

LS Events LLC
Exhibit 2
Scope of Work

A. Introduction/Background

The Brazilian Festival is a show encompassing an exhibition and showcase of Brazilian Culture and Artistry. Concessions of food, alcoholic and non-alcoholic beverages and other related activities to include a Kids Zone, live music on multiple stages, VIP area, Boat Zone and carnival rides will be available during the Festival. This Festival was established in 2011 and is seeking to be the largest in the SE Coast of the US. The goal of the Brazilian Festival is to Promote Unity between the Community and Multicultural Diversity, to help minority owned small businesses with exposure and growth, to promote local development, financial growth and increase tourism and investments in Pompano Beach, to promote Brazil's popular music, arts, culture and cuisine with United States Citizens.

The Brazilian Festival is a 2 day, ticketed event and shall not exceed the following admission prices:

GA (General Admission)

1 Day Pass: \$5.00

2 Day Pass: \$8.00

VIP Tickets:

1 Day Pass VIP Advanced Purchase: \$65.00

2 Day Pass VIP Advanced Purchase: \$100.00

1 Day VIP Pass by the Door: \$75.00

2 Day VIP Pass by the Door: \$120.00

B. Summary Schedule of Tasks and Deliverables

Responsibilities of LICENSEE- LICENSEE shall organize and conduct the Festival consistent with CITY policies which specifically require that LICENSEE at all times perform its obligations hereunder in a professional manner and also develop and adhere to written protocols to ensure public resources are properly tracked and appropriated.

LICENSEE's In Kind Benefit to CITY- LICENSEE shall provide CITY in kind benefits similar to those provided to a Platinum Sponsor of the Festival which are valued at approximately \$45,000 and are summarized below:

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Revenue Generation:

- The Festival will provide a significant economic benefit to the local economy as revenues are infused via lodging, fuel, dining, and entertainment and retail sales.
- Over 200 local suppliers and vendors participate in the Festival.
- The Annual Pompano Beach Brazilian Festival has generated more than U\$700,000 (seven hundred thousand dollars) in gross revenue to Food Vendors and Exhibitors during the past 6 years.

Visibility

- LICENSEE shall include the City of Pompano Beach with the Event name.
- LICENSEE shall make every effort to brand the CITY logo on all signage for the Event.
- LICENSEE shall provide one (1) tear drop banner as signage for CITY which shall be displayed at a key location of the Event as determined solely by the CITY.
- CITY shall be allowed to hand-out promotional items during the Event
- CITY will be included in an aggressive TV campaign to include Brazil's Powerhouse TV Globo which has over 600,000 viewers per event among others.

Print Media

- LICENSEE shall ensure the CITY logo is prominently placed on all printed materials related to the Event, including but not limited to, print ads, 60,000 flyers, brochures and 500 posters.
- LICENSEE shall recognize CITY on all press releases and editorial features for the Event.

Social Media

- LICENSEE shall provide dedicated posts highlighting the CITY's participation in the Event on social media, including but not limited to, Facebook, Instagram, E-Blasts, and Twitter.

Internet

- LICENSEE shall provide logo branding through links on both the CITY and Event's website.

Event Credentials

- As a Platinum sponsor of the Festival, the City annually receives the following credentials:
 - One hundred (100) general admission tickets
 - Thirty (30) VIP tickets