



SPONSORSHIP / PROGRAM PARTNERSHIP

EVENT OVERVIEW

The South Florida Garlic Fest is a gourmet food & entertainment event known as 'The Best Stinkin' Party in Town' throughout Palm Beach County.

This unique event crosses all cultural boundaries and ages, providing something for everyone featuring; National Act Musical Entertainment, Wine Garden, full liquor bars, Garlic Chef Stadium, garlic-inspired gourmet food, over 200 unique exhibitors, children's activities and rides, professional level cooking competitions and Garlic University. The well-known Garlic Chef Competition has also been featured on the Food Network's "Unwrapped" program. In addition, there are recreational and educational activities for families in the Children's Area.

Our Internationally Award Winning Event continues to be THE signature food and entertainment event in South Florida, with our heavenly garlic goodies available in Gourmet Alley Food Court. The Garlic Fest continues its strong commitment and focus on local community group volunteer involvement with a dedicated team of 18 non-profit organizations comprised of 550 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 \$585,000.00 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 18th Annual South Florida Garlic Fest is nicknamed "The Best Stinkin' Party in Town" and is a gated event located in Lake Worth, FL

WHERE

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

Thanks to our friends at Palm Beach County, we have found a perfect new home at John Prince Park. This beautiful 726 acre park, has easy access from I95, onsite parking and a relaxing 48-acre campground complete with all the amenities.

WHEN

February 10-12, 2017

ATTENDANCE

40,000 over 3 days

ADMISSION

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

CONTACT

Nancy Stewart-Franczak, CFEE

Executive Director & Sponsorship Sales

nancy@festivalmanagementgroup.com

561-274-4663

140 NE 1st Street, Delray Beach, FL 33444

www.sflgarlicfest.com



2016 International Festival & Events Association Awards

- 1st Place BEST SOCIAL MEDIA SITE
- 1st & 2nd Place BEST NEWSPAPER INSERT
- 2nd Place BEST PHOTOGRAPH
- 2nd Place BEST EVENT WEBSITE
- 3rd Place BEST OTHER MERCHANDISE (POSTER)

2016 BizBash Top 100 Food Events in South Florida

9th Best Foodie Event in state of Florida

2016 Florida Festival & Events Assoc. Awards

- 1st Place BEST COMMEMORATIVE POSTER
- 2nd Place BEST EVENT PHOTOGRAPH
- 3rd Place BEST EVENT WEBSITE

2015 International Festival & Events Assoc. Awards

- "GOLD" BEST BILLBOARD
- "SILVER" BEST EVENT WEBSITE
- "SILVER" BEST SOCIAL MEDIA SITE
- "BRONZE" BEST NEWSPAPER INSERT
- "BRONZE" BEST EVENT PHOTOGRAPH
- "BRONZE" BEST EVENT T-SHIRT

2015 Florida Festival & Events Assoc. Awards

- "GOLD" BEST EVENT PHOTOGRAPH
- "BRONZE" BEST COMMEMORATIVE POSTER

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 EVENT WEBSITE
- "BRONZE" BEST PROMOTIONAL ITEM



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 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

2016 Garlic Fest Web Site Traffic

www.dbgarlicfest.com

Week leading up to event:

65,037 sessions and 182,467 page views

90 Day exposure:

98,101 sessions and 261,242 page views

2016 Garlic Fest Facebook Stats

www.facebook.com/delraygarlicfest

21,440 Fans

3,823 New Fans

7,033 Page Views

1,022,900 Reach (1,327% increase)

Radio Stations

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

(WOLL- KOOL 105.5, WJNO -NewsRadio 1290 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

WPEC—12

Print

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

Volunteers

Over 500 dedicated people from the community who staff the 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 2 chairs)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.sflgarlicfest.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)
- * Sponsored Facebook Post

RECOGNITION AT EVENT

- * Logo on 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 promotions

SPONSOR SERVICES

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

PRESENTING 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.sflgarlicfest.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

- * 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 (cont.)

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.sflgarlicfest.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

RECOGNITION AT EVENT

- * Logo on 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
- * 4 Commemorative Garlic Fest posters

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.sflgarlicfest.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

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 (cont.)

GOURMET ALLEY SPONSOR

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
- * 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 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

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.sflgarlicfest.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 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

WINE GARDEN SPONSOR

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
- * Sponsorship exclusivity with official designation as 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 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 (cont.)

CHILDREN'S AREA CORP SPONSOR

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 advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials

RECOGNITION AT EVENT

- * Logo on 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

CHILDREN'S AREA CORP SPONSOR

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 advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials

RECOGNITION AT EVENT

- * Logo on 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

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 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 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



SPONSORSHIP / PROGRAM PARTNERSHIP

SPONSOR LEVELS (cont.)

SOCIAL MEDIA SPONSORSHIP

SAMPLING SPONSOR

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 advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials
- * Category exclusive

RECOGNITION AT EVENT

- * Logo on 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

FACEBOOK SPONSORED AD

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

Current & Prior 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



SPONSORSHIP / PROGRAM PARTNERSHIP

ADDITIONAL SPONSOR ASSETS

VIP HOSPITALITY (DAILY OR WEEKEND)

Entertain up to 60 guests in private seating area adjacent to stage with expedited food & beverage delivery

FAMILY FUN DAY

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

TICKET BACKS

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

TICKET BOOTHS

Sponsor logo on all ticket booth locations

TRANSPORTATION

Sponsor logo on shuttle and transportation vehicles

VOLUNTEER & STAFF T-SHIRT

Sponsor logo on backs of 650 t-shirts

BADGE HOLDER / LANYARDS

Sponsor logo on 1,000 lanyards

OFFICIAL BANK

Category exclusive sponsor

BACK STAGE HOSPITALITY

VOLUNTEER HOSPITALITY

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

ADVERTISING & PROMOTION

- * Logo/link on www.sflgarlicfest.com
- * Logo placement in all advertising, publicity posters, magazine ads/articles, brochures, flyers & web site
- * Company name and logo on web media, social media campaigns and eblasts
- * Category exclusive