



DELRAY BEACH
FASHION
WEEK 2017

DELRAY BEACH **FASHION** WEEK 2017

The Delray Beach Downtown Development Authority designed and developed an international, award winning program that has generated excitement among the business community, reached an affluent, fashion-conscious audience, and increased awareness of Downtown Delray's fashion shops and sophisticated style.

Fashion Week is a unique event that showcases local, national, and international designs found in the small business boutiques in Downtown Delray. **Fashion Week** features high energy fashion shows, beauty experiences, in-store designer appearances, makeovers, art expositions, and the grand opening event– Delray Beach Fashion Week Fashion Show down the middle of Atlantic Avenue in front of thousands of consumers.





WHY SPONSOR

Quality of Brand Exposure

Delray Beach Fashion Week continues to build a diverse audience of fashionable, forward-thinking consumers, across multiple demographics.

By showcasing fashions found throughout the Downtown, the week draws local, regional and international audiences and high media attention.

Cultivate the Fashion and Design Scene

Since the launch of Fashion Week, an increase in fashion retailers, emerging local and international designers, hair and makeup specialists and a large fashion forward audience are making Downtown Delray their community to shop and invest.

Be a part of a highly publicized community event.

DELRAY BEACH **FASHION** WEEK 2017

DB Fashion Week At a Glance: **Wed., Jan. 25 – Sun., Jan. 29, 2017**

Main Event: Four Fashion Week shows
(Fashion on the Ave, Designer Showcase, Resort
Paradise Luncheon, Surf & Swim Show, Stiletto Race)

Fashions and Designs: 30 Fashion Boutiques, 12
Delray designers, national and international designs
for Spring and Summer

Models: 70 male and female models

Events: Variety of beauty and fashion events
throughout the week including Model/Designer Meet
and Greet

Audience: High-end fashion-minded attendees;
residents and visitors

Give Back: Proceeds benefit the local Achievement
Center for Children and Families

Hospitality Opportunities: Host clients, employees, VIPs
at the many different events and engage with
community leaders, local designers and media



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SPONSORSHIP LEVELS
We can customize for you!

DELRAY BEACH FASHION WEEK 2017

PLATINUM

\$10,000

Onsite activation at the Opening Show, Designer Show and Swimwear Show

Primary placement of logo on all event materials, media releases as Platinum Sponsor

Brand Logo presence on opening and closing video backdrop at each evening FW show

Web Cube banner on Downtowndelraybeach.com website for six months

Logo Placement with hyperlink and recognition on FW web page

Inclusion of sponsor's logo on step-and-repeat banner displayed at each event

Logo in all FW television commercials and recognition on all event videos

Sponsor Recognition on all social media channels

Sponsor product/information included in SWAG Bags

Verbal recognition of sponsor throughout the 5 day event as the "Platinum Sponsor"

Photo opportunity with hosts and celebrity guests/models

10 Tickets to all Fashion Week events Pre, During, Post event

DELRAY BEACH
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GOLD

\$4,500

- Onsite activation at the opening evening wear show and closing Swim Fashion Events
- Sponsor logo on event Website and on promotional/printed materials, mention in press releases
- Logo recognition on website on FW page
- Special Social Media Mentions in all Thank you or Recognition Posts
- Logo Inclusion in all television commercials and recognition on all event videos
- Inclusion of sponsor's logo on step-and-repeat sign displayed at all five events
- Promotional item to be provided in the SWAG Bags
- Verbal recognition of sponsor throughout the 5 day event
- 6 Tickets to Fashion Week events Pre, During and Post event



DELRAY BEACH
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SILVER

\$2,500

Logo on Step and Repeat sign displayed at all five events

Logo displayed at the evening shows on the Video Wall

Company logo on promotional materials, website, social media and media releases

Logo Inclusion in all television commercials and recognition on videos

Opportunity to distribute products in SWAG Bags

Sponsor table to distribute products to guests at the Opening Show Evening Wear

4 Tickets to the Opening, Luncheon and Closing Fashion Shows



DELRAY BEACH
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BRONZE
\$1,000

Company Logo on promotional materials and website
Recognition during Fashion Shows as a FW sponsor
Onsite Activation at Finale Show – Surf & Swim Show
Opportunity to distribute products SWAG Bag
2 tickets for the Opening and Closing Fashion Shows



DELRAY BEACH
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WEEK 2017

DBFW Donors

\$500

Name recognition on Fashion Week website, social media and blogs
Name recognition in DBFW Program



2016 MEDIA EXPOSURE



TELEVISION COMMERCIALS

- Running from Dec 31st- Jan 29
- Total Spots: 800
- 50,157 Impressions



YOU TUBE ADS

- Run from January 4th-31
- Total Impressions: 100k
- Total Views: estimating 100k



FACEBOOK VIDEO ADS

- Run from January 4th-31
- Total Reach via ads: 120,000 estimate

2016 MEDIA EXPOSURE

DELRAY BEACH FASHION WEEK 2016

Facebook and Instagram Hash tags:

#DELRAYFASHION

#DELRAYFASHIONWEEK



DDA FACEBOOK

49,039 FOLLOWERS

1,078 NEW FANS

319,861

UNIQUE REACHES
(DEC 15TH-- FEB 15TH)

78,079 (OR 24%)

UNIQUE REACHES
ATTRIBUTED TO ADS &
SPONSORED STORIES



FASHION WEEK FACEBOOK

1,068 FOLLOWERS

1,994% INCREASE

1,017 NEW FANS

HAD **110,958**

UNIQUE REACHES
(DEC 1ST -- FEB 28TH)

74,236 (OR 67%)

UNIQUE REACHES
ATTRIBUTED TO ADS &
SPONSORED STORIES

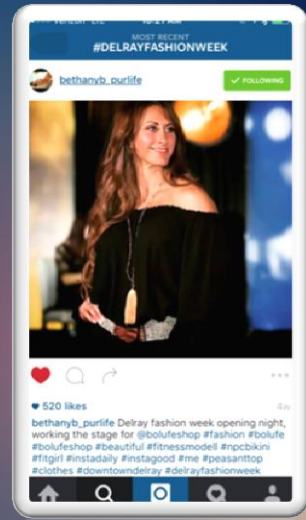
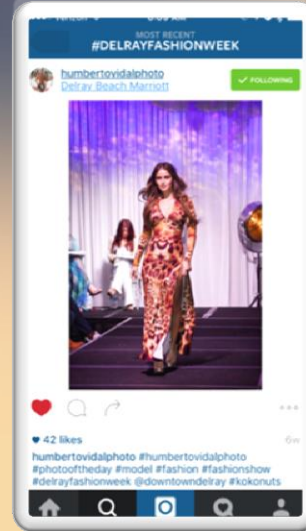
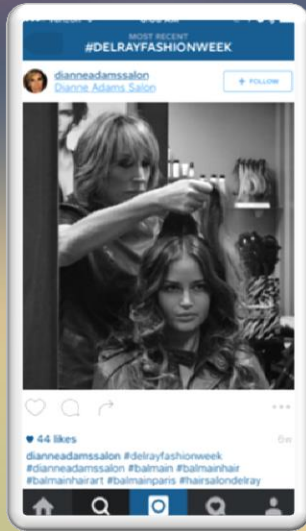
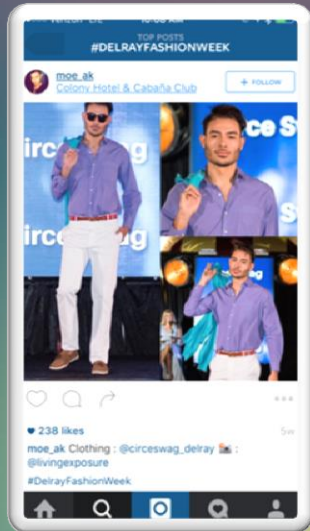


2016 MEDIA EXPOSURE

INSTAGRAM HASHTAGS

#DELRAYFASHION – FASHION WEEK POSTS

User-generated content from our participants/community partners
Sponsors featured in dedicated posts



Stylist, Mary Ann Brown

PR PLACEMENTS

IN THE PRESS 2016

Delray Beach Fashion Week 2016 Press Releases were placed online, in a variety of magazines, on social media, and in email blasts.

FW16 Received over 70 PR Clips total (print & online) from distributed press releases and stories

Thousands of Photos received from over 15 Fashion Photographers



APRILGOLIGHTLY



The Palm Beach Post
REAL NEWS STARTS HERE



**additional social media from bloggers on twitter and Instagram

Delray Forum





boca raton Fashion Contributors



#OnTheScene: Delray Fashion Week



South Florida **Fashionistas** you're going to love today's post because we're sharing exclusive details about **Delray Fashion Week**, which is being produced by the **Delray Development Authority**. You know how much fun we had last year, and you can join us this year!

We're pretty **impressed** about the style evolution of **Delray Beach**. You can't walk down Atlantic Ave without noticing a trendy new boutique with a big red door, which is one of reasons we love **Delray Fashion Week**. It gives us the opportunity to learn about all the new boutiques taking over **Avenue**. There will be one runway show after the next showcasing spectacular fashion, local designers and unique boutiques!



Join us in Downtown Delray Beach from January 16th-23rd for a week of fashion shows, runway events, a **designer showcase**, beauty clinics, a hair show, and **shopping** like and lots of shopping. Events will take place **throughout** the walk both in stores and on the **runway**. Many of the events are free to the public, but **runway seating** will be at a **ticketed price** which is a donation to our local charities including **Advancement Center for Children and Families** and **Bayview Project**, so it's well worth it.

Fashion Week is an opportunity for our local businesses to showcase their merchandise, designs, and create in-store events. The committee includes: **Sue Goughlin**, Owner, **Essex Lodge**; **Melissa Greenleaf**, Owner, **LuLu's Boutique**; **Margaret Danner**, Owner, **Margaret Danner**; **Mary Ann Brown**, Makeup Stylist, **The Cove Hair Design**; and **Giuseppina Allen**, Owner, **Giuseppina Hair Studio**.



Here's the schedule & information on how you can attend **Delray Fashion Week** with us!

Delray Fashion Week 2016 | Delray Beach | Delray Development Authority | Delray Beach

Recent Posts



Deep Makeup
March 7, 2016



STUART WEITZ
MARCH 7, 2016

Delray Beach Fashion Week Recap

What an amazing week we had! Delray Beach Fashion Week kicked off Saturday night and it has been a blast so far. I was glad to meet so many of my friends and get an idea for how we had the opportunity to attend, and to meet back to back!

A LITTLE ABOUT DELRAY BEACH

Let me give you a bit of background of where this amazing fashion event is taking place. Delray Beach is located in Southeast Florida. It's north of Boca Raton but south of West Palm Beach. Known as the "Village on the Sea", Delray has great views to see with great viewpoints great restaurants - all within a few minutes drive. The best of Delray Beach for all occasions, from local and when it comes to Delray Beach, Florida, it's a beautiful location. I was so excited about this, and my friends, not to mention the year I had developed in to be.

ABOUT DELRAY BEACH FASHION WEEK



Delray Beach Fashion Week started 4 years ago, with this current year being its biggest one. It's led by the Delray Development Authority and local government members, who were long-term event goals to be to increase awareness of the great shops and designers within the downtown Delray Beach area.

This year, Suzanne West of WPC-TV 10 and Miss Goughlin, owner of The Look to show in Delray Beach were the perfect pair to create the night. The theme for the evening was "Vintage Night" and featured music from a hospital of classic to modern Delray Beach. Here are some of my favorite photos.



DAY 2 - "EVENING WITH GREAT GATSBY" EVENING WEAR FASHION SHOW

The next event, held this past Monday at the Delray Marriott was our fashion show - our fashion show showcasing runway wear from over 20 of Delray Beach's boutiques and the second one will be an evening of fashion by local designers. Proceeds for this event benefit Advancement Center, for Children and Families.

PR EXPOSURE

Delray Fashion Week 2016 Internet Exposure

SunSentinel

SEARCH

WEDNESDAY, JANUARY 13, 2016

EDITOR'S SITE NEWS SPORTS BUSINESS PALM BEACH ENTERTAINMENT GLASSBORO DELRAY BEACH

Fashion Week brings extra dose of glamour to city

Fashion Designer: Margherita Goughlin, wearing a blue dress, of OK-TV Best with the models of last year's Delray Fashion Week. (Submitted photo) (2/16)

More Delray News on SunSentinel.com

SHARE THIS

Fashion Week bringing extra dose of glamour to Delray Beach

JANUARY 12, 2016

Stroll down Atlantic Avenue on any given day in **Delray Beach** and you'll get a fashion show from locals and tourists alike. But the beachside city is getting an extra dose of glamour this month with the return of **Delray Beach Fashion Week**, which will take over the downtown area Jan. 16-23.

"Delray Fashion Week is now bigger than ever," said **Delray Beach Downtown**.

133 POUNDS GONE!

See a Real Doctor

4 WEEKS FOR \$66*

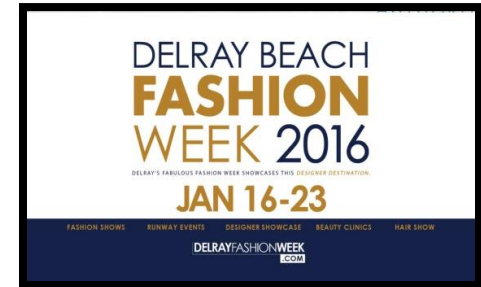
4000 BOUTIQUE DR. DELRAY BEACH, FL 33484

PHILIP



CREATIVE

- Full events ads, brochures, and banners were designed to promote Delray Beach Fashion Week.
- 5,000 flyers were distributed to local stores in Downtown Delray .
- 8 ft video panels showcased sponsors and participants.
- PBI Airport Ads aired 20 times per day on 8 screens.



PROMOTIONAL CONTENT

The image displays a collection of promotional materials for Delray Beach Fashion Week 2016, arranged in a collage. The main poster features a woman in a shimmering, flowing dress against a light blue and white background. Text on the poster includes "DELRAY BEACH FASHION WEEK 2016" and "DELRAY'S FABULOUS FASHION WEEK SHOWCASES THIS SEASON".

Below the main poster is a smaller image showing a group of people, including a woman in a white dress, a woman in a floral dress, a man in a black vest, and a woman in an orange dress.

To the right of the main poster is a "PROUD PARTICIPANT OF DELRAY BEACH FASHION WEEK 2016" badge. Below this is a "SCHEDULE OF EVENTS" poster listing dates from Saturday, January 16, 2016, to Sunday, January 23, 2016. The schedule includes various events such as Fashion Shows, Runway Events, Designer Showcase, Beauty Clinics, and Hair Shows.

Further right is a "DON'T MISS THE FASHION EVENT OF THE SEASON!" poster featuring two women in elegant attire. Below this is a "DELRAY BEACH FASHION WEEK 2016 JANUARY 16-23" poster with the text "FASHION SHOWS RUNWAY EVENTS DESIGNER SHOWCASE BEAUTY CLINICS HAIR SHOW AND SO MUCH MORE!".

At the bottom right is a black tote bag with the text "GET YOUR FASHION DELRAY BEACH FASHION WEEK 2016" and a logo for "DELRAY BEACH FASHION WEEK 2016".

Logos for sponsors and partners are visible at the bottom of the promotional materials, including South Florida BMW Center, delray, SALT, and others.

SPONSORSHIP DISPLAYS

Sponsor logos displayed on 8ft video panels at every show



2016 PARTICIPATING MERCHANTS

60

**VOLUNTEER
MODELS**

26

**RETAILER
STORES**

10

**SALONS
& SPAS**

DONATED
100s

OF HOURS OF THEIR TIME

EXPOSURE TO OVER **5,000 ATTENDEES**
AT OUR SHOWS

RETAILERS

A Blast from The Past
Beverly Hills Boutique
Bolufe
Circe Swag
Debilzan Gallery
Ginjer Unisex Boutique
Glavidia
Haystacks
House of Zen Dali
House of Perna

J. McLaughlin
Kokonuts
LoveRich Boutique
Margaux Riviera
Morley
Nicole's Gallery & Boutique
Oh My Bod
Patchington Fine Fashion
Periwinkle
Ramona LaRue

Roxy Lulu
Sandbar Collection
@the Marriott
South Ocean Beach Shop
The Hot Spot 813
The Trouser Shop
Vince Canning Shoes
Viva Lola
Who's Karen?

SALONS & SPAS

CUT Salon
Glavidia Hair Studio's
In the Grove Hair Salon
Juliet Salon
Naked Hair Salon & More
PeterMark Salon
Purstrands Salon
T. Damon Mitchell Salon
Diane Adams Salon





FASHION WEEK SPONSORSHIP OPPORTUNITIES

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