# Miami United Event Plan
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GENERAL INFORMATION
NBA Celebrity Shootaround Event (Community/Tournament)

Target Audience:
- Males & Females: Ages 18+
- NBA Stars/Local Basketball College Students

Location:
- South Florida

Timeline:
- NBA Off Season (Summer)

Expected Guest Count:
- TBA

Purpose:
- NBA Stars giving back to the community

Details:
- TBA

Budget:
- TBA
Dear Mrs. Smith,

Hope you are recovering from all the fun we had at the event yesterday we all had a blast. Thanks again for your continuous support and partnering with Miami United to give back to the Miami community and all our local fans.

I have attached a brief survey to this email to capture the fan enjoyment level of the event and to help examine the demographics, experience, satisfaction level and return on investment for the event. Please follow the link: [https://docs.google.com/forms/d/1Kvski8kZkwkLAmue6M3D0FMtQ7lVpnA1xswQVLs-n4/viewform](https://docs.google.com/forms/d/1Kvski8kZkwkLAmue6M3D0FMtQ7lVpnA1xswQVLs-n4/viewform) and complete the short survey so we can receive our elite sponsors, staff and volunteers responses also. We would like to send you a complimentary Miami United t-shirt as an incentive for filling out the survey (claim prize after completion).

Thanks again Mrs. Smith for your help in making the event an enormous success and would like to take this opportunity to invite Ryder Systems to return as our gold sponsor next year for the Miami United 2014 event. We will be in touch to discuss the details.

Yours truly,

J. White
Jheanelle White
{Miami United Event Coordinator}
TICKETING /
REGISTRATION
Name: Jheanelle White

June 2013

Sports Events and Entertainment

Notebook Activity #5

Ticketing & Registration Plan

There will be a $15 cover to enter the arena and be apart of the activities/ contest, all others are welcome free of charge but will be in the stands as a spectator and won’t be allowed on the field and will receive a white wristband. Registration for the autograph-signing segment will take place prior to the event and will only be open to a limited amount of individuals (mostly children ages 3-16). Those who paid the cover to enter will receive a golden ticket and sent to a distinctive section of the park. Everyone else will receive ID badges to show what they are assigned to. For example the Event Management crew will have green IDs, VIP members will receive blue IDs, security will have red, supporting staff will have yellow IDs, sponsors and corporate hospitality guests will receive orange IDs and Media and Press IDs will be purple. Volunteers will receive a free Miami United shirt and will have a white ID with their names on it. Vendors who will be dropping off goods and services will receive a gate-entry pass, which will allow them to drop off their goods at designated locations and exit immediately after.
All ID’s and badges should be handed out prior to the event starts at entry, and will not be distributed an hour after the event begins (with the exception of VIP and corporate hospitality guests).
VENDORS
June 22, 2013.

Food and Beverage Committee
1011 Miami Street
Miami, Florida
33309

Dear Mr. Pederson,

I am the Event Coordinator for MIAMI UNITED, a fan festival where all sports fans can unite and support their local Miami Organizations including the Miami Heat, Marlins and Dolphins. The event will be held on July 17, 2013 at the Marlins Park and promises a day of fun and excitement for all sports fans. Miami United has an array of activities where select participants can actually interact with their local sports stars such as Dwyane Wade from the Miami Heat, Ryan Tannehill from the Miami Dolphins, Steve Cishek from the Miami Marlins and many more. Imagine playing tug of war against the Miami Dolphins and being in a relay race with the Miami Marlins while watching local Miami super talent like DJ Khaled and Rick Ross perform live. Select fans will even get a chance to have their picture taken with a celeb and get an autographed photograph while winning cool prizes and souvenirs.

As mentioned it will held on July 17, 2013 at Marlins Park starting at 12pm. I am searching for an established catering service for my VIP members. Including appetizers, a main course (fish, chicken and steak) and a variety of desserts. I would love a copy of your menu so I can browse your selections and choose the best for my 50 VIP guests. I also need 160 box lunches for staff and volunteers and vendors for multiple food service trucks for the fans. Please be sure to make sure all vendors and local and from the South Miami Area. I need your estimates and choice of selection as soon as possible Mr. Pederson because the event is less than nine (9) weeks away.

Thanks in advance for your assistance.

Yours truly,
J. White
Event Coordinator
SPONSORS
Dear Mr. Jamison:

Firstly, thank you for partnering with Miami United on our efforts to unite the city of Miami with the community. The event will be held at Marlins Park on July 17, 2013 at 12pm and will incorporate local sports organizations such as players from The Miami Heat, Marlins and Dolphins, as well as other celebrity guest performances. As you already know Ryder Systems Inc. is the official first-tier sponsor for the event at a reasonable cost of $100,000 to partner with such tremendously essential community effort. Enclosed in this email is a detailed copy of the items needed from your organization to make this event a success. Including:

- Company Signage Details
- Company enhanced gifts for goodie bag
- Gobo LED lights for branding during performances
- List of names for corporate hospitality luxury suites
- Choices for Ryder sponsored activities

This list of essentials should be returned by July 5, 2013 so we can have sufficient time to iron out the details and make this event a success. Again I would like to thank you Mr. Jamison for your support and to let you know how thrilled we are to partner with such an elite and well-branded company of your stature. Thanks in advance for your help with the planning process as we eagerly await your response.

Yours truly,

J.R. White
Event Coordinator
I. OPTION: “NUMERO UNO”

- **PRICED AT $5,000**
- Gains access to luxury suites and amenities
- Gains access to VIP sections during celebrity autograph signing, and an autographed souvenir
- Includes backstage access to performances and 1 hour backstage with celebrity guests
- Complimentary goodie bag
- Unlimited cocktails and beer from bar
- Unlimited Brand Exposure for partnering with such a community driven event
- Includes private caterer and personal concierge

II. OPTION: “NUMERO DOS”
- PRICED AT $2,500
- Gains access to VIP sections and during celebrity autograph signing
- Complimentary goodie bag
- Unlimited beer from bar
- Unlimited Brand Exposure for partnering with such a community driven event
- Complimentary autographed celebrity souvenir
- Includes backstage access to performances and 20 mins backstage with celebrity guests

III. OPTION: “NUMERO TRES”
- PRICED AT $1,000
- Complimentary goodie bag
- Complimentary drinks from bar (limited to only beer, and only for the first two hours)
- Complimentary autographed celebrity souvenir
- Unlimited Brand Exposure for partnering with such a community driven event
MARKETING & PROMOTIONS
Commercial Script

MIAMIIII UNITE!

Bringing together the city of Miami for a fun fan festival with all your local sports stars, athletes and local celebrities. With guest appearances from:

- Miami Heat’s Udonis Haslem, Mike Miller
- The Dolphin’s David Hinds, Lamar Miller
- And Marlins’ Jeff Mathis and Ed Lucas

Other guest appearances include:

- Performances from DJ Khaled
- Uncle Luke
- Ace Hood and a special appearance from Miami legends
- Dan Marino, Ray Lewis plus many more!

Where?
Marlins Park in Little Havana, Miami
When?
July 17 at 12pm
How much?
Free with school ID for viewing and $15 to participate in events with our local celebrities.

THIS IS NOT AN EVENT YOU WANT TO MISS.
Let’s UNITE the city of MIAMI with their loyal fans. WHEN WILL YOU EVER HAVE AN OPPORTUNITY TO SEE YOUR FAVORITE SPORTS STARS INTERACTING WITH THEIR FANS?

REMEMBER JULY 17, MARLINS PARK AT 12pm

MIAMI UNITED: Bringing our City Together!

Look for us on Facebook and Twitter at Miami United and #MiamiUnited. Or check out our website at www.miamiunited.com.
SILENT AUCTION/ DONATIONS
Event Name: Miami United

Charities: Miami Heat Family Festival

    Miami Marlins: Beyond the BallPark

Heat Family Festival Mission Statement:

    The Family Festival is a themed, interactive, carnival-like celebration in which Heat players, coaches and family come together for a day of family fun in an effort to raise vital dollars for local charities in South Florida. In addition to the fanfare at the event, top restaurants from South Florida create a dining food court extravaganza.

Miami Marlins: Beyond the BallPark Mission Statement:

    An inside look at the Miami Marlins’ philanthropic efforts through various charities in the community in South Florida.

I chose these charities because they both exude interaction with the community of South Florida and are both kid-friendly, which is the driving force behind my event.
Dear Mr. Money:

The Miami Heat and Miami Marlins are teaming up for a Fan Appreciation Day to give back to the fans of South Florida. This extravagant event will be held in Miami-Dade County on July 17, 2013. We need your help to assist in the Event Management and Planning process, and getting contacts in order for all the vendors to help make this event a success.

The event will be hosted at Marlins Park in Little Havana, Miami starting at 3pm. It will be a united effort with both the Miami Heat and Miami Marlins Organizations to give back to the South Florida community and show their appreciation to the fans for their loyalty. We will also team up with local charities such as The Miami Heat Family Festival and The Miami Marlins Beyond the BallPark to involve the community efforts in this event. We need your help in organizing food trucks, police security, printing companies, transportation and many other vendors for this prestigious event. We know this event will be a success and we need your inside access to dissecting the best businesses in South Florida that will make our event a triumph.

Please respond as soon as possible with your answer so we can send you over the details and list of what is needed to make this event an achievement. We need your help Mr. Money because you are the best that the city of Miami has to offer, and we need the best to make this event successful.

Thanks in advance,

J. White (Event Manager)
VENUE
Marlins Park would be an ideal location to host this event, it seats a large amount and would be a good fit for my event. The biggest obstacle would be the cost to rent the event and to include all the amenities such as food and beverage, security, employees who will help keep the venue clean during and after the event, and maintenance workers to sustain the upkeep of the field during the Miami United event.

Advantages

- Home of the Miami Marlins, and has a retractable roof so the event will not get rained if it does rain
- Location will be empty on July 17, 2013 because there are no games scheduled on that date
- Seats approximately 38,000 individuals and would be perfect for my event

Disadvantages

- Will incur a cost to rent the event for the day, event though the Miami Marlins are apart of the event
- The food vendors at the park will not be included in the rental process but will incur an additional cost
- The park is the home to many famous paintings such as “Figures mountains sky star & bird” by Joan Miro which can be viewed in public locations, so security is a must to make sure the venue is well protected

**Venue #2: American Airlines Arena**

The American Airlines Arena in South Miami is home to the Miami Heat and would be another good location for this event. The main concern would be moving all the outdoor events inside in a smaller space. It also holds less than the other two venues and might be the most expensive of all the options simply because they host a wide variety of events and is always booked out.

**Advantages**

- The arena has no events planned for July 17 and is open for renting
- The arena seats roughly 19,000 individuals which is not as big as Marlins Park but still holds a good amount
- It has a huge media mesh on the front of the building, so individuals on the outside of the building who are unable to attend will still have the opportunity to watch highlights outside

**Disadvantages**

- The arena is a little smaller and would be a challenge to host all the various activities in a petite space
- The cost to rent the arena may be more expensive than renting the park
- Arena Food and Beverage will incur an additional cost
Venue #3: Sun Life Stadium

The Sun Life Stadium is another good option for this event, it is great that it is outside and is the biggest of all other venues. The biggest concern for this venue would be the weather, since it is an outside event if it rains then the event and all its participants will get wet, because unlike Marlins Park it does not have a retractable roof.

Advantages

- Maximum capacity is over 78,000 individuals which is huge and the biggest venue thus far
- The venue is not hosting any events on the 17th of July and will be available for my event
- The stadium is well-known in the Miami area and has hosted everything from Miami Dolphins football games to soccer's International Champions Cup and music tours from famous artists

Disadvantages

- Additional costs for event staging and setup, event coordination, food and beverage and menu development
- No retractable roof or cover, so if it rains the event and celebrities will get wet
- The use of the Executive and Legends Suites at the stadium might be an additional charge
MISCELLANOUS
Original Staffing Plan

1. Gate Access

The gate access crew is in charge of manning the entry, making sure everyone coming in (whether it be staff, vendors or fans) gets an entry ID badge and know what direction to head to. Duties include:

- Direct participants and fans on where to go
- Check badges / ID's at entry
- Direct traffic
- Direct vendors
- Take tickets at entry

Additional duties will include communicating directly with security to help regulate the crowd and keep the order.

2. Security

Security was designed to help secure the event and protect the participants from danger. Duties include:

- Secure the premises, keep order
- Protect VIP guests, shadow them in crowds
- Guard VIP entrances / exits
- Guard celebrity stages during autograph signing and music segment
React promptly to danger, especially when directed towards VIP guests.

Additional duties will include communicating with staff when danger is present, operating the metal detectors at the entry, look for any danger through the facilities security cameras.

3. **Tent Management**

The Tent Management team is responsible for organizing the event. There will be various tents set-up for registration for the different activities. Duties include:

- Hand out ID’s for staff and volunteers
- Hand out ID’s for VIP guests and assign them a concierge personnel
- Operate registration tent
- Operate activity/contest and awards tent (where participants will receive goodie bags)
- Organize photo-signing stations

4. **Concierge for VIP**

The concierge staff is responsible for catering to our VIP guests, to make them comfortable and keep them entertained during activities. Duties include:

- Greet VIP guests at their vehicle, escort them to their suites and show them around
- Answer all their questions pertaining to the event
- Cater to them: if they need food, beverages, etc.
Accompany them throughout the day to their various appearance locations

Be their right-hand and help make them comfortable

Additional duties will include catering to the guests of the VIP (most celebrities always has an entourage, help to make them feel comfortable as well), general maintenance of the suites (keep them clean), and to help security protect the VIP guests at all times, safe from any potential threats. Also help in making our sponsors and corporate hospitality guests feel welcomed as well.

5. Event Coordinators

The event coordinators will be the backbone for the event, help organizing all major activities throughout the day. Duties include:

- Help keep order while promoting fun and excitement
- Organize activities/ contests
- Escort participants to contest locations
- Hand out awards, souvenirs and goodie bags
- Communicate with security to help guard the stage and autograph signing tables

Additional duties will include help organizing the participants for the entertainment section and communicating directly with security for any potential danger.
Information Sheet

Date: Wednesday July 17, 2013
Location: Marlins Park (Miami, Florida)
Time: 9am

The event starts at 12pm but all vendors, staff and volunteers have to be at the location at 9am. The assisting staff will enter through the employee entrance, which is the back gate and will meet in the lobby of the arena to await additional instructions. The dress code should be black jeans, sneakers and a Miami United t-shirt (the shirts will be distributed at the event, so wear any shirt and then change into the designated uniform). ID badges with job descriptions and your name will also be distributed at the employee meeting. Please have your ID displayed around your neck at all times for proper identification and to help identify job duties.

Security, gate access personnel and event coordinators will also receive a walkie-talkie (or two-way radio) to stay connected throughout the day.

All employees should park in the rear of the building in the employee parking lot at no charge. Once inside the park you will not be able to go to the parking lot unless you are leaving, so please make sure you bring everything you may need. Staff and volunteers helping with the registration process should be alert and make sure that every person entering the arena has an ID/badge with proper identification.

We hope to have a smooth but successful event but we need your help to make this a success. We will answer any additional questions and the employee meeting at 9am.