



SPONSORSHIP / PROGRAM PARTNERSHIP

EVENT OVERVIEW

Celebrating our 17th Anniversary in 2016, 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 15 organizations). This event is 100% staffed by volunteers and has contributed over \$600,000 back to the community since it’s inception!

MISSION

OUR ORGANIZATION is a non-profit organization whose goal is to support community projects, charitable groups and service organizations. We have contributed over \$600,000.00 over the past fifteen 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 17th 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 McNally 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

January 29, 30 & 31, 2016

ATTENDANCE

40,000 over 3 days

ADMISSION

\$12 - \$20 for adults; children under 10 free

CONTACT

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2014 International Festival & Events Assoc. Awards

“GOLD” BEST EVENT PHOTOGRAPH
“SILVER” BEST SPECIAL SECTION INSERT

2013 International Festival & Events Assoc. Awards

GOLD” BEST EVENT PHOTOGRAPH
“SILVER” BEST SPECIAL SECTION INSERT

2014 Florida Festival & Events Assoc. Awards

“GOLD” Best Social Media Site
“SILVER” Best Website
“BRONZE” Best Promotional Item

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
“GOLD” 2012 Best Magazine Ad
“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

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 Traffic

www.dbgarlicfest.com

Week leading up to event:

77,121 sessions and 197,968 page views

90 Day exposure:

107,600 sessions and 263,889 page views

2015 Facebook Stats

www.facebook.com/delraygarlicfest

17,531 Fans (36% increase)

4,630 New Fans

5,457 Page Views (1,359% increase)

971,481 Reach (22,739% increase)

Radio Stations

iHeart Media - 15 stations from West Palm Beach Cluster covering from Jacksonville to Miami:

(WOLL- KOOL 105.5, WJNO -NewsRadio1290 WJNO, WKGR- GATER 98.7, WZZR – Real Radio 94.3, WRLX – MIA 92.1 and WLDI – WILD 95.5 along with our stations in Melbourne, FL – WLRQ – Lite Rock 99.3, Kiss 95.1 & WMMB – News Talk 1240/1350 & Jacksonville FL – WFJX – Sports Radio, WJBT – 93.3 The Beat, WKSL – 97.9 KIIS FM, WWJK- 107.3 Jack-FM, WQIK – 99.1 QIK and WSOL – v101.5)

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 (\$40,000)

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.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
- * 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 s

SPONSOR SERVICES

- * 40 Admission Tickets with VIP Seats
- * 4 Back Stage (2 each day)
- * 10 Commemorative Garlic Fest posters

PRESENTING SPONSOR (\$30,000)

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.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
- * 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

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



SPONSORSHIP / PROGRAM PARTNERSHIP

SPONSOR LEVELS (continued)

MAIN STAGE SPONSOR (\$30,000)

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.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

- * 20 Admission Tickets
- * 20 VIP Seats
- * 8 Back Stage Passes (4 each day)
- * 4 Commemorative Garlic Fest posters

GARLIC CHEF STADIUM SPONSOR (\$10,000)

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.dbgarlicfest.com
- * Sponsorship exclusivity with official designation as Garlic Chef Stadium Sponsor
- * Recognition as Title Sponsor of Garlic Chef 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 Admission Tickets
- * 2 Commemorative Garlic Fest posters



SPONSORSHIP / PROGRAM PARTNERSHIP

SPONSOR LEVELS (continued)

GOURMET ALLEY 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.dbgarlicfest.com
- * Sponsorship exclusivity with official designation
- * Logo placement in all newspaper advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up PR 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

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

GARLIC OASIS BAR SPONSOR (\$5,000)

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.dbgarlicfest.com
- * Sponsorship exclusivity with official designation
- * 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

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

INT'L WINE GARDEN 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.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

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



SPONSORSHIP / PROGRAM PARTNERSHIP

SPONSOR LEVELS (continued)

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.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

- * 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 (tent, table and chairs available for rental)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on 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"

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) displayed

PROMOTIONAL RIGHTS

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

SPONSOR SERVICES

- * 10 Gen Admission Tickets

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.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) 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



SPONSORSHIP / PROGRAM PARTNERSHIP

SPONSOR LEVELS (continued)

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)

- * Weekly sponsored posts on Facebook (month prior)
- * 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

CONTRIBUTING SPONSOR (\$750)

ADVERTISING & PROMOTION

- * Logo/link on www.dbgarlicfest.com

RECOGNITION AT EVENT

- * 1 Banner (supplied by sponsor) displayed

SPONSOR SERVICES

- * 2 Gen Admission Tickets

Sponsor Involvement:

Advantage Golf Cars, 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, Heineken USA, 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