

SPONSORSHIP/PROGRAM PARTNERSHIP

EVENT OVERVIEW

The Delray Affair is the largest award winning arts & craft show in the Southeastern United States attracting over 250,000 visitors from across the nation to Delray Beach. The Delray Affair continues a 48 year-long tradition of connecting an appreciative audience with original art and crafts by internationally renowned artists & crafters. Please join us in 2010 on the city streets of the All-American City, Delray Beach, Florida.

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 juried arts & craft fair. The Delray Affair is produced by the Greater Delray Beach Chamber of Commerce and managed by Festival Management Group.

WHAT

The 48th 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 10 blocks and three public parks in the picturesque seaside village of Delray Beach.

Over 725 Artists & Crafters selected through a competitive jury 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 9-11, 2010

ATTENDANCE

250,000 annually

ADMISSION

Free

CONTACT

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64 SE 5th Avenue
 Delray Beach, FL 33483
www.delrayaffair.com



PARTNER BENEFITS

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 250,000 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

Official Guide

Anticipate 50,000 distributed regionally

Delray Affair Walking Guide

20,000 Delray Affair Walking Guides on site

Information Booths

Four Information Booths to distribute your collateral marketing materials. Connecting with the public through the volunteer staffed information booths and through the sale of memorabilia

Web Site

www.delrayaffair.com

60,000 visits March 2009 / 71,000 visits April 2009

www.delraybeach.com

85,000 visits March 2009 / 112,000 visits April 2009

Radio Stations

Six radio station including the highest rated CBS and Clear Channel stations that can target your specific demographic from easy listening to classic rock to country/western.

TV Stations

WFLX - Fox 29

Print

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

Volunteers:

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

Accolades

- * Sunshine Artist Magazine's "Too 200 List"
- * "Top 20 Event" by Southeast Tourism Society
- * International Festival and Events Association and the Florida Festival and Events Assoc
- * Largest event in Palm Beach County

Audience

Age

19-24	4%
25-34	15%
35-54	43%
55-plus	35%

Income

More than \$50,000	57%
\$35,000 - \$50,000	21%
\$25,000 - \$34,000	13%
Under \$25,000	9%

Residency

Palm Beach County	81%
Seasonal	4%
Other Florida	9%
Out of State	5%
Foreign Visitors	1%

Gender

Male	39.31%
Female	60.69%

SPONSOR BENEFITS

PRESENTING SPONSOR ... \$25,000

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
- * 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
- * Opportunity for company produced flyers for insertion into Chamber Trade Winds newsletter
- * 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

- * Hospitality passes (50)
- * Reserved street parking for 10
- * 8 commemorative Delray Affair posters
- * 20 commemorative Delray Affair t-shirts
- * Delray Affair Commemorative gift
- * 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...\$13,500

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
- * Announcements and promotion in Chamber Trade Winds newsletter
- * 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 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

- * Hospitality Passes (20)
- * Reserved street parking for 4
- * 4 commemorative Delray Affair posters
- * 10 commemorative Delray Affair t-shirts
- * Delray Affair Commemorative gift
- * 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

SPONSOR BENEFITS

DELRAY AFFAIR OFFICIAL SPONSOR...\$5,000

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
- * Supplied promotional materials distributed in chamber lobby
- * Corporate listing as sponsor in Chamber Trade Winds newsletter

RECOGNITION AT EVENT

- * Logo on 130 street banners
- * 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

- * Hospitality Passes (4)
- * 1 commemorative Delray Affair posters
- * 2 commemorative Delray Affair t-shirts
- * Delray Affair Commemorative gift
- * First rights of refusal for sponsorship renewal within 90 days of event completion
- * Three (3) VIP Parking Passes for employees

DELRAY AFFAIR SAMPLING SPONSOR...\$2,500

BOOTH SPACE

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

ADVERTISING & PROMOTION

- * Logo/link on www.delrayaffair.com
- * Company logo on all produced publicity (printed, web, email blasts)
- * Corporate listing as sponsor in Chamber Trade Winds newsletter

PROMOTIONAL RIGHTS

- * Category Exclusive Sampling Sponsorship (product/item to be pre-approved by Delray Affair)
- * Permission for up to 4 sponsor staff members to roam event distributing samples and/or P.O.S.

SPONSOR SERVICES

- * Hospitality Passes (2)
- * Logo placement and hyperlink from Delray Affair site
- * 1 banner (supplied by sponsor) permitted in prime location at event

DELRAY AFFAIR GOLF CART SPONSOR...\$750

PROMOTIONAL RIGHTS

- * Prominent signage on back of one golf cart
- * Hospitality Passes (2)