



## SPONSORSHIP / PROGRAM PARTNERSHIP

## EVENT OVERVIEW

2019 celebrates the 57th 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 57 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 57th 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 500 Artists & Crafters selected through a competitive selection processes. Additional entertainment with Street Performances at select locations throughout the event.

Food Courts: Three 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 12—14, 2019

### ATTENDANCE

110,000 annually

### ADMISSION

Free

### CONTACT

**Nancy Stewart-Franczak, CFEE**

Director of Special Events

[nancy@festivalmanagementgroup.com](mailto:nancy@festivalmanagementgroup.com)

561-279-0907

140 NE 1st Street

Delray Beach, FL 33444

[www.DelrayAffair.com](http://www.DelrayAffair.com)



**2017 BizBash Top 100 Events in South Florida**  
(Ranked #2)

**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



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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 110,000 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](http://www.DelrayAffair.com)

Web traffic leading up to event:

46,230 sessions / 88,287 page views

90 Day Exposure:

39,748 sessions / 77,623 page views

30 Day Exposure:

33,503 sessions / 67,340 page views

#### 2013 Facebook Stats

[www.facebook.com/delrayaffair](http://www.facebook.com/delrayaffair)

6,362 Fans / 267 New Fans

1,669 Page Views

21,388 Post Engagement

#### Radio Stations

95.9 and 106.9 True Oldies

#### Television

WPBF-25

#### Promotions

Posters, billboard, magazine and newspaper ads, post-cards, maps, website, 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%

#### Residence

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—\$50,000**

##### **BOOTH SPACE**

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

##### **ADVERTISING & PROMOTION**

- \* Logo/link on [www.DelrayAffair.com](http://www.DelrayAffair.com)
- \* 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 all event signage produced
- \* 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, web, email blasts (television, radio, etc)

##### **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—\$10,000 to \$20,000**

##### **BOOTH SPACE**

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

##### **ADVERTISING & PROMOTION**

- \* Logo/link on [www.DelrayAffair.com](http://www.DelrayAffair.com)
- \* 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**

- \* 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, etc)

##### **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—\$5,000 to \$7,500 BOOTH SPACE

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

#### ADVERTISING & PROMOTION

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

#### RECOGNITION AT EVENT

- \* Prominent on-site signage during event
- \* Opportunity to display 1 company provided banners

#### SPONSOR SERVICES

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

#### DELRAY AFFAIR SAMPLING SPONSOR —\$2,500 BOOTH SPACE

- \* 10 x 10 booth space in high traffic area (Tent, table and chairs available for rental)

#### ADVERTISING & PROMOTION

- \* Logo/link on [www.DelrayAffair.com](http://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—\$1,500 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—\$750

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