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City of Miami Beach Special Event Sponsorship Program

Miami Beach City Hall
1700 Convention Center Drive
Miami Beach, FL 33139

Subject: Letter of Intent for Special Event Sponsorship Funding – Orchids & Arts Festival

Dear Sponsorship Committee,

On behalf of the **Orchids & Arts Festival** and the **Miami Beach Orchid Society (MBOS)**, I am pleased to submit this Letter of Intent to apply for Special Event Sponsorship funding under the **Community Engagement Event** category. The **Orchids & Arts Festival** is a **celebration of nature, culture, and community**, providing an immersive experience that showcases **orchids, the arts, and environmental conservation** while actively engaging Miami Beach residents and visitors.

Event Overview

- **Event Name:** Orchids & Arts Festival
- **Event Location:** Miami Beach Botanical Garden
- **Event Dates:** May 2-3, 2026
- **Estimated Attendance:** 1,000+ attendees over the course of the festival (minimum 500 per day)
- **Community Engagement:** Educational workshops, cultural programming, and environmental initiatives
- **Target Audience:** Miami Beach residents, families, horticulture enthusiasts, artists, and visitors

Organizational Background

The **Miami Beach Orchid Society (MBOS)** was founded in 2023 to **promote orchid appreciation, conservation, and education**. The festival serves as MBOS's primary fundraising event, supporting our **educational programming** and contributing to the **Miami Beach Botanical Garden's (MBBG) orchid curation and collection expansion**. Additionally, we are

developing **MBOK—Miami Beach Orchid Kids**, an initiative to introduce children to the beauty and science of orchids through interactive workshops and activities.

MBOS was founded by members of the **Miami Beach Garden Club and the Miami Beach Garden Conservancy**, two organizations deeply rooted in Miami Beach’s horticultural and cultural history. The Garden Club, established in **1926**, promotes **plant cultivation, student mentorship, and city beautification**, while the Conservancy, founded in **1996**, manages the **Miami Beach Botanical Garden**, a hub for **environmental education, sustainability, and artistic expression**.

Alignment with Special Event Sponsorship Criteria

The **Orchids & Arts Festival** meets and exceeds the criteria outlined for the **Community Engagement Event** category:

- 1. Economic Impact (20 points)**
 - The festival supports Miami Beach’s position as an **international cultural destination** by attracting **orchid lovers, artists, and environmental advocates** from across South Florida and beyond.
 - Local vendors, artists, and small businesses benefit from increased exposure and participation.
- 2. Event Attendance (20 points)**
 - **Projected attendance: 1,000+ attendees** throughout the event, surpassing the required **200-person daily minimum**.
 - Audience engagement is tracked via **surveys, social media impressions, digital marketing analytics, and interactive programming feedback**.
- 3. Resident, Social, and Community Impact (20 points)**
 - **Exclusive resident benefits:** Miami Beach residents receive **multi-day passes for the price of a single-day ticket**.
 - The festival offers **free educational programming** for local schools and families, fostering **environmental awareness and orchid conservation**.
 - **Diversity and inclusion:** The event attracts a **broad demographic** and collaborates with **local artists, schools, and non-profits**.
- 4. Marketing and Communication (20 points)**
 - A **comprehensive marketing strategy** includes **social media campaigns, influencer partnerships, press releases, community outreach, and local media coverage**.
 - The festival is promoted through **collaborations with the Miami Beach Botanical Garden, Miami Beach Chamber of Commerce, and cultural organizations**.
- 5. Budgeting and Accounting (20 points)**
 - The festival adheres to **strict fiscal oversight**, ensuring a **clear, achievable budget with proof of matching funds at a 1:1 ratio**.
 - Financial sustainability is reinforced through **sponsorships, vendor fees, and ticket sales**.

Funding Request

We respectfully request **\$5000** in Special Event Sponsorship funding to support event logistics, educational programming, marketing, and cultural engagement efforts. These funds will enhance the festival's reach and impact while ensuring accessibility for Miami Beach residents.

The **Orchids & Arts Festival** represents a **cultural and environmental pillar in our community**, fostering education, conservation, and artistic expression. We appreciate the opportunity to seek funding through this esteemed program and look forward to the possibility of collaborating with the City of Miami Beach to further enrich our city's vibrant cultural landscape.

Please let us know the next steps in the application process, and we welcome the opportunity to discuss our proposal further.

Thank you for your time and consideration.

Sincerely,

Jeannette Dorfman

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