

CM 3934



SPONSORSHIP AGREEMENT
NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS AND THE
RITZ-CARLTON, AMELIA ISLAND.

This Sponsorship Agreement ("Agreement") is entered by and between the NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS ("County") and RITZ-CARLTON, AMELIA ISLAND ("Organization") and overseen by the Amelia Island Convention and Visitors Bureau ("AICVB") on behalf of the County for the Annual Amelia Island Cookout ("Event").

SECTION 1. Organization's Responsibilities.

- 1.1 The Organization shall hold the Event which shall consist of 16 events as outlined in the Request for Sponsorship ("Exhibit A"). The Event shall begin on October 16, 2025, and shall continue until October 19, 2025. AICVB may change the Event dates so long as the Organization and the AICVB agree in writing on such change at least two (2) weeks in advance of the Event.
- 1.2 The Organization shall include the destination Amelia Island logo, as supplied by the AICVB, on printed materials and shall reference the Amelia Island Tourist Development Council ("AITDC") as a sponsor in press releases and any other media materials. The AITDC and Organization have the right to approve all materials and releases produced by the other for promotional purposes.
- 1.3 The Organization shall promote at least one Amelia Island Hotel on the Organization's website, and the Organization shall encourage Event attendees to utilize Amelia Island hotel rooms or lodging.
- 1.4 The Organization shall obtain all necessary permits, approvals, and venues for the conducting of the Event and related activities.
- 1.5 The Organization shall provide all necessary equipment for the Event.
- 1.6 The Organization shall be responsible for all food and beverage sales. No alcohol shall be consumed or sold on property belonging to the County except where permitted by the County.

- 1.7 The Organization shall be responsible for all merchandise sales.
- 1.8 The Organization shall be responsible for all sponsorship sales.
- 1.9 The Organization shall be responsible for providing a safe environment for all participants and spectators.
- 1.10 The Organization shall provide all Event staff.
- 1.11 The Organization shall be responsible for implementing a parking system for the Event in a safe and efficient manner and in cooperation with the County, municipality, or appropriate authority.
- 1.12 The Organization shall provide on-site medical personnel or have a medical plan prepared.
- 1.13 The Organization understands that it is an independent contractor and has no authority or right to make obligations of any kind in the name of or for the account of the County, the AITDC or AICVB nor commit or bind the County, the AITDC or AICVB to any contract (other than this Agreement) by virtue of this Agreement.
- 1.14 The Organization will provide the AITDC with thirty (30) complimentary tickets to the Amelia Island Cook-Out per Exhibit "A". Upon request by the AICVB, the Organization will provide ten (10) complimentary tickets to any other events listed in Exhibit "A" to which admission is charged. The AICVB will use said tickets in promoting the Events.
- 1.15 If the Event is held on County-owned property or if the County is co-participating in the Event, as determined by the County in its sole discretion, then the Organization shall, upon written request by the County, provide the County a Certificate of Insurance including one million dollars (\$1,000,000) in general liability coverage and listing the County and the AICVB as "additional insured" for the Event no later than five (5) days after execution of this Agreement by all parties. Certificates of Insurance and the insurance policies required for this Agreement shall contain a provision that coverage afforded under the policies shall not be cancelled or allowed to expire unless at least thirty (30) days prior written notice has been given to the County and the AITDC. Certificates of Insurance and the insurance policies required for this Agreement shall also include a provision that policies, except Worker's Compensation, are primary and noncontributory to any insurance maintained by the AICVB. All insurers shall be authorized to transact insurance business in the State of Florida as provided by Section 624.09(1), Florida Statutes and the most recent Rating Classification/Financial Category of the insurer as published in the latest edition of "Best's Key Rating Guide" (property-Casualty) must be at least A- or above.
- 1.16 The Organization shall submit to the AICVB a Post Event Report within forty-five (45) days of the Event.

SECTION 2. AICVB's Responsibilities.

- 2.1 The AICVB shall provide a link to the Event webpage on www.ameliaisland.com. The Event posting should include the Event schedule and details as they relate to parking, registration fees, sponsorship, merchandise sales, concessions, and all other activities relating directly or indirectly to the operation of the Event (as applicable).
- 2.2 The AICVB shall share responsibility with the Organization for the promotion of the Event outside of Nassau County, Florida.

SECTION 3. Sponsorship Amount.

- 3.1 Upon the recommendation of the AITDC and approval of the County and pursuant to the acceptance and fulfillment of the terms of this Agreement, the County shall provide to Organization a sponsorship in the amount of Sixty-Five Thousand Dollars (\$65,000.00) ("Sponsorship Amount"). The County's performance and obligation under this Agreement is contingent upon an annual appropriation by the Nassau County Board of County Commissioners for subsequent fiscal years and is subject to termination based on lack of funding.
- 3.2 The Sponsorship Amount may be paid in full to the Organization at least two (2) weeks in advance of the Event. Notwithstanding County's payment of the Sponsorship Amount prior to the Event, the Organization shall only be entitled to retain and shall have only been deemed to have earned the Sponsorship Amount after the conclusion of the Event and timely delivery of the completed and executed Post Event Report as required in Section 1.16 hereinabove and any required supporting documentation.
- 3.3 The Organization shall use and allocate the Sponsorship Amount solely for expenditures or obligations related to the Event as outlined in Exhibit A.
- 3.4 The Organization shall be responsible for any and all Event costs and expenses in excess of the total Sponsorship Amount incurred due to Event.

SECTION 4. Indemnification.

- 4.1 The Organization shall indemnify, and hold harmless the County and its officers and employees, the Amelia Island Tourist Development Council, the Amelia Island Convention and Visitor's Bureau from any and all damages, losses, liabilities, and costs, including but not limited to, reasonable attorneys' fees, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of the Organization and other persons employed or utilized by the Organization in the performance of the Agreement.

SECTION 5. Compliance with Laws & Regulations.

- 5.1 The Organization represents and warrants that it shall comply with all applicable state, federal and local laws and regulations relating to operation of the Event.

SECTION 6. Waivers.

- 6.1** No release or waiver of any provision of this Agreement shall be enforceable against or binding upon a party unless in writing and executed by the releasing or waiving party. The failure of any party to insist upon specific performance of any of the agreements, terms, covenants, or conditions of this Agreement shall not be deemed a waiver of any rights or remedies that either party may have, or a waiver of any subsequent courses of actions or claims based upon breach or default of any of such agreements, terms, covenants, and conditions.

SECTION 7. Relationship of Parties.

- 7.1** The parties of this Agreement shall not be deemed joint venturers, agents, or partners of the other for any purpose because of this Agreement or for the transactions contemplated hereby.

SECTION 8. Term.

- 8.1** This Agreement shall commence when fully executed and shall remain in full force and effect until September 30, 2026, with an option to renew for the 2026 Event in the amount of Sixty-Five Thousand Dollars (\$65,000.00). The Organization shall give in writing of the Organization's Request for Renewal to the County Ninety (90) days prior to the expiration of the term of this Agreement. If the County elects to renew this Agreement, the Parties shall execute an Amendment reflecting the same.

SECTION 9. Amendments.

- 9.1** No provision of this Agreement may be modified, waived, or amended except by a written instrument duly executed by both parties.

SECTION 10. Cancellation; Rescheduling; Force Majeure.

- 10.1** Notwithstanding anything to the contrary contained herein, if the Event is canceled for any reason whatsoever, and the Event is not rescheduled as set forth in Section 10.2 below, then (a) this Agreement shall be automatically deemed terminated, (b) the Organization shall have no right to receive or otherwise direct the receipt of any portion of the Sponsorship Amount, and (c) the Organization must refund to the County all amounts paid by the County to the Organization pursuant to this Agreement within ten (10) business days following written request by the County. The Organization hereby waives and releases any and all claims it may have for breach of contract or otherwise arising out of such circumstances.
- 10.2** If the Event is canceled for any reason, within ten (10) business days of such cancellation, Organization shall notify County in writing whether the Organization intends to reschedule the Event to a date during County's current Fiscal Year (October 1 through September 30). If the Organization timely notifies County of its intent to reschedule the Event to a date within the current Fiscal Year, County and the Organization shall coordinate the

3934
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replacement dates for the Event; provided, however, County shall not unreasonably withhold, condition, or delay its consent to dates requested by the Organization. If the Parties agree on rescheduled dates for the Event, such agreement shall be made in writing by the parties and treated as an amendment to this Agreement, with all references to Event herein to mean the new dates. If the Organization does not timely notify County that it intends to reschedule the Event within the time period stated in this section, the Event is deemed canceled and this Agreement is automatically deemed terminated as provided in Section 10.1 above.

- 10.3** Other than the Organization's obligations to refund the Sponsorship Amount as provided in Section 10.1 of this Agreement, which obligations are not waived by any event of Force Majeure (as defined in this paragraph), each Party's obligations under this Agreement shall be temporarily excused by acts of God, such as fires, storms, lightning, floods, confiscations or restraints of government (civil or military), war, terrorism, strikes or labor disputes, civil disturbances, or any other cause that is not within the reasonable control of a Party, and not otherwise due to any negligence or willful misconduct by that Party ("Force Majeure").

SECTION 11. Third- Party Beneficiaries.

- 11.1** Neither the Organization nor the County intends to directly or substantially benefit a third party by this Agreement. Therefore, the Parties acknowledge that there are no third-party beneficiaries to this Agreement and that no third party shall be entitled to assert a right or claim against either of them based upon this Agreement.

SECTION 12. Notices.

- 12.1** In order for a notice to a party to be effective under this Agreement, notice must be sent via U.S. first-class mail, hand delivery, or commercial overnight delivery, each with a contemporaneous copy via e-mail, to the addresses listed below and shall be effective upon mailing or hand delivery (provided the contemporaneous e-mail is also sent). The addresses for notice shall remain as set forth in this section unless and until changed by providing notice of such change in accordance with the provisions of this section.

FOR AICVB:

ATTENTION:

Executive Director
1750 South 14th Street, Suite 200
Fernandina Beach, Florida 32034
(904) 277-4369

FOR ORGANIZATION:

Johanna Marlin - 904-603-8356

RITZ-CARLTON, AMELIA ISLAND
4750 Amelia Island Parkway, Amelia Island, FL 32034

SECTION 13. Public Records.

13.1 The Organization acknowledges that the County is a public agency subject to Chapter 119, Florida Statutes, and that the information and data the Organization manages under this Agreement may be public records in accordance with Chapter 119, Florida Statutes. If a court of competent jurisdiction determines that the Organization is a "contractor" for purposes of Section 119.0701, Florida Statutes, then the Organization shall comply with all requirements of Chapter 119, Florida Statutes. Failure to comply with this section shall be deemed a breach of this Agreement and enforceable as set forth in Section 119.0701, Florida Statutes.

IF THE ORGANIZATION HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE ORGANIZATION'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT (904) 530-6090, RECORDS@NASSAUCOUNTYFL.COM, 96135 NASSAU PLACE, SUITE 6, YULEE, FLORIDA 32097.

SECTION 14. Assignment.

14.1 The Organization may not assign all or part of its rights or obligations under this Agreement without the prior written consent of County, which consent shall not be unreasonably withheld, conditioned, or delayed. Any assignment, transfer, or encumbrance in violation of this section shall be void and ineffective. If the Organization violates this provision, any portion of the Sponsorship Amount already provided to the Organization shall be immediately refunded to County upon demand and, in addition to any other rights and remedies County may have, County may immediately terminate this Agreement.

SECTION 15. Governing Law and Venue.

15.1 This Agreement shall be deemed to have been executed and entered into within the State of Florida and any dispute arising hereunder, shall be governed, interpreted and construed according to the laws of the State of Florida, the Ordinances of Nassau County, and any applicable federal statutes, rules and regulations. Any and all litigation arising under this Agreement shall be brought in Nassau County, Florida, and any trial shall be non-jury. Any mediation, pursuant to litigation, shall occur in Nassau County, Florida.

SECTION 16. Entire Agreement; Severability.

16.1 This Agreement sets forth the final and complete understanding of the parties. It is understood and agreed that there are no other representations with respect to this Agreement and this Agreement supersedes all prior discussions, agreements and understandings relating to this subject matter hereof. In the event any part of this

3934
CM _____

Agreement is found to be unenforceable by any court of competent jurisdiction, that part shall be deemed severed from this Agreement and the balance of this Agreement shall remain in full force and effect.

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CM 3934

Please indicate your acceptance of the foregoing terms and conditions by signing and dating the space below and returning one fully executed copy of this Agreement to the County.

**NASSAU COUNTY BOARD OF
COUNTY COMMISSIONERS**


Signature

A.M. "Hupp" Huppmann
Printed Name

Chairman
Title

7-14-25
Date

Attest to the Chairman's signature:


MITCH L. KEITER
Its: Ex-officio Clerk

**RITZ-CARLTON, AMELIA
ISLAND**

Johanna Marlin
Signature

Johanna Marlin
Printed Name

Director of Sales
Title

6/10/2025
Date

Approved as to form and legality by the
Nassau County Attorney:

Denise C. May, Esq., BCS
Denise C. May, County Attorney

Amelia Island Convention and Visitors Bureau

Gil Langley
Signature

Gil Langley
Printed Name

President
Title

6/10/2025
Date

Exhibit A

AMELIA ISLAND

COME MAKE MEMORIES®

Event/Project/Program Sponsorship Funding Application

Please complete the following to be considered for event/project/program sponsorship funding. Attach additional documentation if needed. Be sure to review the requirements before submitting your application.

Each event/project/program host/organizer applying for sponsorship will be required to submit this Special Event/project/program Sponsorship Application. The annual sponsorship application process shall close on June 30 for consideration of support in the next fiscal year (October 1 through September 30). The application must be submitted to the TDC Managing Director by e-mail (billing@ameliaisland.com) or mailed/hand delivered to 1750 South 14th Street, Suite 200, Amelia Island, FL 32034.

For questions related to completing the application, please email Mariela Murphy at mmurphy@ameliaisland.com or call 904-277-4369.

Name of Event/Project/Program: The Annual Amelia Island Cookout

Event/Project/Program Date(s): October 16-19, 2025

Event/Project/Program Location(s): 5 events hosted at The Ritz-Carlton, Amelia Island with 11 additional Restaurants being featured for offsite events.

Funding Amount Requesting: \$65,000 for 2025 & \$65,000 for 2026

Event/Project/Program Host/Organizer/Applicant: The Ritz-Carlton, Amelia Island -

Event/Project/Program Host/Organizer/Applicant Address: 4750 Amelia Island Parkway, Amelia Island FL 32034

Contact Person: Johanna Marlin - Director of Sales & Marketing

Address: 4750 Amelia Island Parkway, Amelia Island FL 32034

Phone: 904-603-8356

Email: johanna.marlin@ritzcarlton.com

Event/Project/Program Information

Provide names and contact information of all persons, firms, and corporations with a financial interest in the Special Event/project/program or participating in the control of the event/project/program.

Please refer to enclosed Proposal

Provide a detailed description of the event/project/program and how it promotes Amelia Island tourism, the proposed goals, objectives, and economic impact of the event/project/program to include dates of the event/project/program (including set up and tear down); anticipated attendance; audience demographic and projected overnight visitation.

Please refer to enclosed Proposal _____

Provide a logistics outline (including but not limited to location/site plan, parking/shuttle and traffic plan, security plan, sanitation plan, health and safety plan, and special needs requirements) for your event/project/program.

Please refer to enclosed Proposal _____

Describe in detail how the special event/project/program sponsorship funds will be used including media plan with advertising schedule; public relations activities; proposed creative materials (including but not limited to display ads, banner ads, websites, flyers, posters); promotional activities to support the event/project/program and the related expense budgets for the marketing activities.

Please refer to enclosed Proposal _____

Budget

An event/project/program budget should accompany this application, and contain such items as available:

- ① amount being invested by the event/project/program host/organizer.
- ① an expense budget for producing the event/project/program.
- ① amount of support requested from the TDC and its intended use.
- ① additional sponsorship revenues.
- ① anticipated revenue from ticket/ancillary sales.
- ① any other revenue expected to be generated by the event/project/program.

Event/Project/Program Host/Organizer/Applicant Signature: _____

E-Signed : 05/01/2025 03:34 PM EDT
Johanna Marlin
johanna.marlin@ritzcarlton.com
IP: 172.5.50.35
Certifi Electronic Signature
DocID: 20250501142943948

Date: 05/01/2025

Internal Use Only:

Date Received: 05/02/2025

Approved: X Yes / No

Amount: \$65,000 for 2025 & 2026

Event/Project/Program Sponsorship Funding Requirements:

1. Only one request per event/project/program.
2. Requests cannot be for more than fifty percent (50%) of total event/project/program budget.

3. Approval of sponsorships shall be considered as one-time approvals and applicant should not assume that funding is pre-approved for subsequent years or amounts.
4. *A Post Event Summary Report* must be submitted to the TDC forty-five (45) days after completion of the event/project/program.
5. All sponsorship funds must go toward the event/project/program itself and must not be used to pay commissions, bonuses, or other incentives for fund-raising efforts by staff, volunteers, or other parties.
6. If, for any reason you are unable to purchase an item or service as approved in your application, you must notify the TDC and request to substitute another item or service.
7. Any applicant found guilty of violating, misleading, neglecting or refusing to comply with the application requirements shall be disqualified from submitting any future requests.
8. Sponsorship funds may not be used for political campaigns, political parties, or for lobbying.
9. All events/projects/programs funded shall be conducted in a nondiscriminatory manner and in accordance with local, state, and federal laws, rules and regulations related to nondiscrimination and equal opportunity. Applicant and its event/project/program shall not discriminate on the grounds of race color, religion, sex, age, national origin, ancestry, marital status, disability, sexual orientation, gender identity or expression, or any other protected category designated by local, state, or federal law. All events/projects/programs funded shall be accessible to persons with disabilities in accordance with the Americans with Disabilities Act and related regulations.
10. If awarded funding, applicant agrees that it will include the Amelia Island logo in advertising, flyers, posters, literature, film/video credits, news releases, printed programs, public broadcasts, promotion, and publicity if requested to do so. Both parties have the right to approve all materials and releases produced by the other for promotional purposes.
11. Any funds granted shall be subject to an audit by the Nassau County Clerk of Court and Comptroller or their authorized representative.

SPONSORSHIP PROPOSAL



— AMELIA ISLAND —
COOKOUT
— THE RITZ-CARLTON, AMELIA ISLAND —

OCTOBER 16-19, 2025

PROPOSED TO:

AMELIA & ISLAND
COME MAKE MEMORIES™

THE THIRD ANNUAL AMELIA ISLAND COOKOUT



The Ritz-Carlton, Amelia Island has proudly hosted **The Amelia Island Cookout** for two consecutive years, transforming **October, traditionally a shoulder month for the Island, into a vibrant celebration of culinary artistry.** This annual event has become a hallmark of excellence, drawing food enthusiasts and connoisseurs to experience the finest in epicurean delights. With each passing year, the Cookout continues to elevate the Island's reputation as a premier destination for unforgettable culinary experiences

The immersive epicurean event is designed to entice food enthusiasts from premier markets, including Atlanta, New York, Chicago, Washington DC, and Florida, to experience the culinary delights of the Island. By offering a captivating array of gastronomic experiences, the event aims to boost overnight visitation and showcase the Island as a top destination for culinary aficionados. The event highlights the diversity of Amelia Island's cuisine and the talented chefs behind it with a variety of lavish, interactive dining experiences from gourmet wine pairing dinners and a Chefs Theater cooking demo to an outdoor oceanfront Cookout event with over 700 guests in attendance and a multi-course Master Chefs dinner with notable national chefs and more.

In 2024, the festivities reached new heights with the inclusion of two highly esteemed local restaurants, David's and Burlingame. These culinary gems hosted spectacular kickoff dinners, featuring exclusive collaborations with renowned guest chefs which set the stage for an unforgettable Cookout weekend. Adding an exhilarating twist to the 2024 Cookout, the offsite mystery destination lunch experience was a highlight that kept guests on the edge of their seats. This lavish affair was hosted at the exclusive private hangar of The Fernandina Beach Municipal Airport, with the location revealed only 24 hours before the event. With an elevated aviation-themed decor that transported guests to the skies, three top chefs showcasing their culinary mastery, exquisite wines crafted by the legendary winemaker Justin Baldwin, and captivating live performances, this event was nothing short of spectacular. The Speakeasy VIP Lounge also emerged as a standout feature in the 2024 Cookout, captivating guests with its exclusive ambiance and sophisticated charm. This hidden gem offered an intimate retreat where attendees could unwind in style, savoring premium cocktails and engaging in lively conversations.

The third annual Amelia Island Cookout is scheduled to take place from **October 16-19, 2025.** This year's festivities will feature the original six meticulously curated events, showcasing top national chefs, acclaimed Island restaurants, accomplished sommeliers, and master mixologists. In addition, **we are thrilled to expand the celebration with several offsite events, ensuring island-wide excitement every night starting Thursday, October 16.** Highlights include **exclusive cigar and port pairings at Ash Street Cigar, a Beer Hop experience aboard an open-air trolley featuring Mocama Beer Company, First Love, and Amelia Island Tavern, a Bourbon Sunset Cruise with The Decantery, a Cookbook Signing & Chef Conversation experience at The Loft Bookstore and an exclusive Bourbon Dinner at Lagniappe.** The third Amelia Island Cookout is destined to be one for the books!

THE VISION:



ANNUAL CULINARY
ISLAND-WIDE EVENT



CURATED CULINARY
EXPERIENCES



TOP CHEFS



2025 COOKOUT EXPERIENCES

Thursday, October 16

CIGARS & PORT

Ash Street Cigar | 5:30pm



KICK OFF DINNERS WITH GUEST CHEFS

David's | 7:30 p.m.

Burlingame | 7:30 p.m.

Friday, October 17

PERFECT PAIRINGS

Ritz-Carlton Ballroom Foyer | 2 p.m. - 3:30 p.m.

BEER HOP

Mocama Beer Company | 3 p.m.

First Love Brewing | 4:30 p.m.

Amelia Island Tavern | 6 p.m.



BOURBON SUNSET CRUISE **NEW**

The Decantery | 5 p.m.



MEDITERRANEAN INSPIRED AL FRESCO DINNER

Coquina Restaurant | 6:30 p.m. - 9 p.m.

Saturday, October 18

29th ANNUAL AMELIA 8 FLAGS CAR SHOW

Vintage Donuts | 10 a.m. - 2 p.m.



CHEFS THEATER

Salt Restaurant | 11 a.m. - 1 p.m.

COOKBOOK SIGNING & CHEF CONVERSATION

The Loft Bookstore | 1:30 p.m.



AMELIA ISLAND COOKOUT

Oceanfront Lawn (with a tent) | 5 p.m. - 8 p.m.

Speakeasy Lounge | The Ritz-Carlton Ballroom 9 p.m. - 11 p.m.

Sunday, October 19

MYSTERY DESTINATION LUNCH

A culinary luncheon adventure like no other awaits at an undisclosed Island location announced 24 hours before the event. | 11 a.m. - 1 p.m.

MASTER CHEFS DINNER

Salt Restaurant | 6 p.m. - 9 p.m.

BOURBON DINNER

Lagniappe Restaurant | 6 p.m. - 9 p.m.



****Accommodations at Marriott Hotels on the Island to include Courtyard/SpringHill Suites by Marriott and Residence Inn Amelia Island will be offered as alternatives for guests.**

TALENT LINEUP

2025

Talent Line up



CHAN NIZA BAYIR
SALT
AMELIA ISLAND, FL



COREY CHOW
THE STANWICH CLUB
GREENWICH, CT



PANO KARATASOS
HYMA
ATLANTA, GA



ANGIE MAR
LES TROIS CHEVAUX
NEW YORK, NY



E.J. LAGRASSE
EMERIL'S
NEW ORLEANS, LA



BERNARD GUILLAS
PRIVATE CHEF
MASTER CHEF OF FRANCE



PHILIPPE HADDAD
DGH HOSPITALITY
ATLANTA, GA



MICHAEL TOSCANO
DA TOSCANO
CHARLESTON, SC



PEDRO MEDEIROS
NOJIN
MIAMI, FL



JENNIFER CARROLL
CARROLL COURTURE
CUISINE
BRAVO'S TOP CHEF



DYLAN BENOIT
FOOD NETWORK
CANADA'S
FIRE MASTERS



BRADON CARTER
CHEF/PARTNER
COMMON THREAD
SAVANNAH, GA



BARRY HOMAN
LOTUS RAMEN
ST. AUGUSTINE, FL



SEAN BROCK
JOYLAND
CHARLESTON, SC



DEAN MARX
DJIM RESTAURANTS
FLORIDA



TONY BIGOS
CERTIFIED ANGUS BEEF
WOOSTER, OH



TANK JACKSON
HOLY CITY MOOS
CHARLESTON, SC



FARMER LEE
CHEF'S GARDEN
HURON, OHIO



MATTHEW MCDURE
MCDURE BROTHERS
CULINARY CONCEPTS
JACKSONVILLE, FL



PAPI GONZALEZ
COQUINA
AMELIA ISLAND, FL



ADRIENNE GRENIER
BURLOCK COAST
FORT LAUDERDALE, FL



SEAN BLANCHETTE
THE RITZ-CARLTON
DALLAS, TX



GILLES SCHREIBER
THE RITZ-CARLTON
LOS COLINAS, TX



NATALIE WU
WICKED BAO
AMELIA ISLAND, FL



DAVID ECHEVERRI
DAVID'S RESTAURANT
AMELIA ISLAND, FL



CHAD LIVINGSTON
BIRCHINGAME RESTAURANT
AMELIA ISLAND, FL



OMAR COLLAZO
THE OMNI
AMELIA ISLAND, FL

Pastry Chefs



SHARON PANKASOV
BAKED BY SHARON
NEW YORK, NY



CAM LA TESTA
THE RITZ-CARLTON
GRAND CAYMAN



DANIEL MAGNONE
IN HABRIOTT
NASHVILLE



KATHERIN HALDERSON
NOJIN - MIAMI, FL

Mixologists & Sommeliers



SIMON CROMPTON
DOOR NO. 4
GRAND CAYMAN



KELLY SCHMIDT
BLACKBERRY FARM



MICHAEL KENNEDY
FRAICHE WINE GROUP



PHILIPPE ANDRE
FOLIO FIRE WINE
PARTNERS

MARKETING PLAN

Dedicated event website:

The weekend events and packages are listed in our dedicated website with links to buy tickets in Eventbrite. Visit: www.ameliaislandcookout.com. The events will also be listed in the [Hotel's website](#) under the dining section. Cookout Overnight exclusive package available in the [Hotel's website](#).

Email Marketing campaigns:

- AICVB Co-Op Food & Wine email in July & September with 50,000 subscribers, HHI \$125K
- Dedicated email blast in July to AICVB database with 97K subscribers
- Dedicated email blast in August to the Hotel's database with 35K subscribers
- Neighbors letter in August via email by our Hotel Manager to an exclusive group of affluent residents
- The Cookout will be featured in newsletters and email campaigns with Jacksonville Magazine, Edibles Northeast Magazine, ACC Aviation and The Local Palate. 200K combined subscribers

Social Media & Digital banners:

- Paid social media campaign 2 months flight (July & August) in Facebook & Instagram - hotel's pages
- Weekly stories, bi-weekly posts in the Hotel's social media pages and Salt Restaurant's pages. (119K followers)
- Stories & posts in The Visit Amelia Island Facebook & Instagram pages August - October (156K followers)
- 904Happy Hour collaboration posts (August & September) - (200K followers)
- Featured post in Edibles Northeast Florida social media pages (35K followers)
- Featured post in Jacksonville Magazine social media pages (23K followers)
- Featured post in The Local Palate social media pages (91K followers)
- Digital Banners in TripAdvisor & Expedia (linked to overnight package) - August & September

Print Marketing:

- Full page color ad in the Islander Magazine (June - September), the NewsLeader (September) and the Ponte Vedra Recorder (September)
- Food & Wine Magazine - May print issue (co-op with AICVB)
- Atlanta Magazine - August issue (full page ad - co-op with AICVB)
- Charlotte Magazine - September issue (full page ad - co-op with AICVB)
- Edibles Northeast Florida Magazine - September issue (2 page spread)
- Jacksonville Magazine - August & September issue (full page ad)
- The Local Palate Magazine - August (full page ad)
- Check stuffer for The Amelia Island Cookout to be handed out to patrons at all outlets at The Ritz-Carlton to include Restaurants, retail shops & Spa (June-September)
- Posters to be displayed around town with the lineup of chefs and events (September)

Radio Advertising:

Radio Ads on WJCT Jacksonville sponsored by the AICVB (August & September)

TV Advertising:

Feature Chef Okan in The Morning Show at WJXT Channel4 in October with News Anchor promoting the Amelia Island Cookout.

Public Relations:

- Press release launching in May.
- Proactive pitching by the Hotel's Public Relations agency to national and regional media for editorials and mentions about the event in publications such as: Southern Living, Garden & Gun, Food & Wine, Forbes, Travel+Leisure among others.
- Social Takeovers during the event: Targeting to host 3 F&B social media editors and travel contributors through a foodie lens. Refer to Social Media analytics in the upcoming pages.
- Strategic marketing collaboration with ACC Aviation and The Amelia Island CVB to co-promote an unparalleled luxury travel experience. This exclusive offering includes a private jet charter, ensuring a seamless and sophisticated journey, along with all-access passes to the highly anticipated Cookout events, the full-scale marketing campaign includes a dedicated press release by Hayworth PR, email marketing, newsletters, organic and paid social media posts and digital paid ads.

PROPOSED BUDGET



EVENT EXPENSES:

Hotel Investment:

Audiovisual for events: \$15,000

Marketing for promotion: \$35,000

Professional Photography & Videography: \$20,000

Expenses for hosting invited chefs & media: \$20,000

Purchase of signature wines & food: \$55,000

Labor: \$35,000

Expenses for decor, tent & entertainment: \$85,000 (includes Mystery Destination lunch)

TOTAL EXPENSES: \$265,000

ANTICIPATED ATTENDANCE & REVENUES:

Anticipated attendance: 800 guests throughout the weekend. Affluent travelers and tourists, food lovers and culinary enthusiasts with individual HHI of \$100K+ in key markets for the Island (Atlanta, Jacksonville, Orlando, Charleston, Charlotte, New York, New Jersey, DC, Boston, Chicago, Philadelphia).

Anticipated revenue ticket sales: \$120,000

Anticipated room revenue from event: \$40,000

Anticipated ancillary revenues from event: \$20,000

OUR REQUEST TO THE AICVB:

\$65,000 cash sponsorship for 2025

\$65,000 cash sponsorship for 2026

Sponsorship Benefits:

- Official sponsor of the Amelia Island Cookout designation
- Print and Digital placement of Amelia Island's destination logo in ads
- Amelia Island's destination logo featured in the event website's landing page
- Amelia Island's destination logo featured in welcome packet handed to guests during the event.
- Other Hotels will be featured on the Cookout event website for alternative accommodations on the Island.

THANK YOU!