

Exhibit 3
Grid Iron Grill Off Food and Wine Festival
Sponsor Benefits for Festival Activities

The City of Pompano shall receive benefits similar to those provided to a Naming Rights Sponsor of The Grid Iron Grill Off Food and Wine Festival. Naming Rights Sponsors pay approximately \$65,000 for the following benefits, which shall be provided to the City of Pompano Beach:

Revenue Generation

The Grid Iron Grill Off Food and Wine Festival provides economic benefit to the City by hiring local vendors such as Classic Party Rentals (formerly known as Panache), Trinity Highway rentals, Ft. Lauderdale Ice, PCI concessions and by utilizing the Marriott Pompano Beach as the host hotel for the event increasing lodging, dining revenue.

Visibility

Media reach – The Grid Iron Grill Off Food and Wine Festival provides the City with tremendous exposure through a variety of media outlets and marketing channels. As the host venue / sponsor of the Grid Iron Grill Off Food and Wine Festival, the City is part of a comprehensive media & marketing campaign that generates in excess of \$1,584,000 in media value and over 396,000,000 impressions annually. Additionally, the City has received exposure in publications such as Delta's Sky magazine promotion of the Grid Iron Grill Off Food and Wine Festival!

ON-SITE DISPLAY SPACE – as a prime sponsor the City receives on-site display space to promote (10 x 10). Additionally, the City receives exposure as part of over 35 corporate sponsor pre-event promotions created to generate exposure and ticket sales for the annual Grid Iron Grill Off Food and Wine Festival.

Logo & branding – as a sponsor of the event the City receives logo recognition in the following areas:

- Event main entrance signage
- Billboard
- Street Pole Banners
- Comcast Television Commercials
- Event iPhone & Android App
- iHeart Radio Commercials
- Ten (10) 3 x 10 banner displayed around the event site
- Website – with link to city site from grill-off event site

Print media

The City logo is branded on the following pieces of Grid Iron Grill Off Food and Wine Festival collateral as part of the prime sponsorship:

- Flyers (15,000)
- Two (2) 4-color full page ad in the official event program (3,000)
- Grid Iron Grill Off Food and Wine Festival press releases
- Editorial features in magazines (covers/calendar listings, etc)

[City event benefits continued on Page 2]

Event Credentials

As a main sponsor of the event, the City receives the following credentials to the annual event:

- Forty (40) tickets allowing one hour early access to the Gridiron Grill-Off
- Ten (10) sponsor parking passes

Social media

The City receives significant exposure from the Grid Iron Grill Off Food and Wine Festival's comprehensive social media campaign via the following outlets:

- Facebook
- Instagram
- Twitter