

SPONSORSHIP OPPORTUNITIES

The 23rd 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 23 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 Village Park Athletics Complex in the beautiful equestrian community of Wellington, FL.

Our event started out as a small festival in a city parking lot in Downtown Delray Beach just as their Village by the Sea 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! Around that time, The Garlic Fest was nicknamed “The Best Stinkin’ Party in South Florida”.

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 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 Buddy Guy, Stephen Marley, Michael Franti, Dispatch, Rebelution, Steel Pulse, The Mighty Mighty Bosstones, Dark Star Orchestra, Bad Fish, Collective Soul, Sister Hazel, Stephen Marley and Trombone Shorty to name just a few.

MISSION

OUR ORGANIZATION is a non-profit organization whose goal is to support community projects, charitable groups and service organizations. We have contributed over \$670,000.00 over the past twenty years to non-profit organizations who staff the event!

FESTIVAL FEATURES

The 23rd Annual South Florida Garlic Fest is nicknamed “The Best Stinkin’ Party in South Florida” and is a gated event located in Wellington, FL

WHERE

VILLAGE PARK ATHLETICS COMPLEX
11700 Pierson Road
Wellington, Florida 33414

A beautiful 15 acre site, minutes from the Hampton Inn & Suites and Fairfield Inn & Suites, and FREE onsite parking.

WHEN

February 12 & 13, 2022

ATTENDANCE

20—30,000

ADMISSION

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

CONTACT

Nancy Stewart-Franczak, CFEE

Executive Director

nancy@festivalmanagementgroup.com

561-274-4663

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 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

2021 Garlic Fest Web Site Traffic

GarlicFestFL.com

Week leading up to event:

28,789 sessions and 44,113 page views

90 Day exposure:

30,852 sessions and 47,479 page views

2021 Garlic Fest Facebook Stats

www.facebook.com/GarlicFestFL/

28,000 Followers

46,044 Engaged Fans

346,000 Page Views

2,038,000 LOCAL Reach

2021 Garlic Fest Instagram Stats

www.instagram.com/SFLGarlicFest/

31.6 MILLION WORLDWIDE Impressions

1,850 followers

Women 62 %

Men 38 %

TV Station

Print

Posters, magazine and newspaper ads, post-cards, maps, website, digital billboard.

Volunteers

Over 225 dedicated people from the community who staff the event.

Audience Age

Median Age 35

Income

Median Income 65K

Average Income 82K

Residency

Palm Beach County 49%

Broward / Dade County 29%

Florida 17%

Elsewhere..... 5%

Gender

Male 27%

Female 72%

WELLINGTON DEMOGRAPHICS

(2010 census numbers)

Population 65,000+

Caucasian..... 64%

Hispanic or Latino..... 20%

African American..... 11%

Asian..... 4%

Other 1%

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TITLE SPONSOR (\$50,000)

- Naming Rights “_____’s Garlic Fest”
- 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, 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
- 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

- Sponsor concierge service
- 50 Admission Tickets with VIP Seats
- 5 Sponsor Parking Passes
- Customized Sponsor Activation Plan

PRESENTING SPONSOR (\$40,000)

- Naming Rights Garlic Fest brought to you 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

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

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MAIN STAGE SPONSOR (\$25,000)

- Naming Rights “_____’s Main Stage”

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 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

SPONSOR SERVICES

- Sponsor concierge service
- 20 Admission Tickets
- 5 Sponsor Parking Passes

GOURMET ALLEY SPONSOR (\$25,000)

SECURED FOR 2022

- Naming Rights: “_____ Gourmet Alley”

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 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.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

- Prominent on-site identification during 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

SAFETY TEXT ALERT SPONSOR (\$2,500)

Category exclusive sponsorship of real-time text alert system for pushing out safety & weather alerts, special discounts & scheduled activities.

- * Logo & reciprocal link on website & short code information cards, event poster, rack cards & ads

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.

HUMAN FOOSBALL SPONSOR (\$3,500)

Interactive Human Foosball Game. Sponsor promotions on stage, signage and vests.

VOLUNTEER & STAFF T-SHIRT (\$2,500)

Sponsor logo on backs of 400 t-shirts

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

TICKET BACKS (\$1,500)

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

BADGE HOLDER / LANYARDS (\$1,000)

Sponsor logo on 1,000 lanyards

ASK US ABOUT CUSTOMIZED SPONSORSHIPS TO MEET YOUR BUSINESS OBJECTIVES!
For More Information: 561.274-4663 NANCY@FestivalManagementGroup.com