



SPONSORSHIP / PROGRAM PARTNERSHIP

EVENT OVERVIEW

The South Florida Garlic Fest is a gourmet food & entertainment event known as 'The Best Stinkin' Party in South Florida' and is celebrating its' 20th anniversary this year! It all began as a small festival in a city parking lot in downtown Delray Beach just as this Village by the Sea was becoming the vibrant tourist destination it is today. Within five years the event gained attendance of over 20,000 and was booking major national music acts! It was around that time, The Garlic Fest was nicknamed "The Best Stinkin' Party in Town".

The Garlic Fest is the epitome of homegrown talent and a cultural showcase providing an outlet for local artists and chefs to express themselves. In a variety of mediums, Garlic Fest serves as a gathering festival focal point for musicians, artist of every genre and culinary artists. Each year over 30,000 local South Floridians attend to enjoy this premier food and entertainment event in South Florida.

And what better way to celebrate our 20th Anniversary than with our appearance on the Cooking Channels' "Carnival Eats". Host **Noah Cappe** joined us at the 2018 Garlic Fest and enjoyed Chef Winston's great Garlic Mojo Corn Cakes and a variety of other garlic laced dishes! Stay tuned for the launch of their new seasons air date and maybe catch a glimpse of yourself in the crowd!

The event is held in a beautiful park setting, easy access from I95 and a relaxing 48-acre campground complete with all the amenities. Our Internationally Award Winning Event continues the tradition of being "The" signature food and entertainment event in South Florida.

This popular food and entertainment event features national act entertainment, Gourmet Alley food area with over 100 garlic laced menu items, a large children's amusement area with rides, over 200 artist and craft vendors and full liquor bars.

Founded by a group of local folks looking to establish a fund-raising source for local non-profit organizations, the event relies on volunteer organizations to staff the event. Volunteer involvement consists of a dedicated team of 12 non-profit organizations comprised of 500 volunteers that staff the event.

MISSION

OUR ORGANIZATION is a non-profit organization whose goal is to support community projects, charitable groups and service organizations. We have contributed over \$640,000.00 over the past twenty years to non-profit organizations who staff the event!

2019 Garlic Fest Sponsorship Deck.pub

FESTIVAL FEATURES

The 20th Annual South Florida Garlic Fest is nicknamed "The Best Stinkin' Party in South Florida" and is a gated event located in Lake Worth, FL

WHERE

John Prince Park
4759 South Congress Avenue
Lake Worth, Florida 33461

John Prince Park is a beautiful 726 acre park, has easy access from I95, onsite parking and a relaxing 48-acre campground complete with all the amenities.

WHEN

February 9—10, 2019

ATTENDANCE

30,000+

ADMISSION

\$12 for adults; children 12—Free

CONTACT

Nancy Stewart-Franczak, CFEE

Executive Director

nancy@festivalmanagementgroup.com

561-274-4663

MAILING ADDRESS

140 NE 1st Street
Delray Beach, FL 33444

www.sflgarlicfest.com



SPONSORSHIP / PROGRAM PARTNERSHIP

EVENT OVERVIEW

WHY BE A SPONSOR OF THE GARLIC FEST?

The South Florida Garlic Fest provides select national and area companies the opportunity to market their brand and products to over 30,000 festival attendees and benefit from extensive print, web, radio, street banner and television marketing of the event. Also, the opportunity for on-site presence and direct contact with the affluent demographic that the Garlic Fest draws is extraordinary in the South Florida market.

We can develop a unique marketing campaign and activation that allows your company to take maximum advantage of the broad array of advertising opportunities that the Garlic Fest generates.

PUBLICATIONS/ADVERTISEMENTS

2018 Garlic Fest Web Site Traffic

www.GarlicFestFL.com

Week leading up to event:

22,789 sessions and 34,113 page views

90 Day exposure:

30,852 sessions and 47,479 page views

2018 Garlic Fest Facebook Stats

www.facebook.com/GarlicFestFL/

26,159 Fans

46,044 Engaged Fans

346,000 Page Views

2,038,000 LOCAL Reach

2018 Garlic Fest Instagram Stats

www.instagram.com/SFLGarlicFest/

25.6 MILLION WORLDWIDE Impressions

Radio Stations

iHeart Media - West Palm Beach Cluster

WOLL—KOOL 105.5

WLDI—WILD 95.5

WKGR—GATER 98.7

WZZR—Real Radio 94.3

WAVE 92.7

WRLX – MIA 92.1

WJNO -NewsRadio1290

TV Station

WPBF-25

Print

Posters, magazine and newspaper ads, postcards, maps, website, digital billboard

Volunteers

Over 500 dedicated people from the community who staff the event.

Audience Age

19-24.....	3%
25-34.....	25%
35-54.....	50%
55-64.....	15%
65 plus.....	7%

Income

Under \$50,000.....	9%
\$51,000 - \$75,000.....	39%
\$76,000 - \$100,000.....	34%
\$101,000 plus	18%

Residency

Palm Beach County.....	49%
Broward / Dade County	29%
Florida	17%
Elsewhere	5%

Gender

Male.....	27%
Female.....	72%

LAKE WORTH DEMOGRAPHICS

Population	37,000+
Caucasion	60%
Hispanic.....	16%
African American.....	22%
Asian	2%
Median Age	36
English Speaking	51%
Spanish Speaking	35%



SPONSORSHIP / PROGRAM PARTNERSHIP

SPONSOR LEVELS

TITLE SPONSOR (\$50,000)

BOOTH SPACE

- * Premier location of 20 x 20 on-site booth space (includes electric; tent, table and 2 chairs)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.GarlicFestFL.com
- * Headline Logo on all produced publicity (printed, web, email blasts)
- * Sponsorship exclusivity with official designation as Title Sponsor
- * 30 sec television spot
- * Title Sponsor of event in all media releases, television ads, radio spots, publicity posters, magazine ads/articles, brochures, flyers, web site, and follow-up public relations materials
- * Title Sponsor exposure on all signage, billboards and banners (both on and off site)
- * Sponsored Facebook Post campaign

RECOGNITION AT EVENT

- * Logo on all event signage
- * Prominent on-site identification during event
- * Signage at all entrances
- * Inclusion in all DJ promotional mentions on air
- * Up to 6 banners (supplied by sponsor) in prime locations throughout event & and entrance

PROMOTIONAL RIGHTS

- * Company name and logo in all media promotions

SPONSOR SERVICES

- * 40 Admission Tickets with VIP Seats
- * 10 Commemorative Garlic Fest posters

PRESENTING SPONSOR (\$40,000)

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (includes electric; tent, table and 2 chairs)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.GarlicFestFL.com
- * Sponsorship exclusivity with official designation as Presenting Sponsor
- * Presenting Sponsor of event in all media releases, television ads, radio spots, publicity posters, magazine ads/articles, brochures, flyers, web site, and follow-up public relations materials
- * Presenting sponsor exposure on all signage, billboards, banners (both on and off site)

RECOGNITION AT EVENT

- * Prominent on-site identification during event
- * Signage at all entrances
- * Inclusion in all DJ promotional mentions on air
- * Up to 4 banners (supplied by sponsor) permitted in prime locations throughout event & at each entrance

PROMOTIONAL RIGHTS

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

SPONSOR SERVICES

- * 20 General Admission Tickets
- * 4 Commemorative Garlic Fest posters



SPONSORSHIP / PROGRAM PARTNERSHIP

SPONSOR LEVELS (cont.)

MAIN STAGE SPONSOR (\$25,000)

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (includes electric; tent, table and 2 chairs)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.GarlicFestFL.com
- * Sponsorship exclusivity with official designation as Main Stage Sponsor
- * Logo placement and tagged/mentions on all Garlic Fest Television spots regarding entertainment
- * Main Stage Sponsor mention in all media releases

RECOGNITION AT EVENT

- * Logo on all event signage produced
- * Announcements from main stage
- * Prominent on-site identification during event
- * Up to 4 banners (supplied by sponsor) permitted in prime locations throughout event & at each entrance

SPONSOR SERVICES

- * 20 Admission Tickets
- * 20 VIP Seats
- * 4 Commemorative Garlic Fest posters

GOURMET ALLEY SPONSOR (\$25,000)

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (tent, table and chairs available for rental)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.GarlicFestFL.com
- * Sponsorship exclusivity with official designation
- * Logo placement in all promotional materials

RECOGNITION AT EVENT

- * Prominent on-site identification during event
- * Up to 2 banners (supplied by sponsor) permitted in prime locations throughout event

SPONSOR SERVICES

- * 10 Gen Admission Tickets
- * 1 Commemorative Garlic Fest poster

LIQUOR SPONSOR (\$10,000)

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (tent, table and chairs available for rental)

ADVERTISING & PROMOTION

- * Logo/link on www.GarlicFestFL.com
- Logo placement in all promotional materials

RECOGNITION AT EVENT

- * Prominent on-site identification during event
- * Up to 2 banners (supplied by sponsor) permitted in prime locations throughout event

SPONSOR SERVICES

- * 10 Gen Admission Tickets



SPONSORSHIP / PROGRAM PARTNERSHIP

SPONSOR LEVELS (cont.)

BEER SPONSOR (\$10,000)

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (tent, table and chairs available for rental)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.GarlicFestFL.com
- * Sponsorship exclusivity with official designation
- * Logo placement in all promotional materials

RECOGNITION AT EVENT

- * Prominent on-site identification during event
- * Up to 2 banners (supplied by sponsor) permitted in prime locations throughout event

SPONSOR SERVICES

- * 10 Gen Admission Tickets
- * 1 Commemorative Garlic Fest poster

CHILDREN'S AREA CORP SPONSOR (\$5,000)

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (tent, table and chairs available for rental)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.sflgarlicfest.com
- * Logo placement in all promotional materials

RECOGNITION AT EVENT

- * Prominent on-site identification during event
- * 1 Banner (supplied by sponsor) permitted in prime locations throughout event

SPONSOR SERVICES

- * 10 Gen Admission Tickets

VOLUNTEER HOSPITALITY SPONSOR (\$5,000)

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (tent, table and chairs available for rental)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.GarlicFestFL.com
- * Logo placement in all promotional materials
- * Recognition as "Volunteer Hospitality Sponsor"

RECOGNITION AT EVENT

- * Prominent on-site identification during event
- * 1 Banner (supplied by sponsor) displayed

SPONSOR SERVICES

- * 10 Gen Admission Tickets

CORP SPONSOR (2,500)

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (tent, table and chairs available for rental)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.GarlicFestFL.com

RECOGNITION AT EVENT

- * 1 Banner (supplied by sponsor) permitted in prime locations throughout event

SPONSOR SERVICES

- * 10 Gen Admission Tickets



SPONSORSHIP / PROGRAM PARTNERSHIP

SPONSOR LEVELS (cont.)

SOCIAL MEDIA SPONSORSHIP SAMPLING SPONSOR (\$2,500)

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (tent, table and chairs available for rental)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.GarlicFestFL.com
Logo placement on web site, Facebook, Eblast promotions and follow-up public relations materials
- * Category exclusive

RECOGNITION AT EVENT

- * Prominent on-site identification during event
- * 1 Banner (supplied by sponsor) displayed

PROMOTIONAL RIGHTS

- * Permission for up to 4 sponsor staff members to roam event distributing samples and/or P.O.S.
- * Company name and logo on web media, social media campaigns and eblasts

SPONSOR SERVICES

- * 10 Gen Admission Tickets

FACEBOOK SPONSORED AD (\$1,000)

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 (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

SPONSOR SERVICES

- * 2 Gen Admission Tickets



SPONSORSHIP / PROGRAM PARTNERSHIP

ADDITIONAL SPONSOR ASSETS

CUSTOM CATEGORY EXCLUSIVE ASSETS

FAMILY FUN DAY (\$20,000)

Named sponsor is host of Family Fun Day that would provide unlimited rides for children with purchase of children's admission ticket

SHUTTLE BUS TRANSPORTATION SPONSOR (\$5,000)

Sponsor logo on shuttle and transportation vehicles

OFFICIAL BANK (\$5,000)

Category exclusive sponsor

VOLUNTEER & STAFF T-SHIRT (5,000)

Sponsor logo on backs of 650 t-shirts

TICKET BACKS (\$2,500)

Sponsor logo on backs of 10,000 tickets with opportunity for bounce-back coupon offer

BADGE HOLDER / LANYARDS (\$1,500)

Sponsor logo on 1,000 lanyards

BACK STAGE HOSPITALITY (\$2,000)

In addition to named sponsorship of areas outlined, sponsor benefits also include:

ADVERTISING & PROMOTION

- * Logo/link on www.sflgarlicfest.com

RECOGNITION AT EVENT

- * Prominent on-site identification during event
- * 1 Banner (supplied by sponsor) displayed

SPONSOR SERVICES

- * Gen Admission Tickets