



# SPONSORSHIP/PROGRAM PARTNERSHIP

## EVENT OVERVIEW

**Celebrating our 15th Anniversary in 2014**, Garlic Fest is known as 'the' signature event in Palm Beach County. Garlic Fest is a gourmet food & entertainment event that celebrates the "Art of Garlic."

The three day event features live national act entertainment on the main stage and professional level cooking competitions and demonstrations at our Garlic Chef Stadium currently featured on the Food Network's "Unwrapped" program. In addition, there are recreational and educational activities for families in the Children's Area and heavenly garlic goodies available in Gourmet Alley Food Court.

The event's strong commitment to our community is designed as a fund-raising opportunity for non-profit organizations that staff (over 500 volunteers and 10 organizations). This event is 100% staffed by volunteers.

### MISSION

OUR ORGANIZATION is a non-profit organization whose goal is to support community projects, charitable groups and service organizations. We have contributed over \$430,000.00 over the past fourteen years to non-profit organizations who staff the event! Our ongoing commitment is to support arts and education programs for youth, community projects, charitable organizations and service groups in our community.

### FESTIVAL FEATURES

The 15th Annual Delray Beach Garlic Fest is nicknamed "The Best Stinkin' Party in Town" and is a gated event occupying two city blocks in Downtown Delray Beach, on the grounds of Delray Beach Center for the Arts.

### WHERE

Grounds of Delray Beach Center for the Arts, in the heart of downtown Delray Beach, two time winner of the All-American City award AND "Most Fun Small Town in America" by USA Today and Rand McNaly in 2013. Not to mention it is also one of the most picturesque cities in Florida.

This Village by the Sea has a bustling downtown, filled with great restaurants, bars and an eclectic mix of art galleries, boutiques and stores.

### WHEN

February 7, 8 & 9, 2014

### ATTENDANCE

40,000 over 3 days

### ADMISSION

\$10 - \$20 for adults; children under 10 free

### CONTACT

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**2013 International Festival & Events Assoc. Awards**

**"SILVER"** BEST SPECIAL SECTION INSERT

**GOLD"** BEST EVENT PHOTOGRAPH

**2013 Florida Festival & Events Assoc. Awards**

**"GOLD"** 2012 Best Social Media Campaign

**"GOLD"** 2012 Best Magazine Ad

**"GOLD"** 2012 Best Photo

**2012 Florida Festival & Events Assoc. Awards**

**"GOLD"** 2012 Best Social Media Campaign

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**"GOLD"** 2012 Best Photo



# SPONSORSHIP/PROGRAM PARTNERSHIP

## SPONSOR BENEFITS

### WHY BE A SPONSOR OF THE GARLIC FEST?

The Delray Beach Garlic Fest provides select national and area companies the opportunity to market their brand and products to over 40,000 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 that allows your company to take maximum advantage of the broad array of advertising opportunities that the Garlic Fest generates.

### PUBLICATIONS/ADVERTISEMENTS PLACEMENTS

#### **Full Color Garlic Fest Special Section**

Reaching over 82,000 readers  
Distributed in Palm Beach and Broward Counties and onsite at the event.

#### **Web Site**

[www.dbgarlicfest.com](http://www.dbgarlicfest.com)  
680,000 visits in Feb 2013  
380,000 visits in Feb 2012

#### **2013 Facebook Stats**

[www.facebook.com/delraygarlicfest](http://www.facebook.com/delraygarlicfest)  
7,019 Fans (659% increase)  
12,966 Page Views (1,354% increase)  
1,208,312 Reach (30,724% increase)

3,591,093 reach, 7,709 clicks, 7,265 actions

#### **Radio Stations**

Four radio stations including highest rated stations that can target your specific demographic from easy listening to pop to classic rock to country/western.

#### **TV Station**

WPBF-25 (ABC)

#### **Print**

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

#### **Volunteers**

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

#### **Accolades**

- \* Featured on Food Network's "Unwrapped" program since 2005
- \* 2012 BIZ BASH South Florida Top 100 Events
- \* "GOLD" 2012 Best Social Media Campaign
- \* "GOLD" 2012 Best Magazine Ad
- \* "GOLD" 2012 Best Photo
- \* 2011 Florida Festivals & Event Assoc. Runner-Up Best Magazine Ad
- \* Sun-Sentinel South Florida Parenting Magazine's "2008 Best Festival for Family Fun"
- \* Boca Raton Magazines 2006 "Best of" Event

#### **Audience Age**

|               |     |
|---------------|-----|
| 19-24 .....   | 5%  |
| 25-34 .....   | 41% |
| 35-54 .....   | 39% |
| 55-64 .....   | 11% |
| 65 plus ..... | 4%  |

#### **Income**

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

#### **Residency**

|                              |     |
|------------------------------|-----|
| Delray Beach .....           | 24% |
| Palm Beach County .....      | 35% |
| Outside Broward County ..... | 38% |
| Elsewhere .....              | 3%  |

#### **Gender**

|              |     |
|--------------|-----|
| Male .....   | 45% |
| Female ..... | 55% |



# SPONSORSHIP/PROGRAM PARTNERSHIP

## SPONSOR LEVELS

### TITLE SPONSOR

#### **BOOTH SPACE**

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

#### **ADVERTISING & PROMOTION**

- \* Logo/link on [www.dbgarlicfest.com](http://www.dbgarlicfest.com)
- \* Headline Logo on all produced publicity (printed, web, email blasts)
- \* Sponsorship exclusivity with official designation as Title Sponsor
- \* Company history, corporate story and sponsorship commitment, featured in a press release
- \* 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)
- \* Special write-up in Garlic Fest Special Section (distribution in Palm Beach County, Broward County and to attendees of event as Program Schedule)
- \* Full-page ad in Special Section/Program
- \* Sponsored Facebook Post

#### **RECOGNITION AT EVENT**

- \* Logo on street banners and all event signage
- \* Logo on sponsor thank you boards
- \* 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 promotion and advertising (print, television, radio)

#### **SPONSOR SERVICES**

- \* 20 Tickets to VIP Party
- \* 20 Admission Tickets & VIP Seats; 4 Back Stage (2 each day)
- \* 10 Commemorative Garlic Fest posters
- \* 20 Commemorative Garlic Fest t-shirts
- \* First rights of refusal for sponsorship renewal within 90 days of event completion

### PRESENTING SPONSOR

#### **BOOTH SPACE**

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

#### **ADVERTISING & PROMOTION**

- \* Logo/link on [www.dbgarlicfest.com](http://www.dbgarlicfest.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)
- \* Special write up in Garlic Fest Special Section (distribution in Palm Beach County and to attendees of event as Program Schedule)
- \* Half-page ad in Special Section/Program

#### **RECOGNITION AT EVENT**

- \* Logo on street banners and all event signage produced
- \* Logo on sponsor thank you boards
- \* 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) 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**

- \* 10 Tickets to VIP Party
- \* 10 Admission Tickets
- \* 4 Commemorative Garlic Fest posters
- \* 10 Commemorative Garlic Fest t-shirts
- \* First rights of refusal for sponsorship renewal within 90 days of event completion



# SPONSORSHIP/PROGRAM PARTNERSHIP

## SPONSOR LEVELS (con't)

### MAIN STAGE SPONSOR

#### **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.dbgarlicfest.com](http://www.dbgarlicfest.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, television ads, radio spots, newspaper advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials
- \* Half-page ad in Special Section/Program

#### **RECOGNITION AT EVENT**

- \* Logo on street banners and all event signage produced
- \* Logo on sponsor thank you boards
- \* Announcements from main stage
- \* 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**

- \* 10 Tickets to VIP Party
- \* 20 Admission Tickets
- \* 20 VIP Seats
- \* 8 Back Stage Passes (4 each day)
- \* 4 Commemorative Garlic Fest posters
- \* 10 Commemorative Garlic Fest t-shirts
- \* First rights of refusal for sponsorship renewal within 90 days of event completion

### GARLIC CHEF STADIUM SPONSOR

#### **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.dbgarlicfest.com](http://www.dbgarlicfest.com)
- \* Sponsorship exclusivity with official designation as Garlic Chef Stadium Sponsor
- \* Recognition as Title Sponsor of Garlic Che Stadium in selected media releases  
-Logo placement in selected newspaper ads and articles
- \* Logo placement in all television ads, radio spots, newspaper advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials
- \* Quarter-page ad in Special Section/Program

#### **RECOGNITION AT EVENT**

- \* Logo on street banners and all event signage produced
- \* Logo on sponsor thank you boards
- \* Prominent on-site identification during event
- \* 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**

- \* 10 Tickets to VIP Party
- \* 10 Admission Tickets
- \* 2 Commemorative Garlic Fest posters
- \* First rights of refusal for sponsorship renewal within 90 days of event completion



# SPONSORSHIP/PROGRAM PARTNERSHIP

## SPONSOR LEVELS (con't)

### GOURMET ALLEY SPONSOR

#### **BOOTH SPACE**

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

#### **ADVERTISING & PROMOTION**

- \* Logo/link on [www.dbgarlicfest.com](http://www.dbgarlicfest.com)
- \* Sponsorship exclusivity with official designation as Gourmet Alley Sponsor
- \* Logo placement in all newspaper advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials

#### **RECOGNITION AT EVENT**

- \* Logo on street banners and all event signage produced
- \* Logo on sponsor thank you boards
- \* Prominent on-site identification during event
- \* Up to 2 banners (supplied by sponsor) permitted in prime locations throughout event

#### **PROMOTIONAL RIGHTS**

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

#### **SPONSOR SERVICES**

- \* 4 Tickets to VIP Party & 10 Gen Admission Tickets
- \* 1 Commemorative Garlic Fest poster

### GARLIC OASIS BAR SPONSOR

#### **BOOTH SPACE**

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

#### **ADVERTISING & PROMOTION**

- \* Logo/link on [www.dbgarlicfest.com](http://www.dbgarlicfest.com)
- \* Sponsorship exclusivity with official designation as Garlic Oasis Bar Sponsor
- \* Logo placement in all advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials

#### **RECOGNITION AT EVENT**

- \* Logo on street banners and all event signage produced
- \* Logo on sponsor thank you boards
- \* Prominent on-site identification during event
- \* Up to 2 banners (supplied by sponsor) permitted in prime locations throughout event

#### **SPONSOR SERVICES**

- \* 4 Tickets to VIP Party & 10 Gen Admission Tickets
- \* 1 Commemorative Garlic Fest poster

### INT'L WINE GARDEN SPONSOR

#### **BOOTH SPACE**

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

#### **ADVERTISING & PROMOTION**

- \* Logo/link on [www.dbgarlicfest.com](http://www.dbgarlicfest.com)
- \* Sponsorship exclusivity with official designation as Int'l Beer & Wine Garden Sponsor
- \* Logo placement in all advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials

#### **RECOGNITION AT EVENT**

- \* Logo on street banners and all event signage produced
- \* Logo on sponsor thank you boards
- \* Prominent on-site identification during event
- \* Up to 2 banners (supplied by sponsor) permitted in prime locations throughout event

#### **PROMOTIONAL RIGHTS**

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

#### **SPONSOR SERVICES**

- \* 4 Tickets to VIP Party & 10 Gen Admission Tickets
- \* 1 Commemorative Garlic Fest post





# SPONSORSHIP/PROGRAM PARTNERSHIP

## SPONSOR LEVELS (con't)

### CHILDREN'S AREA CORP SPONSOR \_\_\_\_\_ \$5,000

#### **BOOTH SPACE**

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

#### **ADVERTISING & PROMOTION**

- \* Logo/link on [www.dbgarlicfest.com](http://www.dbgarlicfest.com)
- \* Logo placement in all advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials

#### **RECOGNITION AT EVENT**

- \* Logo on street banners and all event signage produced
- \* Logo on sponsor thank you boards
- \* Prominent on-site identification during event
- \* 1 Banner (supplied by sponsor) permitted in prime locations throughout event

#### **PROMOTIONAL RIGHTS**

- \* Company name and logo on web media, social media campaigns and eblasts

#### **SPONSOR SERVICES**

- \* 2 Tickets to VIP Party & 10 Gen Admission Tickets
- \* 1 Commemorative Garlic Fest poster

### VOLUNTEER HOSPITALITY SPONSOR \_\_\_\_\_ \$2,500

#### **BOOTH SPACE**

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

#### **ADVERTISING & PROMOTION**

- \* Logo/link on [www.dbgarlicfest.com](http://www.dbgarlicfest.com)
- \* Logo placement in all advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials
- \* Recognition as "Volunteer Hospitality Sponsor" in media releases and in Special Section

#### **RECOGNITION AT EVENT**

- \* Logo on street banners and all event signage produced
- \* Logo on sponsor thank you boards
- \* Prominent on-site identification during event
- \* 1 Banner (supplied by sponsor) permitted in prime locations throughout event

#### **PROMOTIONAL RIGHTS**

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

#### **SPONSOR SERVICES**

- \* 2 Tickets to VIP Party & 10 Gen Admission Tickets

### SAMPLING SPONSOR \_\_\_\_\_ \$2,500

#### **BOOTH SPACE**

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

#### **ADVERTISING & PROMOTION**

- \* Logo/link on [www.dbgarlicfest.com](http://www.dbgarlicfest.com)
- \* Logo placement in all advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials
- \* Category exclusive

#### **RECOGNITION AT EVENT**

- \* Logo on street banners and all event signage produced
- \* Logo on sponsor thank you boards
- \* Prominent on-site identification during event
- \* 1 Banner (supplied by sponsor) permitted in prime locations throughout event

#### **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**

- \* 2 Tickets to VIP Party & 10 Gen Admission Tickets



# SPONSORSHIP/PROGRAM PARTNERSHIP

## SPONSOR LEVELS (con't)

### SOCIAL MEDIA SPONSORSHIP

#### 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 and Twitter(2 per week – limited number of spots available)
- \* Post event report – to include number of impressions your ads and page received – demographic breakdown 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

#### SOCIAL MEDIA SPONSOR \_\_\_\_\_ \$500

##### 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 \_\_\_\_\_ \$500

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

#### CONTRIBUTING or MERCHANT SPONSOR \_\_\_\_\_ \$750

##### ADVERTISING & PROMOTION

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

##### RECOGNITION AT EVENT

- \* 1 Banner (supplied by sponsor) on perimeter fence at event

##### SPONSOR SERVICES

- \* 2 Gen Admission Tickets

##### *Sponsor Involvement:*

Anthony's Coal Fired Pizza, Atlantic Avenue Magazine, AT&T the Real Yellow Pages, Bacardi, BankUnited, Bank of America, Beano, Bell South Real Yellow Pages, Boca Raton Magazine, Boston's on the Beach, Brown Distributing (Budweiser), Cheney Brothers, Inc., Christopher Ranch Garlic, City of Delray Beach, Clear Channel Outdoor, Coca Cola, Colony Hotel, Consorzio, Crane's BeachHouse Hotel & Tiki Bar, Custom Food Products, Delray Beach Magazine, Delray Honda, Doubletree Guest Suites, Fairfield Communities, Florida Lottery, FPL, EJ Gallo Wine, Geico, GM-Chevy, Hammerstahl Cutlery, Home Depot, House of Appliances, Hyatt Place Delray, Italian Rose Garlic Products, JTech Communications, Le Creuset of America, Legacy Bank, Limo Limo, Marriott, Mercedes-Benz Delray, New England Cooks, New Times, Palm Beach Media Group, Palm Beach Post, Pepcid AC, Peter Mark Salon, Pizza Rustica, Premier Beverage, Proforma, Publix Supermarkets, Regency Party Rental, Republic National Distributing, Rock Star Energy Drink, SCP Commercial Printing, Seaside Builders, South West Airlines, Southern Wine and Spirits, Standard Coffee (Barnie's), Stanley Steamer, Stuart & Shelby Development, Inc., Sun-Sentinel, Sunshine Golf, SWA, Vacation Village Resorts, Viking-HADCO, TD Bank, The Food Network, Travelhost Magazine, Unique Travel, VitaMix, Waste Management, Whole Foods Market, Wustoff Knives, Palm Beach County Channel 20, Real Radio WJNO 1290, WFLX-FOX 29, WPBF-25, WPEC-TV 12, WKGR 98.7, KOOL 105.5, SUNNY 104.3, BUZZ 103.1, WIRK 107.9, WJNO-1290, WRMF-97.9, WIRK-107.9

##### *Prior Grants:*

Community Redevelopment Agency  
Downtown Development Authority  
Palm Beach County Cultural Council  
Palm Beach County Parks & Recreation