



DELRAY BEACH
FASHION
WEEK 2020



DELRAY BEACH **FASHION** WEEK 2020

Delray Beach Fashion Week is a unique event that showcases local, national, and international designs found in the small business boutiques in Downtown and features high energy fashion shows and various beauty experiences. ***This year we are excited to be a part of the Big Game experience hosted in South Florida on Feb. 2, 2020.***

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. *Recognized by the International Downtown Association and VisitFlorida as a premier showcase event!*





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.

Exposure to over thousands of attendees and millions of media impressions annually

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.

PUBLIC RELATIONS & MEDIA IMPRESSIONS

COVERAGE IN:

LL Scene

Observer

Pellerini
A Modern Media Production

boca

12 CBS12.com

boca

Fashion Royale: Favorite Looks From
Delray Beach Fashion Week 2019

SunSentinel

DOOR & CLOSET SALE
30%-60% LOWER

Delray Beach Fashion Week – “Fashion
Royale” | Photos



DELRAY
LIVING

South Florida

PALM BEACH
ILLUSTRATED

Modern MOM

LIVING
FLA.com
Live • Work • Play
TheGourmetClub.com

MODERN
BOCA
MOM

SunSentinel

Coastal Star

Take a Bite out of Boca
— AND BEYOND —

Puckers
up Boca

delray
magazine

ATLANTIC AVE
MAGAZINE

178 MEDIA PLACEMENTS

Up 26% over 2018

MULTI MEDIA EXPOSURE

OVER 1 Million IMPRESSIONS



Super Fashion Week At a Glance:

5 days of Fashion Fun and Football Events:

Wed., Jan. 29: Kick off Fashion Bowl 54 Show & Entertainment

Thur., Jan. 30: Delray Art Couture “ALL-STAR” Designer Show and Reception

Fri., Jan. 31: Luncheon and Show + Old School Friday Night Under the Lights Concert & Show;

Sat., Feb. 1: Shop-Hop Event in Downtown Delray

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

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

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

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





SPONSORSHIP LEVELS

We can customize for you!

PLATINUM

\$8,000

- Onsite activation at all 3 Fashion Shows & Concert Event
- 6 VIP Tickets to all Fashion Week pre, during, post events
- Logo on Fashion Week Homepage & Cube Banner on DowntownDelrayBeach.com
- Primary logo placement in 30-second Fashion Week Television commercials and event video
- Primary logo placement on Fashion Week runway Video Wall during Shows
- Primary placement of logo on all print & digital event materials and advertisements
- Primary placement of sponsor name in all media releases as “Platinum Sponsor”
- Primary placement of sponsor logo on **step-and-repeat banner** displayed at each event
- Sponsor recognition on all social media channels (Facebook, Instagram, Twitter, LinkedIn)
- Sponsor recognition & website hyperlink inclusion on DelrayFashionWeek.com
- Sponsor Logo on SWAG Bags and Shirts* (based on signing date)

GOLD \$4,000

- 4 VIP Tickets to all Fashion Week events
- Onsite activation at 2 of the Fashion Week Events
- Logo on 30-second Fashion Week Television commercials & event video
- Logo placement on Fashion Week runway Fashion Show Video Wall
- Logo placement on all print & digital event materials and advertisements
- Sponsor recognition on all media releases as Gold Sponsor
- Placement of sponsor logo on **step-and-repeat** banner displayed at each event
- Sponsor recognition on all social media channels, including(Facebook, Instagram, Twitter, LinkedIn)
- Sponsor recognition and website hyperlink inclusion on event website
- Opportunity to distribute product in SWAG Bags

SILVER \$2,000

- ✦ Onsite activation at the Opening Show
- ✦ 2 VIP Tickets to the opening and closing fashion shows
- ✦ Logo placement in 30-second commercials and event video
- ✦ Inclusion on print & digital event marketing materials
- ✦ Sponsor recognition on all media releases
- ✦ Logo on **step-and-repeat** banner displayed at each event
- ✦ Logo placement on runway Fashion Show Video Wall
- ✦ Sponsor recognition and website hyperlink inclusion
- ✦ Opportunity to distribute products in SWAG Bags



BRONZE \$850

- Inclusion on runway Video Wall during Fashion Shows
- Logo placement on all print event materials & advertisements
- Sponsor recognition & website hyperlink on DelrayFashionWeek.com
- Inclusion in all social media channels, including
- Opportunity to distribute product in SWAG Bag
- Listing in Fashion Week post event video

CONTACT

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