000+ 26.7%
- **Residence By County:** Miami/Dade = 25% Broward = 45% 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”

Eventeny Platform 2024 evAwards Most Onsite Sales

Regional

Broward Family Life Awards

- Broward Family Life Awards 2017 – Favorite Family Festival
- Broward Family Life Awards 2016 – Favorite Special Event
- Broward Family Life Awards 2013 – Favorite Family Festival

City of Deerfield Beach Proclamations

- “Florida Renaissance Festival Days” – 2018 - (Feb 10 – Mar 25)
- “Florida Renaissance Festival Day” – 2015 - (Jan 13)

Fort Lauderdale Rockstar Awards 2023 Winner: Bobby Rodriguez

South Florida Parenting Kids Crown Awards

- Best Family Event – 2015
- Best Family Event – 2016
- Best Family Event – 2017
- Best Family Event – 2018

Florida Festival & Events Association (FFEA) SUNsational Awards

- FFEA Awards 2024 - 1st Place: Event Safety Plan
- FFEA Awards 2024 - 1st Place: Instagram
- FFEA Awards 2024 - 2nd Place: Photo Opp Area / Selfie Station
- FFEA Awards 2024 - 2nd Place: Promotional/Marketing Poster
- FFEA Awards 2024 - 2nd Place: Promotional Mailer
- FFEA Awards 2024 - 3rd Place: Promotional Video or Video Recap
- FFEA Awards 2023 - 1st Place: Billboard
- FFEA Awards 2023 - 3rd Place: Commemorative Poster

- FFEA Awards 2023 - 3rd Place: Radio Ad
- FFEA Awards 2022 - 1st Place: Billboard
- FFEA Awards 2022 - 1st Place: Emergency Action Plan
- FFEA Awards 2020 - 1st Place: Billboard
- FFEA Awards 2019 - 1st Place: Television Program
- FFEA Awards 2018 - 1st Place: Outdoor Advertisement / Billboard
- FFEA Awards 2018 - 2nd Place: Best Website
- FFEA Awards 2017 - 1st Place: Best Outdoor Ad Installation
- FFEA Awards 2017 - 1st Place: Best Promotional Poster
- FFEA Awards 2016 - 1st Place: Best Promotional Poster
- FFEA Awards 2016 - 2nd Place: Best Outdoor Advertisement
- FFEA Awards 2016 - 3rd Place: Best Photo
- FFEA Awards 2014 - 1st Place: Best Mobile App
- FFEA Awards 2014 - 2nd Place: Best Promotional Poster
- FFEA Awards 2014 - 3rd Place: Best Photo
- FFEA Awards 2013 - 1st Place: Best Mobile App
- FFEA Awards 2013 - 2nd Place: Best Website
- FFEA Awards 2013 - 3rd Place: Best Poster
- FFEA Awards 2013 - 3rd Place: Best Partnership Program
- FFEA Awards 2011 - Best Partnership Program
- FFEA Awards 2011 - Best Social Media Marketing Campaign
- FFEA Awards 2011 - Best Radio Ad
- FFEA Awards 2011 - Best Photo
- FFEA Awards 2011 - Best Promotional Poster
- FFEA Awards 2010 - Best Website
- FFEA Awards 2010 - Best Program Within an Event (Pet's Weekend)

Other Honors & Additional Recognitions

- SUNsational Award – “Professional of the Year” to Bobby Rodriguez
- Previous years: Multiple awards for TV Ad, Radio Spot, Souvenir, Event Photo, Brochure, Community Partnership, Commemorative Poster, T-Shirt, Website, and Promotions
- Greater Miami Festivals & Events Association: 2017 Hall of Fame Award to Producer Bobby Rodriguez
- Biz Bash – 2018 Top 10 Events in Miami/South Florida
- Winterfest Boat Parade – 2018 - Kaye Pearson Award / Spirit of Innovation (w/ Bluefoot Pirate Adventures)
- Winterfest Boat Parade – 2016 - Best Overall Charter (40'-59')
- Southeast Tourism Society – 2006 - #1 of the Top 20 Events in the Southeast
- Southeast Tourism Society – 2004 - #1 of the Top 20 Events in the Southeast
- Florida Renaissance Festival - Florida's 50 Hottest Annual Events
- Florida Renaissance Festival Best Festival for Kids – Boca Life Magazine
- Florida Renaissance Festival Best Festival in Broward – The New Times
- Florida Renaissance Festival Best Outdoor Event – South Florida Parenting Magazine (7 years in a row)
- Florida Renaissance Festival Everyday Hero – South Florida Blood Bank

Marketing/Advertising: Over \$500,000 in print and electronic marketing & media (including in-kind).

- **Print:** Featured in prominent publications including *The Sun-Sentinel*, *The Miami Herald*, *New Times*, and *Palm Beach Post*.
 - Posters: (1000) 18" x 24" Color posters will be distributed throughout South Florida.
 - Brochures: (100,000) full-color brochures to be distributed.
 - Sponsor Businesses
 - Broward County Parks
 - Tourist Information Centers throughout the State
 - Tri-County Hotels
 - Public Libraries
 - Other Festivals and Attractions
- **Radio:** Broadcast on major stations such as KISS Country, BIG 105, Power 96, Y-100, Coast 97.3, 104.3 the Shark, and WLRN.
- **Television:** Campaigns aired on COMCAST NBC Universal, WSVN Channel 7, NBC 6, and Univision.
- **Public Relations:** Coverage across all major local TV networks, including segments on Local 10, Deco Drive, Univision, and Telemundo.
- **Digital Presence:** Promoted on SouthFlorida.com, Sun-Sentinel.com, MiamiHerald.com, and affiliated radio station websites.
- **Website:** Festival Home Page (www.Ren-Fest.com)
- **Social Media:** Active engagement across platforms including Facebook, YouTube, Pinterest, TikTok, X, Instagram, and Yelp.
- **Physical:** High-visibility placements such as billboards, street banners, and pole banners throughout the South Florida region.
- **Electronic Signage:** Featured on Variable Message Boards (VMBs) along I-95, the Florida Turnpike, and the Sawgrass Expressway.

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 | ○ Harbour Hope International |
| ○ Ann Stork Center, Inc. | ○ International Festivals & Events Association (IFEA) |
| ○ Artserve | ○ James Jr. Fund |
| ○ Association for Retarded Citizens | ○ Joe DiMaggio Cancer Care Unit |
| ○ Broward County Arts Teacher of the Year | ○ Kids In Distress |
| ○ Boys & Girls Club of Broward | ○ Levis JCC |
| ○ Broward Children's Center, Inc. | ○ Love Jen |
| ○ South Florida Welcome Centers | ○ Light of the World Clinic |
| ○ Coral Springs Mothers of Multiples Club | ○ Make-a-Wish Foundation |
| ○ Deerfield Beach Chamber of Commerce | ○ March of Dimes |
| ○ Epilepsy Foundation | ○ Museum of Discovery and Science |
| ○ Florida Festival & Events Association (FFEA) | ○ Nova Southeastern University |
| ○ FLAUSA | ○ Prestige Club |
| ○ Family Central | ○ Rotary Club of Fort Lauderdale |
| ○ Ft. Lauderdale International Film Festival | ○ St. Jude Children's Hospital |
| | ○ Visit Florida |
| | ○ Visit Lauderdale (CVB) |

Contact Information:

Bobby Rodriguez, Executive Producer
Jackie Rodriguez, H.R. & Finance Director
Kelly-Christina Santi, Administrative Director
Clyde Norman, Administrative Associate
Christopher Lam, Administrative Associate
Colin Nixon, Warehouse & Props Manager

Email: BR@Ren-Fest.com
Email: Jackie@Ren-Fest.com
Email: Christina@Ren-Fest.com
Email: Clyde@ren-fest.com
Email: Chris@ren-fest.com
Email: Nixon@ren-fest.com

Main Office & Mailing Address:

Florida Renaissance Festival LLC
800 N.W. 57th Place
Fort Lauderdale, FL 33309
Telephone: (954) 776-1642

A Bobby Rodriguez Production