



SPONSORSHIP / PROGRAM PARTNERSHIP

EVENT OVERVIEW

2017 celebrates the 55th Anniversary of The Delray Affair - the largest award winning arts & craft show in the South-eastern United States attracting over 110,000 visitors from across the nation to Delray Beach. The Delray Affair continues a 55 year-long tradition of connecting an appreciative audience with original art and crafts by internationally renowned artists & crafters.

MISSION

To increase public knowledge and appreciation for contemporary fine arts and crafts by creating opportunities that connect artists, the South Florida community and the general public to their mutual benefit, culminating in a top quality arts & craft fair. The Delray Affair is produced by the Greater Delray Beach Chamber of Commerce and managed by Festival Management Group.

WHAT

The 55th Annual Delray Affair nicknamed The Greatest Arts & Crafts Show under the sun is a FREE three day arts & crafts show event. The Delray Affair is spread over 13 blocks and three public parks in the picturesque seaside village of Delray Beach.

Over 625 Artists & Crafters selected through a competitive selection processes. Additional entertainment with Street Performances at select locations throughout the event.

Food Courts: Four food courts serve great festival food at the event.

WHERE

Downtown Delray Beach. Delray Beach is a two time winner of the All-American City award and is one of the most picturesque cities in Florida. The Village by the Sea has a bustling downtown, filled with great restaurants, bars and an eclectic mix of art galleries, boutiques and stores.

WHEN

April 7 - 9, 2017

ATTENDANCE

110,000 annually

ADMISSION

Free

CONTACT

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Director of Special Events

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140 NE 1st Street

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2015 International Festival & Events Assoc. Awards

GOLD - BEST EVENT MOBILE APP

SILVER - BEST T-SHIRT DESIGN

BRONZE - BEST PIN

2015 Florida Festival & Events Assoc. Awards

2nd Place - BEST EVENT MOBILE APP

2014 International Festival & Events Assoc. Awards

SILVER - BEST EVENT MOBILE APP

SILVER- BEST COMMEMORATIVE POSTER

2014 Florida Festival & Events Assoc. Awards

1st Place - BEST EVENT MOBILE APP

2nd Place - BEST T-SHIRT DESIGN

2nd Place - BEST COMMEMORATIVE POSTER

2013 International Festival & Events Assoc. Awards

GOLD - BEST COMMEMORATIVE PIN

GOLD - BEST SOCIAL MEDIA SITE

2013 Florida Festival & Events Assoc. Awards

2nd Place - BEST EVENT MOBILE APP

3rd Place - BEST NEWSPAPER SPECIAL SECTION

3rd Place - BEST EVENT WITHIN AN EVENT

2012 Florida Festival & Events Assoc. Awards

GOLD - BEST ELECTRONIC NEWSLETTER

SILVER - BEST SOCIAL MEDIA CAMPAIGN



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WHY BE A CORPORATE PARTNER OF THE DELRAY AFFAIR?

The Delray Affair provides select national and area companies the opportunity to market their brand and products to over 200,000 festival attendees and benefit from extensive print, web, radio, street banner and television marketing of the event. The opportunity for on-site presence and direct contact with the affluent demographic that the Delray Affair draws is extraordinary in the South Florida market.

We can develop a unique marketing campaign that allows your company to take maximum advantage of the broad array of advertising opportunities that the Delray Affair generates.

PUBLICATIONS/ADVERTISEMENTS PLACEMENTS

Information Booths

Two Information Booths to distribute your collateral marketing materials.

Web Site

www.delrayaffair.com

2013 Facebook Stats

www.facebook.com/delrayaffair

5,997 Fans / 528 New Fans

2,674 Page Views

451,518 Reach (9,650% increase)

Radio Stations

iHeart Media - 15 stations from West Palm Beach Cluster covering from Jacksonville to Miami:

(WOLL- KOOL 105.5, WJNO -NewsRadio1290 WJNO, WKGR-GATER 98.7, WZZR - Real Radio 94.3, WRLX - MIA 92.1 and WLDI - WILD 95.5 along with our stations in Melbourne, FL - WLRQ - Lite Rock 99.3, Kiss 95.1 & WMMB - News Talk 1240/1350 & Jacksonville FL - WFJX - Sports Radio, WJBT - 93.3 The Beat, WKSL - 97.9 KIIS FM, WWJK- 107.3 Jack-FM, WQIK - 99.1 QIK and WSOL - v101.5)

Television

CBS 12

CW 34

Print

Posters, magazine and newspaper ads, postcards, maps, website, street banners

Volunteers:

Dedicated people from the community who provide support services for artists and audience.

Audience Age

18 and under .99%

25-34 5.94%

35-44 8.9%

45-54 31.68%

55-64 37.62%

65+ 14.85%

Income

Up to \$29,999 2.95%

\$30,000 to \$44,999 9.8%

\$45,000 to \$59,999 9.8%

\$60,000 to \$74,999 35.29%

More than \$75,000 42.16%

Residency

Delray Beach 30.39%

Palm Beach County 35.29%

Outside Palm Beach County 28.43%

Outside Florida 5.88%

Gender

Male 35.64%

Female 63.37%



SPONSORSHIP / PROGRAM PARTNERSHIP

SPONSOR BENEFITS

PRESENTING SPONSOR

BOOTH SPACE

- * Premier location of 10 X 20 street spaces (tent, 2 tables & 2 chairs)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.delrayaffair.com
- * Full Page ad in special section
- * Headline Logo on all produced publicity (printed, web, email blasts)
- * Sponsorship exclusivity with Official designation as Presenting Sponsor
- * Supplied promotional materials distributed in chamber lobby
- * Banner Ad Package on Chamber web site featuring 1.5" x 2" banner ad linked to company website
- * Company history, corporate story and sponsorship commitment, featured in a press release

RECOGNITION AT EVENT

- * Logo on 130 street banners and all event signage produced
- * Logo on thank you boards
- * Prominent on-site identification during event
- * Opportunity to display 2 company provided banners

PROMOTIONAL RIGHTS

- * Company name and logo in all media promotion and advertising (television, radio and cable)

SPONSOR SERVICES

- * 8 commemorative Delray Affair posters
- * 10 commemorative Delray Affair t-shirts
- * Company to receive on monthly basis the listing of new Chamber members (contacts, addresses and phone numbers)
- * First rights of refusal for sponsorship renewal within 90 days of event completion

DELRAY AFFAIR PARTNER

BOOTH SPACE

- * Premier location of 10 X 10 street space (tent, 2 tables & 2 chairs)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.delrayaffair.com
- * Company logo on all produced publicity (printed, web, email blasts)
- * Sponsorship exclusivity with Official designation as Delray Affair Partner in business category
- * Supplied promotional materials distributed in chamber lobby
- * Company history, corporate story and sponsorship commitment, featured in a press release
- * Opportunity to display 2 company provided banners

RECOGNITION AT EVENT

- * Logo on 130 street banners and all event signage produced
- * Logo on thank you boards
- * Prominent on-site signage during event
- * Opportunity to display 2 company provided banners

PROMOTIONAL RIGHTS

- * Company name and logo in all media promotion and advertising (television, radio and cable)

SPONSOR SERVICES

- * 4 commemorative Delray Affair posters
- * 6 commemorative Delray Affair t-shirts
- * Company to receive on monthly basis the listing of the Chamber members (contacts, addresses and phone numbers).
- * First rights of refusal for sponsorship renewal within 90 days of event completion



SPONSORSHIP / PROGRAM PARTNERSHIP

SPONSOR BENEFITS (cont.)

DELRAY AFFAIR OFFICIAL SPONSOR

BOOTH SPACE

- * Premier location of 10 X 10 street space (tent, 2 tables & 2 chairs)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.delrayaffair.com
- * Company logo on all produced publicity (printed, web, email blasts)
- * Designation as an Official sponsor of Delray Affair

RECOGNITION AT EVENT

- * Logo on street banners
- * Logo on thank you boards
- * Prominent on-site signage during event
- * Opportunity to display 1 company provided banners

PROMOTIONAL RIGHTS

- * Company name and logo in all media promotion and advertising (television, radio and cable)

SPONSOR SERVICES

- * 1 commemorative Delray Affair poster
- * First rights of refusal for sponsorship renewal within 90 days of event completion

DELRAY AFFAIR SAMPLING SPONSOR

BOOTH SPACE

- * 10 x 10 booth space in high traffic area (includes tent, table and 2 chairs available for rental)

ADVERTISING & PROMOTION

- * Logo/link on www.delrayaffair.com
- * Company logo on all produced publicity (printed, web, email blasts)

PROMOTIONAL RIGHTS

- * Category Exclusive Sampling Sponsorship
- * Permission for up to 4 sponsor staff members to roam event distributing samples and/or P.O.S.

SPONSOR SERVICES

- * Logo placement and hyperlink from website
- * 1 banner (supplied by sponsor) permitted

SOCIAL MEDIA SPONSORSHIP

FACEBOOK SPONSORED AD RECOGNITION AT EVENT

- * Facebook sponsored ad that directs visitors to custom landing page that will include a link to your website or Facebook page
- * Regular mentions/posts leading up to event will be promoted to our audience on Facebook and Twitter (2 per week – limited number of spots available)
- * Post event report – to include number of impressions your ads and page received – demographic break down of visitors to site, number of people who viewed your sponsored posts leading up to the event and a screen shot of increased visibility to your Facebook page during promotional period (if sponsor has a Facebook page)
- * Permission to use mention of event name as part of promotions

SOCIAL MEDIA SPONSOR RECOGNITION AT EVENT

- * Weekly sponsored posts on Facebook (month leading up to event)
- * Logo featured with clickable link will be promoted to our audience on Facebook and Twitter
- * Permission to use mention of event name as part of promotions

RESTAURANT SPONSOR

Coupon available to PRINT or DISPLAY to redeem (USING SMARTPHONE) for visiting participating restaurants to receive 2nd drink FREE!

- * Weekly sponsored posts promoting that visitors print the coupon for local restaurants from Facebook (month leading up to event)
- * Logo featured with clickable link will be on the coupon promotion landing page
- * Permission to use mention of event name as part of promotions