

**Item #43-A**

**ADDITIONAL MATERIAL**

**REGULAR MEETING**

**MAY 12, 2026**

**SUBMITTED AT THE REQUEST OF**

**COMMISSIONER HAZELLE P. ROGERS**

# The Broward Welcomes the World Initiative

## Funding Request to The Board of Broward County Commissioners

The *Broward Welcomes the World Initiative* is a coordinated, countywide activation strategy designed to align with the upcoming FIFA World Cup matches hosted in Miami Gardens. This initiative positions Broward County as a premier destination for international visitors, soccer fans, and corporate partners by leveraging the global spotlight of the World Cup to drive tourism, economic activity, and community engagement across Broward County.

The City of Lauderhill, in collaboration with local municipalities, respectfully requests **\$125,000 in funding from the Broward County Commission Reserves** to sponsor the **Broward Welcomes the World Initiative** and the **Broward Welcomes the World Signature Kickoff Event**.

## Broward Welcomes the World Municipal Subawards Overview

Total Subaward Budget: Up to \$65,000

Initiative Dates: May 16, 2026 - July 18, 2026

Event Location: Municipal or County-owned properties within Broward County

Admission: Free; VIP upgrades permitted subject to County approval on designated area and the maximum number of VIP tickets. Any proceeds from VIP upgrades should be deducted from event expenses prior to seeking reimbursement from County.

### I. Subaward Executive Summary

Through a unified framework, The City of Lauderhill, Broward County, and municipal partners will deliver a series of high-impact, locally driven events that collectively create a vibrant regional experience. These activations will include, but are not limited to, public watch parties, youth soccer clinics/matches, and fan zones that reflect the passion for soccer and community across Broward County.

This funding request supports a matching funds structure to empower municipalities to host their own World Cup-related programming. Funds will be allocated across key categories essential to successful event delivery, including:

- Marketing and outreach to attract residents and visitors
- Programming and activities to ensure engaging, high-quality experiences
- Safety and logistics to maintain secure and well-coordinated events
- Staffing and administration to support planning and execution
- Venue and operational costs associated with hosting public events

In alignment with Broward County's Sponsorship Agreement framework, this component of the initiative will be administered by the City of Lauderhill through a **subaward model to municipalities**, enabling local governments to serve as subrecipients responsible for producing compliant, community-based events. Each municipality will be required to meet established criteria, including providing a one-to-one funding match, hosting free and publicly accessible events, and adhering to all reporting, branding, and operational requirements set forth by the County.

This decentralized yet coordinated approach ensures both accountability and flexibility—allowing municipalities to tailor events to their unique communities while contributing to a cohesive, countywide strategy. Importantly, it also maximizes the economic impact of the World Cup by driving foot traffic to local businesses, increasing hotel occupancy, and generating measurable returns across Broward County.

### **Subrecipient Process:**

- ❖ Up to ten (10) Broward County municipalities may participate as subrecipients.
- ❖ Subrecipients will host eligible World Cup-related community activations in accordance with program requirements.
- ❖ Participating municipalities must execute the Broward Welcomes the World Memorandum of Understanding (MOU) or Letter of Intent (LOI), and submit a proposed event calendar to the City of Lauderhill no later than June 2, 2026.
- ❖ Funding will be provided on a reimbursement basis only, with the \$65,000 aggregate funding pool divided among participating municipalities based on the number of executed subrecipient MOUs.

## **Broward Welcomes the World Signature Kickoff Event Overview**

Total Event Budget: \$120,000 (\$60k match minimum)

Event Date: June 7, 2026

Event Location: Central Broward Park and Broward County Stadium

Time: Doors open to the public 1:00 PM – 11:00 PM

Expected Attendance: 5,000

Admission: Free; VIP upgrades permitted subject to County approval on designated area and the maximum number of VIP tickets. Any proceeds from VIP upgrades should be deducted from event expenses prior to seeking reimbursement from County.

Vendor Reach: 80%+ from Broward County

## **I. Executive Summary**

The Broward Welcomes the World Signature Kickoff Event is one of the most anticipated World Cup celebrations in Broward County. It embodies the County's values by bringing together residents of all ages, municipalities throughout Broward County, tourists, soccer fans, and local businesses for a day of athletics, community pride, and cultural connection.

The City of Lauderhill respectfully submits this proposal to The Board of Broward County Commissioners to support the Broward Welcomes the World Signature Kickoff Event, taking place on June 7, 2026, at the Central Broward Park and Broward County Stadium. The Signature Kickoff Event will serve as the official launch of the Broward Welcomes the World activation efforts for the World Cup and is designed to:

- Generate early momentum ahead of the tournament window
- Attract regional and out-of-county visitors
- Showcase Broward County as a vibrant, welcoming destination
- Drive engagement with local businesses, residents, vendors, and sponsors

This FREE event will fuse soccer, live music and entertainment, youth, family, & fan engagement zones, a food truck & vendor marketplace, sponsor & brand activations, and a VIP hospitality experience that highlights Broward County resident's passion for soccer and community engagement.

With support from The Board of Broward County Commissioners, we aim to elevate this signature event's scale and reach, ensuring robust community participation and continued cultural and economic impact throughout Broward County. The requested **\$60,000** will be **fully allocated to offset direct costs associated with the Signature Broward Kickoff Event**, ensuring the event is delivered at a scale and quality that reflects a countywide initiative and maximizes regional impact.

**I. Broward Welcomes the World Initiative Budget Overview**

<b>INITIATIVE CATEGORY</b>	<b>Broward County Investment</b>	<b>City of Lauderhill Investment</b>	<b>Broward County Municipalities' Investment</b>
<b>Municipal Subawards</b>	Up to \$65,000	\$0	Up to \$65,000
<b>Signature Kickoff Event</b>	\$60,000	\$60,000	Up to \$65,000
<b>TOTAL</b>	<b>\$125,000</b>	<b>\$60,000</b>	<b>\$65,000</b>

**II. Broward Welcomes the World Signature Kickoff Event Budget Overview**

<b>Category</b>	<b>Board of Broward County Commissioners Contributions</b>	<b>City of Lauderhill Contributions</b>	<b>Total</b>
<b>Marketing &amp; Outreach</b>	\$0	\$22,000	<b>\$22,000</b>
<b>Programming &amp; Activities</b>	\$18,500	\$22,000	<b>\$40,500</b>
<b>Safety &amp; Logistics</b>	\$41,500	\$3,000	<b>\$44,500</b>
<b>Venue &amp; Operations</b>	\$0	\$13,000	<b>\$13,000</b>
<b>TOTAL BUDGET</b>	<b>\$60,000</b>	<b>\$60,000</b>	<b>\$120,000</b>

**Proposed Board of Broward County Commissioners Contribution Expenditures:  
\$60,000**

Programming & Activities	Youth Soccer Skills Clinic	\$9,000
Programming & Activities	Mini Pitch Zone (1 small-sided field)	\$2,500
Programming & Activities	Kid's Mini Pitch (1 Small Field)	\$1,250
Programming & Activities	Fan Zone Experience Equipment	\$4,500
Programming & Activities	Photobooth	\$1,250
<b>Programming &amp; Activities Total</b>		<b>\$18,500</b>
Safety & Logistics	BSO & Security	\$30,000
Safety & Logistics	Contracted Cleaning Service	\$6,500
Safety & Logistics	Contracted Crowd Mgr. (1 per every 250 guests)	\$5,000
<b>Safety &amp; Logistics Total</b>		<b>\$41,500</b>

### Proposed City of Lauderhill Match Contribution Expenditures: \$60,000

Programming & Activities	Soccer Match Referees	\$800
Programming & Activities	Bounce Houses	\$1,000
Programming & Activities	Face Painting	\$1,000
Programming & Activities	E-Sports Mobile Gaming Trucks	\$7,000
Programming & Activities	Branded Merchandise Giveaways (Mini soccer balls, etc.)	\$6,000
Programming & Activities	Event Audio Production Services	\$1,200
Programming & Activities	Live Music Performances (4-Hour Band Performance)	\$5,000
<b>Programming &amp; Activities Total</b>		<b>\$22,000</b>
Marketing & Outreach	Step & Repeat	\$575
Marketing & Outreach	Flyer	\$575
Marketing & Outreach	Poster	\$575
Marketing & Outreach	Road Sign	\$745
Marketing & Outreach	Presentation Deck	\$1,595
Marketing & Outreach	Social Media Post Drafting & Asset Coordination	\$2,170
Marketing & Outreach	Monthly Website Hosting	\$60
Marketing & Outreach	Drone Photography/Videography (Per Event)	\$300
Marketing & Outreach	Event Photography (Per Event)	\$750
Marketing & Outreach	Event Videography (Per Event)	\$1,000
Marketing & Outreach	Video Editing (Per Hour)	\$65
Marketing & Outreach	Print Media	\$5,500
Marketing & Outreach	Radio Ads	\$8,000
Marketing & Outreach	Digital Display Promo at the Park on sign facing the street *Ad must be approved by the park	\$90
<b>Marketing &amp; Outreach Total</b>		<b>\$22,000</b>
Safety & Logistics	Golf Carts	\$3,000
<b>Safety &amp; Logistics Total</b>		<b>\$3,000</b>
Venue & Operations	Portable Toilets	\$3,500
Venue & Operations	Directional Signage at Event	\$500
Venue & Operations	Tents, Tables, Portable Misters, & Chairs	\$8,000
Venue & Operations	Generator	\$1,000
<b>Venue &amp; Operations Total</b>		<b>\$13,000</b>

# Broward Welcomes the World Signature Kickoff Event

## Funding Request to The Board of Broward County Commissioners

The City of Lauderdale, in collaboration with local municipalities, respectfully requests **\$60,000 in funding from Broward County Commission Reserves** to support the **Signature Broward Kickoff Event** as part of the broader *Broward Welcomes the World* initiative.

This initiative is a coordinated, countywide activation strategy aligned with the upcoming World Cup matches in Miami Gardens. Its purpose is to position Broward County as a premier destination for visitors, fans, and sponsors while driving measurable economic impact for local businesses and communities.

## Broward Welcomes the World Signature Kickoff Event Overview

Total Event Budget: \$120,000 (\$60k match) minimum

Event Date: June 7, 2026

Event Location: Central Broward Park and Broward County Stadium

Time: Doors open to the public 1:00 PM – 11:00 PM

Expected Attendance: 5,000

Admission: Free; VIP upgrades permitted subject to County approval on designated area and the maximum number of VIP tickets. Any proceeds from VIP upgrades should be deducted from event expenses prior to seeking reimbursement from County.

Vendor Reach: 80%+ from Broward County

## I. Executive Summary

The Broward Welcomes the World Signature Kickoff Event is one of the most anticipated World Cup celebrations in Broward County. It embodies the County's values by bringing together residents of all ages, municipalities throughout Broward County, tourists, soccer fans, and local businesses for a day of athletics, community pride, and cultural connection.

The City of Lauderdale respectfully submits this proposal to The Board of Broward County Commissioners to support the Broward Welcomes the World Signature Kickoff Event, taking place on June 7, 2026, at the Central Broward Park and Broward County Stadium. The Signature Kickoff Event will serve as the official launch of the Broward Welcomes the World activation efforts for the World Cup and is designed to:

- Generate early momentum ahead of the tournament window
- Attract regional and out-of-county visitors
- Showcase Broward County as a vibrant, welcoming destination
- Drive engagement with local businesses, residents, vendors, and sponsors

This FREE event will fuse soccer, live music and entertainment, youth, family, & fan engagement zones, a food truck & vendor marketplace, sponsor & brand activations, and a VIP hospitality experience that highlights Broward County resident's passion for soccer and community engagement.

With support from The Board of Broward County Commissioners, we aim to elevate this signature event's scale and reach, ensuring robust community participation and continued cultural and economic impact throughout Broward County. The requested **\$60,000** will be **fully allocated to offset direct costs associated**

**with the Signature Broward Kickoff Event**, ensuring the event is delivered at a scale and quality that reflects a countywide initiative and maximizes regional impact.

## **Marketing & Outreach:**

A strategic investment in marketing and outreach is essential to the success of the Broward Welcomes the World initiative and, in particular, the Signature Kickoff Event. While the event itself serves as the physical anchor, it is the marketing and outreach strategy that drives attendance, regional visibility, sponsor value, and ultimately, economic impact.

This funding will support a comprehensive, multi-channel marketing approach designed to effectively reach local residents, regional visitors, and out-of-county audiences expected to be in South Florida during the World Cup period. The goal is not only to promote a single event, but to position Broward County as an active and attractive destination within the broader World Cup ecosystem.

The requested funding will ensure:

- Strong public awareness and high event attendance
- Regional and multicultural audience reach
- Meaningful engagement with local businesses and communities
- Delivery of measurable promotional value to sponsors and partners
- High-quality branding that reflects the scale of a countywide initiative

Without a coordinated and well-funded outreach strategy, the initiative risks underperforming in attendance, visibility, and economic return.

## **How Funds Will Be Utilized**

### **1. Digital Infrastructure & User Experience**

Funding will support the development of a dedicated microsite, including registration and ticketing integration, to serve as the central hub for event information, scheduling, and user engagement. Ongoing maintenance and hosting will ensure reliability leading up to and during the event.

### **2. Creative Development & Branding**

Resources will be used to design and produce professional marketing assets, including flyers, posters, road signage, mailers, and presentation materials. These assets will establish a cohesive visual identity and ensure consistent messaging across all channels.

### **3. Social Media & Content Strategy**

A two-month coordinated social media campaign will include:

- Strategic content planning
- Post development and scheduling
- High-quality video and reel production
- Audience engagement and performance optimization

This effort will maximize reach, drive awareness, and build momentum leading into the event.

#### **4. Paid Media & Advertising**

Funding will support targeted advertising across multiple platforms, including:

- Radio advertising on culturally and regionally relevant stations
- Print media placements in local and community publications
- Digital advertising and promotional placements

This layered approach ensures penetration across key demographics, including both local residents and visiting audiences.

#### **5. Media & Public Relations**

Earned media efforts, including press outreach and influencer engagement, will expand visibility beyond paid channels, increasing credibility and extending reach organically.

#### **6. Grassroots & Community Outreach**

Direct, on-the-ground engagement—including canvassing and community distribution of materials—will ensure awareness reaches neighborhoods and populations that may not be captured through digital channels alone.

#### **7. Event-Day Content Capture & Amplification**

Professional photography, videography, and drone coverage will document the event and generate high-quality content for real-time promotion and post-event marketing. This content will also support future sponsorship efforts and regional branding.

#### **8. Post-Event Reporting & Accountability**

A comprehensive recap report will be developed to measure performance, including attendance, engagement, media reach, and overall impact. This ensures transparency and provides data to inform future initiatives.

#### **Conclusion**

Marketing and outreach are critical drivers of success for this initiative. This investment ensures that the Signature Kickoff Event is not only well-attended, but also widely recognized, professionally executed, and impactful from both a community and economic development standpoint.

By leveraging a balanced mix of digital, traditional, and grassroots strategies, this effort will maximize visibility, drive participation, and position Broward County to fully capitalize on the opportunities surrounding the World Cup.

## **Programming & Activities:**

Investment in programming and activities is central to delivering a high-quality, engaging, and culturally relevant Signature Kickoff Event that attracts attendees, enhances visitor experience, and reflects Broward County.

While marketing drives awareness, it is the **programming itself that drives attendance, dwell time, and overall impact**. A well-curated mix of entertainment, sports, and family-friendly activities ensures the event appeals to a broad, multicultural audience and creates an experience that is memorable, shareable, and economically beneficial.

This funding will support:

- Creation of a dynamic, festival-style event atmosphere
- Engagement of diverse audiences across age groups and cultural backgrounds
- Increased length of stay and on-site spending
- Enhanced sponsor activation opportunities
- Delivery of a professional, large-scale event experience

The goal is to position the event not simply as a gathering, but as a **destination experience** that reflects the energy and global significance of the World Cup.

## **How Funds Will Be Utilized**

### **1. Live Entertainment & Cultural Programming**

Funding supports live music performances, as well as a headline entertainment component. This includes artist booking, staging, and production costs to create a vibrant and high-energy environment that resonates with Broward's community.

A professional DJ and emcee will provide continuous programming, manage crowd engagement, and ensure seamless transitions throughout the event.

### **2. Audio & Production Support**

High-quality audio production services and HD LED screens will be deployed to ensure clear sound, visual engagement, and a polished event presentation. These elements are critical for performances, announcements, and overall attendee experience.

### **3. Soccer-Based Programming**

As a World Cup-aligned initiative, soccer is a core component of the event. Funding supports:

- Youth soccer skills clinic
- Interactive and exhibition matches
- Equipment such as goal targets and skill-based games

These elements provide both entertainment and community engagement, particularly for youth and families.

## 4. Fan Engagement & Interactive Zones

A dedicated fan zone will include:

- Interactive soccer activations (e.g., inflatable penalty kick games)
- Photo booths and branded experiences

These activities are designed to create immersive, participatory experiences that increase engagement and social sharing.

## 5. Family & Youth-Friendly Activities

To ensure broad community appeal, the event will include a Kid Zone featuring:

- Bounce houses
- Face painting
- Mobile gaming truck

These offerings make the event accessible and attractive to families, increasing attendance and inclusivity.

## 6. Event Infrastructure & Equipment

Funding will support key equipment and materials necessary for programming, including:

- Team uniforms for participating teams
- Specialized soccer activation equipment
- Event setup components tied directly to activity execution

## 7. VIP Experience

A curated VIP experience will provide an elevated hospitality environment for sponsors, partners, and invited guests. This includes seating and décor, creating a premium setting that supports sponsor relations and future investment opportunities.

## Conclusion

Programming and activities are the core drivers of the attendee experience and overall success of the Signature Kickoff Event. This investment ensures the event delivers a **high-quality, engaging, and culturally representative experience** that attracts strong attendance, supports local engagement, and positions Broward County as a vibrant participant in the World Cup moment.

By combining live entertainment, sports programming, and family-friendly activities, this initiative creates a well-rounded event that maximizes both community impact and economic opportunity.

## Safety & Logistics

Investment in safety and logistics is essential to ensuring the Signature Kickoff Event is executed in a secure, efficient, and professionally managed manner. As a large-scale, public event with regional attendance and

international participants, careful planning and resource allocation in this area are critical to both risk mitigation and overall event success.

This component ensures not only compliance with public safety standards, but also the delivery of a seamless and positive experience for attendees, participants, sponsors, and partners.

This funding will support:

- Safe accommodation and transportation of participating teams
- Coordination with public safety agencies and emergency services
- Efficient traffic flow and parking management
- Risk mitigation through insurance and contingency planning
- Smooth on-site operations and attendee movement

A well-executed logistics plan is foundational to protecting the County, participating municipalities, and event organizers while maintaining a high-quality experience for all involved.

## **How Funds Will Be Utilized**

### **1. Public Safety & Emergency Services**

Coordination with public safety agencies is a core component of event planning. Resources will support:

- On-site law enforcement presence within the park
- Emergency medical services (EMS) for rapid response
- Coordination with local agencies for comprehensive coverage

These measures ensure preparedness for emergencies and provide a safe environment for all attendees.

### **2. Traffic Control & Parking Management**

Given the anticipated attendance, funding will support structured traffic control and parking operations, including:

- Police and park ranger support for traffic flow
- Designated parking areas and overflow management
- Safe pedestrian movement to and from the venue

This is critical to minimizing congestion and ensuring a positive arrival and departure experience.

### **3. Transportation & Mobility**

To enhance accessibility and efficiency, transportation solutions will include:

- Shuttle or bus service from overflow parking locations
- On-site mobility support through golf carts for staff, VIPs, and operational needs

These elements improve event flow and ensure accessibility for all participants.

## **4. Insurance & Risk Management**

Event insurance, including weather-related coverage, will be secured to protect against unforeseen disruptions and financial risk. This is a standard best practice for events of this scale and ensures fiscal responsibility.

### **Conclusion**

Safety and logistics are the backbone of a successful event. This investment ensures that the Signature Kickoff Event is not only engaging and well-attended, but also **safe, compliant, and professionally executed**.

By prioritizing participant accommodations, public safety coordination, transportation, and risk management, this funding supports a seamless event experience while safeguarding all stakeholders and reinforcing Broward County's capacity to host large-scale, high-impact events.

### **Staffing & Administration**

Investment in staffing and administration is critical to ensuring the Signature Kickoff Event is professionally executed, safely managed, and operationally efficient. While programming and marketing drive attendance, it is the staffing structure that enables the event to function smoothly in real time.

Given the scale of the event and anticipated attendance, a well-coordinated staffing plan is necessary to manage crowd flow, support vendors and activities, maintain cleanliness, and ensure a positive experience for all attendees.

This funding will support:

- Safe and effective crowd management
- On-site operational coordination and oversight
- Cleanliness and maintenance of event spaces
- Support for food, beverage, and vendor operations
- Clear identification and organization of event personnel

A properly staffed event reduces risk, improves efficiency, and enhances the overall attendee experience.

### **How Funds Will Be Utilized**

#### **1. Crowd Management & Guest Safety**

A significant portion of staffing resources will be dedicated to crowd management, with personnel deployed at a ratio of approximately one staff member per 250 attendees.

These staff members will:

- Monitor crowd density and flow
- Assist with entry and exit points
- Support emergency response coordination
- Provide general guest assistance and direction

This is a critical safety measure for an event of this size and ensures compliance with best practices for public gatherings.

## **2. Event Operations & Technical Support**

City staff will support key operational functions, including internet connectivity and scoreboard management. These roles are essential for:

- Coordinating event programming and timing
- Supporting digital displays and announcements
- Ensuring smooth execution of scheduled activities

## **3. Event Staff Identification & Coordination**

Branded staff t-shirts will be provided to ensure all personnel are easily identifiable to attendees. This improves:

- Guest experience and wayfinding
- Operational efficiency
- Overall professionalism of the event

## **4. Cleaning & Sanitation Services**

Dedicated cleaning services will be engaged to maintain a clean and safe environment throughout the event.

Responsibilities include:

- Waste collection and disposal (including provision of trash bags)
- Restroom supply replenishment beyond base park provisions
- Ongoing site maintenance during and after the event

This is especially important given that baseline park services are limited and do not fully cover event needs.

## **Conclusion**

Staffing and administration are fundamental to delivering a safe, organized, and high-quality event. This investment ensures that all operational aspects—from crowd control to cleanliness to service delivery—are properly managed.

By deploying trained personnel across key functions, the event will operate efficiently, meet safety standards, and provide a positive and professional experience for attendees, participants, and sponsors alike.

## **Venue & Operations**

Investment in venue and operations is essential to transforming the Signature Kickoff Event from a planned concept into a fully functional, well-equipped, and professionally executed experience. This category encompasses the physical infrastructure, site readiness, and operational necessities required to safely host a large-scale public event.

While some costs are reduced through in-kind support and public partnerships, targeted funding is still required to ensure the venue is properly equipped to accommodate high attendance, vendor activity, and diverse programming elements.

This funding will support:

- Preparation and activation of the event site
- Compliance with county and municipal requirements
- Provision of essential amenities for attendees and vendors
- Safe and efficient event flow and navigation
- Reliable power and infrastructure to support programming

These elements are critical to ensuring the event is not only operational, but also comfortable, accessible, and scalable.

## **How Funds Will Be Utilized**

### **1. Site Access & Venue Coordination**

The event benefits from significant in-kind support, including waived or reduced costs for facility use, permits, and certain county services. This partnership allows funding to be focused on enhancing the overall event experience rather than baseline access.

Parking operations will be managed in coordination with the venue, with structured pricing to accommodate both standard and high-occupancy vehicles.

### **2. Sanitation & Attendee Amenities**

To support anticipated attendance, funding will provide:

- Portable restroom units to supplement existing facilities
- Additional waste management capacity, including dumpsters where required

These investments are essential to maintaining health, safety, and attendee comfort throughout the event.

### **3. Temporary Structures & Event Infrastructure**

Event tents and covered spaces will be installed to support:

- Vendors and sponsor activations
- Staff operations
- Guest comfort in designated areas

These structures are critical to organizing the event footprint and ensuring functionality across multiple zones.

### **4. Power & Technical Infrastructure**

Reliable power is necessary to support entertainment, vendors, and operational needs. Funding will provide generators and related infrastructure to ensure uninterrupted service across all event components.

## 5. Wayfinding & On-Site Navigation

Directional signage will be deployed throughout the venue to:

- Guide attendees to key areas (parking, entrances, stages, restrooms, etc.)
- Improve overall flow and reduce congestion
- Enhance the attendee experience

Clear signage is especially important for large-scale events with multiple activity zones.

## 6. Compliance & Revenue-Generating Operations

Funding will also support required fees associated with alcohol sales, including beer, wine, and liquor permits. These components:

- Ensure compliance with local regulations
- Enable controlled, revenue-generating beverage operations
- Enhance the overall event experience for attendees

## Conclusion

Venue and operations are the foundation of a successful event. This investment ensures that the physical environment is properly equipped, compliant, and capable of supporting a large and diverse audience.

By addressing infrastructure, sanitation, power, and navigation, this funding enables a seamless and professional event experience while maximizing safety, efficiency, and attendee satisfaction.

## Conclusion

### Why This Matters for Broward County?

While Broward is not hosting World Cup matches, it is uniquely positioned to benefit from:

- **Hotel and lodging overflow**
- **Pre- and post-game visitor demand**
- **Regional sponsor activation opportunities**
- **Local economic stimulation across multiple municipalities**

This initiative ensures Broward County is not a bystander—but an **active participant in the economic opportunity created by the World Cup.**

The **Broward Welcomes the World** initiative is a ready-to-execute, collaborative model that:

- Leverages existing municipal resources
- Engages multiple cities under one unified campaign

- Drives tourism, spending, and visibility
- Provides measurable outcomes tied to County priorities

We welcome the opportunity to partner with Broward County to bring this vision to life and maximize the economic impact of this global event for our communities.

**MEMORANDUM OF UNDERSTANDING  
BETWEEN THE CITY OF LAUDERHILL, FLORIDA  
AND THE CITY OF \_\_\_\_\_, FLORIDA  
FOR SUBRECIPIENT PARTICIPATION IN 2026 WORLD CUP EVENTS**

This Memorandum of Understanding (“MOU”) is entered into by and between the City of Lauderhill, Florida, a Florida municipal corporation (“Lauderhill” or “Recipient”), and the City of \_\_\_\_\_, Florida, a Florida municipal corporation (“Participating City” or “Subrecipient”) (collectively, the “Parties”).

**RECITALS**

WHEREAS, Lauderhill has entered into a Sponsorship Agreement with Broward County (“County”) to receive funding for events related to the 2026 World Cup (the “County Agreement”); and

WHEREAS, the County Agreement authorizes Lauderhill to approve subawards to municipalities within Broward County for eligible events (“Subrecipient Events”); and

WHEREAS, the Participating City desires to conduct one or more Subrecipient Events in coordination with Lauderhill; and

WHEREAS, all funding provided under this MOU is derived from and subject to the terms and conditions of the County Agreement;

NOW, THEREFORE, in consideration of the mutual covenants contained herein, the Parties agree as follows:

**SECTION 1. PURPOSE**

The purpose of this MOU is to establish the terms under which the Participating City may conduct Subrecipient Events and seek reimbursement through Lauderhill for eligible expenditures related to the 2026 World Cup.

**SECTION 2. PARTICIPATION PROCESS**

To become a Participating City under this MOU, a municipality must:

- (a) be a Florida municipal corporation located within Broward County;
- (b) execute this MOU with Lauderhill no later than June 2, 2026, prior to conducting any Subrecipient Event or incurring any expenditure intended to be submitted for reimbursement hereunder; and
- (c) submit to Lauderhill on or before June 2, 2026, a written events calendar identifying each proposed Subrecipient Event, including the anticipated event name, date, location, and a brief description of each event. All proposed Subrecipient Events must be in alignment with the eligible expenditures and activities set forth in the Section 4 Event Requirements, of this MOU.

Any material changes to the events calendar following submission shall be promptly communicated to Lauderhill in writing. No expenditures incurred prior to execution of this MOU shall be eligible for reimbursement.

The total number of Participating Cities under all subrecipient MOUs issued by Lauderhill pursuant to the County Agreement shall not exceed ten (10). Participation shall be available on a first-executed basis. Lauderhill shall have no obligation to execute this MOU with any municipality after ten (10) subrecipient MOUs have been fully executed, or after June 2, 2026, whichever occurs first.

### **SECTION 3. INCORPORATION OF COUNTY AGREEMENT**

The County Agreement, a true and correct copy of which is attached hereto as Exhibit A, is hereby incorporated by reference as if fully set forth herein.

The Participating City agrees to comply with all applicable provisions of the County Agreement, including but not limited to requirements related to event eligibility, match requirements, eligible and ineligible expenditures, reimbursement documentation, branding and sponsorship recognition, audit and record retention, and deadlines.

In the event of any conflict, the County Agreement shall control.

### **SECTION 4. EVENT REQUIREMENTS**

The Participating City shall ensure that each Subrecipient Event:

- (a) occurs on municipal or County-owned property within Broward County;
- (b) is free and open to the public;
- (c) is directly related to the 2026 World Cup;
- (d) is completed on or before July 19, 2026; and
- (e) does not include a paid-entry or VIP section unless prior written approval has been obtained from Broward County. Any request for approval of a paid-entry or VIP section shall be submitted directly to Broward County at least seven calendar days prior to the event and shall include the Participating City's proposed percentage of total event capacity or footprint to be dedicated to the paid-entry or VIP section. The County's written approval shall confirm approval of the proposed ratio. Approval is within the County's sole discretion, and any disapproved paid-entry or VIP section shall not be conducted. Any paid-entry or VIP section conducted in excess of the County-approved ratio shall be deemed unauthorized, and all costs associated with such excess shall be ineligible for reimbursement. The Participating City shall provide a copy of any such request and the County's written approval to Lauderhill promptly upon submission and receipt, respectively.

Failure to comply with this section shall render associated costs ineligible for reimbursement.

## **SECTION 5. MATCH REQUIREMENT**

The Participating City shall contribute a minimum one-to-one (1:1) match of eligible expenditures associated with its Subrecipient Events.

- (a) Match expenditures must be directly related to the Subrecipient Event operations;
- (b) Match must be documented in the same manner as reimbursable expenditures;
- (c) In-kind contributions qualifying toward the match requirement include, without limitation, municipal labor, staff time, facility use, equipment provided by the Participating City, and other non-cash contributions directly related to the Subrecipient Events; and
- (d) In-kind contributions must be documented with sufficient detail to establish their fair market value, including the basis for the valuation, and shall not be eligible for reimbursement under any circumstance.

Failure to meet or document the match requirement shall result in a proportional reduction in reimbursement.

## **SECTION 6. ELIGIBLE AND INELIGIBLE EXPENDITURES**

Eligible expenditures shall be limited to those directly related to Subrecipient Events, including:

- (a) production costs;
- (b) vendor fees;
- (c) equipment rental;
- (d) entertainment;
- (e) security or law enforcement not provided by the Participating City;
- (f) set-up or clean-up not performed by the Participating City; and
- (g) other expenditures pre-approved by Lauderhill consistent with the County Agreement.

The following expenditures are not eligible:

- (a) catering;
- (b) alcoholic beverages.

## **SECTION 7. REIMBURSEMENT PROCESS**

All funding under this MOU shall be provided on a reimbursement basis only. The total reimbursements available under all subrecipient MOUs issued by Lauderhill pursuant to the County Agreement shall not exceed SIXTY-FIVE THOUSAND DOLLARS (\$65,000.00) in the aggregate across all Participating Cities combined. The maximum reimbursement available to the Participating City under this MOU shall not exceed an amount equal to \$65,000.00 divided by the total number of municipalities that have executed a subrecipient MOU with Lauderhill pursuant to the County Agreement as of the date of final execution of this MOU ("Per-City Cap"), subject to availability of funds under the County Agreement. Lauderhill shall notify the Participating City in writing of its Per-City Cap promptly following execution of this MOU. Funding shall be allocated among Subrecipients in accordance with the terms and conditions of the County Agreement, and

no individual Participating City is guaranteed any specific portion of the aggregate cap beyond its calculated Per-City Cap.

To receive reimbursement, the Participating City shall submit to Lauderhill:

- (a) a summary of expenditures;
- (b) identification of eligible expenditures and match expenditures;
- (c) proof of payment, including invoices, receipts, canceled checks, or credit card statements;
- (d) event summaries, including attendance, photographs, and promotional materials; and
- (e) any additional documentation requested.

Reimbursement documentation must clearly demonstrate that the Participating City met its match obligation using its own funds. The Participating City shall submit all reimbursement documentation to Lauderhill in a single, complete submission no later than fourteen (14) calendar days after the conclusion of the final Subrecipient Event.

In the event a paid-entry or VIP section is conducted at a Subrecipient Event pursuant to prior written County approval under Section 4(e), all revenues generated by such section shall be applied as follows: (i) first, to offset any expenditures associated with the Subrecipient Event that are in excess or ineligible for reimbursement under this MOU or the County Agreement; and (ii) second, any net proceeds remaining after application under clause (i) shall reduce, dollar-for-dollar, the amount of County reimbursement otherwise payable to the Participating City for that Subrecipient Event. The Participating City shall separately account for and report all such revenues in its reimbursement submission, including supporting documentation sufficient to verify total receipts, ineligible expenditure offsets applied, and the resulting net proceeds drawn down against the reimbursement amount.

Lauderhill shall be solely responsible for submitting documentation to Broward County and shall do so in sufficient time to meet any applicable County deadline.

Failure to provide complete documentation shall result in denial of reimbursement.

## **SECTION 8. PAYMENT**

The Participating City acknowledges that reimbursement documentation must clearly demonstrate that the Participating City met its match obligation using its own funds, and that all reimbursement documentation, including documentation for all Subrecipient Events, must be submitted to Lauderhill in a single, complete submission no later than forty-five (45) calendar days after the conclusion of the final Subrecipient Event. The Participating City further acknowledges:

- (a) Broward County will make payment only to Lauderhill;
- (b) payment will occur only after approval of all required documentation;
- (c) payment will be made in a single lump sum following completion of all events.

Upon receipt of funds from Broward County, Lauderhill shall remit payment for approved expenditures to the Participating City within twenty (20) days. In the event Broward County fails

to remit funds to Lauderhill, Lauderhill shall promptly notify the Participating City in writing, and the Parties shall cooperate to resolve the matter with the County.

Lauderhill shall have no obligation to advance funds.

#### **SECTION 9. SUBMISSION DEADLINES**

The Participating City shall submit all required documentation to Lauderhill in sufficient time to allow Lauderhill to meet County deadlines, including submission no later than forty-five (45) calendar days after completion of the final event.

Failure to meet deadlines shall render costs ineligible.

#### **SECTION 10. BRANDING AND SPONSORSHIP RECOGNITION**

The Participating City shall:

- (a) recognize Broward County as a sponsor of all Subrecipient Events;
- (b) include County-provided logos in all promotional materials; and
- (c) submit materials for review prior to publication.

#### **SECTION 11. RECORDS AND AUDIT**

The Participating City shall maintain all financial records and supporting documentation related to this MOU and all Subrecipient Events and shall retain such records for a minimum of three (3) years following final reimbursement, or longer if required by applicable law or the County Agreement. All records maintained pursuant to this MOU are public records subject to the provisions of Chapter 119, Florida Statutes, and shall be maintained, protected, and made available in accordance therewith. Such records shall be made available upon request for audit by Lauderhill, Broward County, or any other authorized governmental authority. Each Party shall be responsible for compliance with Chapter 119, Florida Statutes, with respect to records in its own custody.

Such records shall be made available upon request for audit.

#### **SECTION 12. COMPLIANCE AND PERMITS**

The Participating City shall obtain all required permits and comply with all applicable laws and regulations.

#### **SECTION 13. LIABILITY**

Each Party shall be responsible for its own acts and omissions. Nothing herein shall be construed as a waiver of sovereign immunity.

#### **SECTION 14. RESPONSIBILITY FOR INELIGIBLE COSTS**

The Participating City shall be responsible for any costs deemed ineligible due to its failure to comply with this MOU or the County Agreement.

#### **SECTION 15. TERMINATION**

Either Party may terminate this MOU for convenience upon fifteen (15) days' written notice to the other Party, delivered by certified mail, return receipt requested, by hand delivery, or by email (with confirmation of receipt), to the address or email address specified below each Party's signature block. Termination shall not relieve the Participating City of obligations related to Subrecipient Events already conducted or for which binding commitments have been made prior to the effective date of termination.

Upon termination, the Participating City shall remain eligible for reimbursement for eligible expenditures properly incurred and documented prior to the effective date of termination but shall not be eligible for reimbursement for any noncompliant or post-termination expenditures.

#### **SECTION 16. NO DIRECT CLAIM AGAINST COUNTY**

The Participating City shall have no direct claim against Broward County for reimbursement.

#### **SECTION 17. TERM**

This MOU shall remain in effect through completion of all Subrecipient Events and final reimbursement, but shall automatically terminate no later than sixty (60) calendar days after the World Cup Final held on July 19, 2026.

#### **SECTION 18. GOVERNING LAW**

This MOU shall be interpreted and construed in accordance with and governed by the laws of the State of Florida. The exclusive venue for any lawsuit arising from, related to, or in connection with this MOU shall be in the state courts of the Seventeenth Judicial Circuit in and for Broward County, Florida. If any claim arising from, relating to, or in connection with this MOU must be litigated in federal court, the exclusive venue for any such lawsuit shall be in the United States District Court for the Southern District of Florida. Each Party hereby expressly waives any rights it may have to a trial by jury of any civil litigation related to this MOU.

#### **SECTION 19. ENTIRE AGREEMENT**

This MOU constitutes the entire agreement between the Parties and may be amended only by a written instrument executed by both Parties.

[SIGNATURE PAGE TO FOLLOW]

**SIGNATURES**

**CITY OF LAUDERHILL, FLORIDA**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Email: \_\_\_\_\_

APPROVED AS TO FORM AND LEGAL SUFFICIENCY:

By: \_\_\_\_\_

City Attorney

Date: \_\_\_\_\_

**CITY OF \_\_\_\_\_, FLORIDA**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Email: \_\_\_\_\_

APPROVED AS TO FORM AND LEGAL SUFFICIENCY:

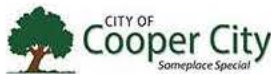
By: \_\_\_\_\_

City Attorney

Date: \_\_\_\_\_

# BROWARD WELCOMES THE WORLD

SPONSORSHIP OPPORTUNITIES





# **BROWARD WELCOMES THE WORLD**

***Broward Welcomes the World*** is a countywide activation initiative aligned with the upcoming World Cup matches in Miami Gardens. This multi-week campaign is designed to position Broward County as a premier destination for visitors, fans, and global brands while generating measurable economic impact for local businesses and communities.

The initiative will feature a high-profile **Signature Kickoff Event on June 7th at the Cricket Stadium at Central Broward Regional Park**, followed by six weeks of programming, events, and community activations across the county leading up to and through the World Cup Finals.

Sponsors will benefit from:

- High-visibility brand exposure tied to a global sporting moment
- Direct engagement with diverse and multicultural audiences
- On-site activation opportunities
- Digital and media amplification
- Alignment with community impact and regional economic development

## **SIGNATURE KICKOFF EVENT – JUNE 7, 2026**

Location: The Cricket Stadium at Central Broward Regional Park

Time: 1 – 11 PM

A large-scale, free-to-the-public event designed to generate early momentum ahead of the tournament, featuring:

- Youth Soccer Clinic
- Multiple Competitive International & Domestic Friendly Matches
- Live Music & Entertainment
- Fan & Kid Zones
- Vendor Marketplace
- Sponsor Activations