



# SPONSORSHIP/PROGRAM PARTNERSHIP

## EVENT OVERVIEW

### **2nd Annual Delray Bacon & Bourbon Fest!**

Our inaugural Delray Beach Bacon & Bourbon Festival last year was met with overwhelming demands for bacon AND bourbon! Since then we have been making plans for enhancements to the event that promises you a great experience in 2016!

At the crossroads of American culture where Bourbon Street and Bacon Street meet, Delray Beach Arts, Inc. brings you the 2nd Annual Delray Beach Bacon & Bourbon Fest scheduled for March 18-19, 2016.

At the heart of our festivals is our commitment to create fun filled food lover community events featuring unique foods and beverages. We strive to ensure that our sponsors are richly rewarded for their investment in our events and our community.

The event's strong commitment to the community is that it is designed as a fund-raising opportunity for non-profit organizations who staff the event. Delray Beach Arts, Inc. has contributed over \$600,000 back to our community volunteer partners.

#### **FESTIVAL FEATURES**

The two day event features live musical entertainment, an eclectic menu of bacon infused culinary delights and a collection of bourbon inspired cocktails. Expect a few bacon imbued beverages to complete your bacon and bourbon experience.

The Fest offers participants extensive bacon and bourbon sampling, cooking demonstrations, bacon-inspired dishes, live entertainment, bacon and bourbon camaraderie.

#### **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 our event! Our ongoing commitment is to support arts and education programs for youth, community projects, charitable organizations and service groups in our community.

#### **WHERE**

The Delray Beach Bacon & Bourbon Fest is located on the 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. Delray Beach is a picturesque Village By the Sea located in Palm Beach County.

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

#### **WHEN**

March 18 & 19, 2016

#### **ATTENDANCE**

Anticipated attendance 10,000 over 2 days

#### **ADMISSION**

\$20

#### **CONTACT**

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# SPONSORSHIP/PROGRAM PARTNERSHIP SPONSOR BENEFITS

## WHY BE A SPONSOR OF THE BACON & BOURBON FEST?

The Delray Beach Bacon & Bourbon Fest provides select national and area companies the opportunity to market their brand and products to over 10,000 festival attendees and benefit from extensive print, web, radio, street banner and television marketing of the event. And, the opportunity for on-site presence and direct contact with the affluent demographic that the Bacon & Bourbon draws from 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 Bacon & Bourbon generates.

## PUBLICATIONS/ADVERTISEMENTS PLACEMENTS

- Full Color Bacon & Bourbon Special Section
- Reaching over 82,000 readers
- Distributed in Palm Beach & Broward Counties and onsite at the event.

### **Facebook**

*We activate a social media campaign that generates tremendous response and attendance at our events. Outlined below is statistical analysis from the 1st year's campaign:*

[www.facebook.com/BaconBourbonFest](http://www.facebook.com/BaconBourbonFest)

5,793 Fans (452% increase)  
6,378 Page Views (2,040% increase)  
310,491 Reach (4,406% increase)

Website (www.delraybaconfest.com):

Week of event:  
45,585 page views, 18,616 sessions

90 days prior:  
103,970 page views, 41,242 sessions

### **Web Site**

[www.delraybaconfest.com](http://www.delraybaconfest.com)

### **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.

### **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%
Broward County .....	38%
Elsewhere .....	3%



# SPONSORSHIP/PROGRAM PARTNERSHIP

## SPONSOR LEVELS

### **TITLE SPONSOR (\$40,000)**

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

### **ADVERTISING & PROMOTION**

- \* Logo/link on [www.delraybaconfest.com](http://www.delraybaconfest.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, ads, and follow-up public relations materials
- \* Title Sponsor exposure on all signage, billboards and banners (both on and off site)
- \* Special write-up in Bacon & Bourbon 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
- \* 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 Admission Ticket
- \* 10 Bourbon Pairing seminar tickets

### **PRESENTING SPONSOR-BACON STREET SPONSOR (\$30,000)**

#### **BOOTH SPACE**

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

#### **ADVERTISING & PROMOTION**

- \* Logo/link on [www.delraybaconfest.com](http://www.delraybaconfest.com)
- \* Sponsorship exclusivity with official designation as Presenting Sponsor
- \* Presenting Sponsor of event in all media releases, ads, and follow-up public relations materials
- \* Presenting sponsor exposure on all signage, billboards, banners (both on and off site)
- \* Special write up in Bacon & Bourbon 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
- \* 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 Admission Tickets



# SPONSORSHIP/PROGRAM PARTNERSHIP

## SPONSOR LEVELS (con't)

### **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.delraybaconfest.com](http://www.delraybaconfest.com)
- \* Sponsorship exclusivity with official designation as Main Stage Sponsor
- \* Logo placement and tagged/mentions on all Bacon & Bourbon Television spots regarding entertainment
- \* Main Stage Sponsor mention of event in all media releases, ads, 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

### **BOURBON STREET BAR SPONSOR (\$25,000)**

#### **BOOTH SPACE**

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

#### **ADVERTISING & PROMOTION**

- \* Logo/link on [www.delraybaconfest.com](http://www.delraybaconfest.com)
- \* Sponsorship exclusivity with official designation as Bourbon Street 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
- \* Prominent on-site identification during event
- \* Up to 2 banners (supplied by sponsor) permitted in prime locations throughout event

#### **SPONSOR SERVICES**

- \* 20 General Admission Tickets

### **CORP-CATEGORY EXCLUSIVE SPONSOR (\$5,000)**

#### **BOOTH SPACE**

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

#### **ADVERTISING & PROMOTION**

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

#### **RECOGNITION AT EVENT**

- \* Logo on street banners and all event signage produced
- \* Prominent on-site identification during event
- \* 1 Banner (supplied by sponsor) permitted in high traffic area



# SPONSORSHIP/PROGRAM PARTNERSHIP

## SPONSOR LEVELS (con't)

### **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.delraybaconfest.com](http://www.delraybaconfest.com)
- \* Logo placement in all advertising, publicity posters, magazine ads/articles, brochures, flyers, web site

#### **RECOGNITION AT EVENT**

- \* Logo on street banners and all event signage produced
- \* Prominent on-site identification during event
- \* 1 Banner (supplied by sponsor) permitted in high traffic area

### **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.delraybaconfest.com](http://www.delraybaconfest.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
- \* 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**

- \* 4 Gen Admission Tickets

### **SOCIAL MEDIA SPONSORSHIP**

#### **FACEBOOK SPONSORED AD (\$900)**

##### **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 \_\_\_\_\_ \$250**

##### **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