



Subject: Letter of Intent - Special Event Sponsorship Funding Request for Miami Takeover Weekend 2026

Dear Honorable Members of the City of Miami Beach,

This letter serves as a formal expression of intent to request Special Event Sponsorship funding from the City of Miami Beach for the Miami Takeover Weekend 2026. Building on our track record of 17 years of previous events in Miami Beach, we are committed to delivering an exceptional cultural experience that will significantly enhance tourism and economic activity within Miami Beach.

The Miami Takeover Weekend 2026 is designed to attract a diverse audience of 35-50 year-old travelers, offering a unique blend of cultural immersion, entertainment, and community engagement. This event will expose visitors and Miami Beach residents to DC culture and Go-Go music, recently designated the official music of Washington D.C., while showcasing the vibrant offerings of Miami Beach.

Funding from the City of Miami Beach will be instrumental in amplifying the weekend's activations and maximizing its impact. Specifically, these funds will enable us to:

- **Enhance Cultural Programming:** Expand the scope and quality of our cultural programming, including live music performances, art installations, and interactive exhibits, attracting a wider audience and enriching the visitor experience.
- **Strengthen Community Engagement:** Facilitate greater engagement between attendees and local businesses through initiatives like the "Miami Takeover Passport," which will offer exclusive discounts and promotions.
- **Expand Marketing and Outreach:** Increase our marketing and outreach efforts to attract a larger number of domestic and international travelers, thereby boosting tourism and economic activity.
- **Implement Sustainability Initiatives:** Support the execution of our comprehensive sustainability plan, ensuring the event minimizes its environmental impact and aligns with the city's commitment to environmental stewardship.
- **Improve Event Infrastructure:** Enhance the event's infrastructure, including staging, sound, and lighting, to create a more immersive and engaging experience for attendees.

The Miami Takeover Weekend 2026 is projected to generate substantial economic benefits for Miami Beach, including increased hotel occupancy, revenue for local businesses, and tax revenue for the city. Our proven track record, with previous events



generating over \$1.5 million in hotel room revenue and \$170,000 in resort fees, room, and occupancy taxes, demonstrates our ability to deliver a significant return on investment.

We are confident that the Miami Takeover Weekend 2026 will be a resounding success, further solidifying Miami Beach's reputation as a premier destination for cultural events and tourism. We look forward to the opportunity to discuss our proposal in greater detail and partner with the City of Miami Beach to make this event a reality.

Thank you for your consideration.

Sincerely,

Antwoine McCoy | General Partner and co-founder

Miami Takeover LLC