



SPONSORSHIP / PROGRAM PARTNERSHIP

EVENT OVERVIEW

2022 celebrates the 60th 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 60 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 60th 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 12 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 is also incorporated 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 8—10, 2022

ATTENDANCE

110,000 annually

ADMISSION

Free

CONTACT

Nancy Stewart-Franczak, CFEE

Director of Special Events

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561-274-4663

140 NE 1st Street

Delray Beach, FL 33444

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

Web Site

DelrayAffair.com

Web traffic leading up to event:

79,130 sessions / 117,100 page views

90 Day Exposure:

39,748 sessions / 67,340 page views

2020 Facebook Stats

[Facebook.com/delrayaffair](https://www.facebook.com/delrayaffair)

8,481 Fans / 980 New Fans

4,021 Page Views

2020 Instagram Stats

[@DelrayAffair](https://www.instagram.com/DelrayAffair)

1,150 Followers

Radio & Television

195 Billboard

Weekly eyes on impression

243,055 (in market)

486,100 (total)

Promotions

Posters, billboard, print ads, postcards, maps, website, street banners.

Volunteers:

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

Audience Age

18—24	0.99%
25—34	5.94%
35—44	8.9%
45—54	31.7%
55—64	37.62%
65+	14.85%

Income

Under \$50,000	3%
\$51,000 to \$75,000	37%
\$76,000 to \$100,000	42%
\$101,000 plus	18%

Gender

Male	55%
Female	45%



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SPONSOR BENEFITS

PRESENTING SPONSOR—\$40,000

BOOTH SPACE

- * Premier location of 10 X 20 street spaces (Includes tent, 1 tables & 2 chairs)
- * Category Exclusive
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on 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
- * Designation as an Presenting Sponsor of Delray Affair

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

- * 2 commemorative Delray Affair posters
- * First rights of refusal for sponsorship renewal within 60 days of event completion

DELRAY AFFAIR PARTNER—\$10,000 to \$20,000

BOOTH SPACE

- * Premier location of 10 X 10 street space (Includes tent, 1 tables & 2 chairs)
- * Category Exclusive
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on DelrayAffair.com
- * Sponsorship exclusivity with Official designation as Delray Affair Partner in business category
- * Supplied promotional materials distributed in chamber lobby
- * Designation as an Official sponsor of Delray Affair

RECOGNITION AT EVENT

- * 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, etc)

SPONSOR SERVICES

- * 1 commemorative Delray Affair poster
- * First rights of refusal for sponsorship renewal within 60 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, 1 table & 2 chairs)
- * Category Exclusive
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

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

RECOGNITION AT EVENT

- * Opportunity to display 1 company provided banners

SPONSOR SERVICES

- * First rights of refusal for sponsorship renewal within 60 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 DelrayAffair.com

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

SAFETY TEXT ALERT SPONSOR—\$2,500

Category exclusive sponsorship of real-time text alert system for pushing out safety & weather alerts, special discounts and scheduled activities.

- * Logo & reciprocal link on website & short code information cards, event poster, rack cards & ads
- * Signage in high traffic locations
- * All opt in email addresses collected at event

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 & Instagram (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 during promotional
- * Permission to use mention of event name as part of promotions