

DOWNTOWN DELRAY BEACH

Fashion Week

2022

10th Anniversary

**SPONSORSHIP
PACKAGES**



DELRAY BEACH FASHION WEEK 2021 SPONSORS

A unique event which showcases local, national, and international designs found in the small business boutiques in Downtown and features exclusive fashion shows and various shopping experiences. This year, Fashion Week celebrates its 10th year and will take place on Feb. 23rd - 26th, 2022.

The Delray Beach Downtown Development Authority has 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!

With the energy that surrounds this extraordinary event, we need Fashion now more than ever!



sundy house



M E N I N



WHY SPONSOR

Connect with local Community

Fashion Week is a great way for businesses to get in front of potential customers. Now more than ever, consumers are looking to support these local businesses. What better way to showcase our Downtown than by coming together for some FUN & FASHION! All ticket sales go to our local Achievement Center for Children & Families, so when you support Fashion Week, you support our local non-profits and our local businesses.

Fashion Forward

Delray Beach Fashion Week takes our annual award-winning program and tailors it to be relevant in current times. With our new forward-thinking approach to a time-tested event, we project we will reach a diverse audience of fashionable, trendsetting consumers, across multiple demographics and platforms (in-person and virtual!) . By showcasing fashions found throughout the Downtown, we hope to reconnect our visitors with the "Most Fun Small Town in America" and draw positive attention to Delray Beach locally, regionally, and internationally.



PUBLIC RELATIONS & MEDIA IMPRESSIONS



LOCAL MEDIA & INFLUENCERS CREATED A BUZZ AT OUR EVENT IN 2021 PRODUCING:

200,000 Media impressions

63 Press Placements

150,000+ Social Media Impressions

FROM ONE EVENT HOSTED AT SUNDY HOUSE



Fashion Week at a Glance



Opening Event

Feb. 23rd

Opening Fashion Show at Old School Square Park - General Admission & VIP tickets + open to public to attend.

Fashion Luncheon

Feb. 24th

Fashion Luncheon at local Delray Restaurant - General Admission & VIP tickets

Shopping Day

Feb. 25th

Shopping Event throughout Downtown

Closing Reception & Various Trunk Shows

Feb. 26th - 27th

Fashion happenings throughout Downtown Delray Beach & Closing VIP/Sponsor/Participant Party/ Swim Show



GOLD LEVEL



- Onsite activation at the Opening Fashion Show & the Luncheon
- 4 VIP Tickets to the Fashion Week
- Logo on Fashion Week Homepage & Cube Banner on DowntownDelrayBeach.com
- Primary logo placement in 30-second Fashion Week Television commercials and event video (if signed up by Feb 1st)
- Primary Logo placement on Fashion Recap Post-Event video
- Primary placement of logo on all print & digital event materials and advertisements
- Primary placement of sponsor name in all media releases as “Gold Sponsor”
- Sponsor recognition on all social media channels (Facebook, Instagram, Twitter, LinkedIn)
- Sponsor recognition & website hyperlink inclusion on DelrayFashionWeek.com
- Opportunity to distribute product/materials in VIP/SWAG bags

\$3,000

SILVER LEVEL



- Onsite activation at the opening show
- 2 Tickets to the Opening Show fashion show
- Inclusion on social media pages
- Sponsor recognition on all media releases as "Silver Sponsor"
- Sponsor recognition and website hyperlink inclusion on Fashion Week page
- Opportunity to distribute products in VIP Bags & General SWAG Bags
- Logo placement in the Post-event recap video

\$2,000

BRONZE LEVEL



- Sponsor recognition & website hyperlink on DelrayFashionWeek.com
- Inclusion in all social media channels (Facebook, Instagram, Twitter, & LinkedIn)
- Opportunity to distribute product in VIP bags & general SWAG Bags at events
- Logo in Fashion Week post-event recap video

\$1,000



CONTACT US



DDA Webpage

www.downtowndelraybeach.com

Phone Number

561-243-1077

Email Address

dda@downtowndelraybeach.com

WE'D LOVE TO HAVE YOU ON BOARD FOR ANOTHER
AMAZING DELRAY BEACH FASHION WEEK!