

SPONSORSHIP OPPORTUNITIES

The 22nd Annual South Florida Garlic FEST

The Best Stinkin' Party in South Florida



"Still Stinkin' After All These Years!" The "Best Stinkin' Party in South Florida" returns for 22 years of garlicky goodness! Join us as this Internationally Award Winning Event continues the tradition of being "The" signature food and entertainment event in South Florida.

Eat, drink & STINK with us at John Prince Park in the funkier little city of South Florida, Lake Worth Beach!

It all started out as a small festival in a city parking lot in Downtown Delray Beach just as it was becoming the vibrant tourist destination it is today. Within five years the event gained attendance of 30,000+ and was booking major national music acts! It was around that time, the Garlic Fest was nicknamed "The Best Stinkin' Party in South Florida".

2020 Garlic Fest brought international attention to Lake Worth on Jeopardy's Game Show in March as a featured question! "The Isle of Wight & Lake Worth Florida both have annual festivals honoring this pungent bulb & its endless potential". In 2018 **The Cooking Channel** got a whiff of our stinkin' party and featured us on their hit show, "Carnival Eats"! Host Noah Cappe enjoyed Chef Winston's great Garlic Mojo Corn Cakes in addition to a vast array of garlic laced goodies!

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, hundreds of art 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.

In addition to great food, Garlic Fest showcases a diverse and eclectic selection of national musical acts including Expendables, The Wailers, G Love & Special Sauce, Buddy Guy, Stephen Marley, Michael Franti, Dispatch, Rebelution, Steel Pulse, G/ Love & Special Sauce, The Expendables, The Mighty Mighty Bosstones, Dark Star Orchestra, Collective Soul, Sister Hazel and Trombone Shorty to name just a few. Stay tuned for what we have in store this year!

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!

FESTIVAL FEATURES

The 22nd 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 Beach, 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 13-14, 2021

ATTENDANCE

20,000+

ADMISSION

\$10 for adults; children 12 & under—Free

CONTACT

Nancy Stewart-Franczak, CFE

Executive Director

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MAILING ADDRESS

140 NE 1st Street
Delray Beach, FL 33444

GarlicFestFL.com

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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 20,000 festival attendees and benefit from extensive print, web, radio, 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

2020 Garlic Fest Web Site Traffic

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

2020 Garlic Fest Facebook Stats

www.facebook.com/GarlicFestFL/

27,534 Fans

46,044 Engaged Fans

346,000 Page Views

2,038,000 LOCAL Reach

2020 Garlic Fest Instagram Stats

www.instagram.com/SFLGarlicFest/

35.6 MILLION WORLDWIDE Impressions

1,980 followers

Women 62 %

Men 38 %

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

TV Station

WPBF-25

Print

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

Volunteers

Over 250 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 BEACH DEMOGRAPHICS

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

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TITLE SPONSOR (\$50,000)

- Naming Rights
- Sponsorship exclusivity with official designation as 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 GarlicFestFL.com
- Headline Logo on all produced publicity (printed, web, email blasts)
- E-blast Take-over – Title Sponsor section on E-blast
- 30 sec television spot
- Title Sponsor of event in all media releases, television ads, radio spots, publicity posters, magazine ads/articles, brochures, 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
- Logo incorporated on Garlic Fest Facebook Header

RECOGNITION AT EVENT

- Logo on all event signage
- Prominent on-site identification during event
- Signage at all entrances
- On Stage introduction of Sponsor & Recognition

PROMOTIONAL RIGHTS

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

SPONSOR SERVICES

- 50 Admission Tickets with VIP Benefits
- 5 Sponsor Parking Passes
- Customized Sponsor Activation Plan

PRESENTING SPONSOR (\$40,000)

- Naming Rights Garlic Fest ... presented by
- Sponsorship exclusivity with official designation as Title 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 GarlicFestFL.com
- E-blast Take-over – Title Sponsor section on E-blast
- 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
- On Stage introduction of Sponsor & Recognition

PROMOTIONAL RIGHTS

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

SPONSOR SERVICES

- 20 General Admission Tickets
- 4 Sponsor Parking Passes
- Customized Sponsor Activation Plan

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MAIN STAGE SPONSOR (\$25,000)

- Main Stage Naming Rights

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 GarlicFestFL.com
- E-blast Take-over – Presenting Sponsor section on E-blast
- Inclusion in social media campaign; recognition on Facebook & Instagram
- Sponsorship exclusivity with official designation as Main Stage Sponsor
- Logo placement and tagged/mentions on all media channels 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

SPONSOR SERVICES

- 20 Admission Tickets
- 5 Sponsor Parking Passes

GOURMET ALLEY SPONSOR (\$20,000)

- Naming Rights

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 GarlicFestFL.com
- Sponsorship exclusivity with official designation
- Logo placement in all promotional materials

RECOGNITION AT EVENT

- Prominent on-site identification during event

SPONSOR SERVICES

- 10 Gen Admission Tickets
- 2 Sponsor Parking Passes

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

SPONSOR SERVICES

- 10 Gen Admission Tickets

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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 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 AT EVENT

- Prominent on-site identification during 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

SPONSOR SERVICES

- 10 Gen Admission Tickets

CORPORATE 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

SPONSOR SERVICES

- 10 Gen Admission Tickets

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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 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

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

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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

SANITATION SPONSOR (\$5,000)

Sponsor logo on all hand-sanitizing stations, Gourmet Alley Food Vendors, restrooms

VOLUNTEER & STAFF T-SHIRT (\$5,000)

Sponsor logo on backs of 650 t-shirts

TICKET BACKS (\$2,500)

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

BACK STAGE HOSPITALITY (\$2,000)

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

ADVERTISING & PROMOTION

- Logo/link on GarlicFestFL.com

RECOGNITION AT EVENT

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

SPONSOR SERVICES

- Gen Admission Tickets

ASK US ABOUT CUSTOMIZED SPONSORSHIPS TO MEET YOUR BUSINESS OBJECTIVES!

For More Information: John Franczak-561.376.3667 John@festivalmanagementgroup.com