



KEY WEST TO CUBA

LGBT Culture, Art, Wine & Dine Festival

Delucca Events ©

September 7-13, 2017 • keywesttocubafest.com

EVENT AGREEMENT





EVENT COMMITTEE

- [ADEPT Strategy & PR](#), **Dana Politt**, CEO is a primary PR partner for the festival. A Broward County PR agency working with governmental and local municipalities. ADEPT along with Monroe County manages the revitalization project for The Key West Historic Seaport.
- [DMC of Miami](#), **Mercedes Costa** is the leading travel agency in Miami focused on bringing groups to Cuba for over 20 years. Her agency will handle all the travel arrangements for the Cuba trip. DeLucca Events formed a partnership with DMC of Miami in 2015. Their connections internationally and locally are a huge asset to our festival.
- [Gay Key West](#), **Matt Don**, asked and has agreed to have his WomenFest during the same dates of our event. He has agreed to be a major event partner for us. And, we will be helping promote the greatness of all of his events he has worked many years creating in beautiful Key West.
- [Key West Food and Wine Festival](#), **Mark Certonio** has agreed to partner with us on our event and use it as a platform to promote his successful festival. We are working on together on vitners and food partners in creating various parties throughout the region.
- [House of Art](#), **Frank Polanco and Henrique Souza** owners of a well-known gallery in Broward County. They are going to provide artists, drag personalities and the like. Their former gallery was in Wynwood and have worked with LA talent.
- [OutClique Magazine](#), **Steven Evans**, CEO is a primary media partner for the festival. An LGBT event focused online and print magazine, they lead the industry in directing groups to local happenings.
- [Melissa Schechter](#), Successful Entrepreneur, Partner of Event
- [Laura Cromarty](#), Sponsorship Guru
- [Aria Nak](#), International Affairs, Social Entrepreneur
- [Cindy Silva](#), DeLucca Events Event Manager
- [Joyce Mealey](#), Writer, Social Media Expert, Community Influencer



EVENT PARTNERS

The Florida Keys
Key West
Close To Perfect - Far From Normal



DMC
of miami



HAVANA AIR

Gay
KEYWEST



ADEPT
Strategy & Public Relations

dolce
events & marketing

papa's
PILAR

★ ARTISAN-CRAFTED RUM ★

0 | **THE**
MARKER
KEY WEST | WATERFRONT RESORT



OUT
CLIQUE.ORG
WHERE TO GO. WHAT TO DO. WHO TO MEET.



SOCIAL MEDIA IMPACT

Event Marketing Committee

DeLucca Events, DMC of Miami, Dolce Events & Marketing, Key West Wine & Dine Festival, House of Art Gallery, OutClique Magazine, Newman PR, ADEPT Strategy & PR

Event Committee Combined:
30,000+ Digital Marketing &
Contact Database



Event Committee Combined:
18,000 Fan Base



Event Committee Combined:
10,000+ Followers



Event Committee Combined:
5,000+ Followers



FOLLOW THE FESTIVAL ON SOCIAL MEDIA





MEDIA STRATEGY

OVERALL MEDIA STRATEGY TO REACH 23+ MILLION IMPRESSIONS

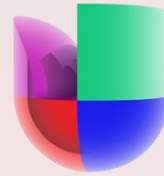
Radio

- WLRN
- iHeart Radio



Television (still to be confirmed)

- NBC 6 Miami
- Univision



Print & Digital

- [European Pressphoto Agency](#)
- [OutClique Magazine](#): 7,500 mthly circulation 20K online visitors/month
- [South Florida Gay News](#): 20K mthly circulation
- [International Gay & Lesbian Travel Association](#): banner 500K visitors/year
- [Wire Magazine](#): 10K mthly circulation
- [OnCuba Magazine](#): 22K bi- mthly circulation
- [Two Bad Tourists](#): International Travel Blog 45K mthly viewers



Public Relations Partners

- [ADEPT Strategy & PR](#)
- [Newman PR](#)
- [Monroe County Tourist Development Council](#)



www.keywesttocubafest.com



Art, Wine & Dine in **Key West** Cultural Tour in Exotic Cuba

Begin with an LGBT Art, Wine & Dine Experience in Key West, then, be one of the first to take an LGBT Cultural Tour to exotic Cuba for the trip of a lifetime. Two Islands – One Week – Be a Part of History!

Experience art the most authentic way possible – through the eyes of the artists.

We are now looking for partners, sponsors and artists. Call today to get involved!

Be part of it.

SEPTEMBER 7-13

History

A DeLucca Events Production | 954-699-6556 | info@deluccaevents.com



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