



Partnership Program



What does the DDA do?

MARKET THE DOWNTOWN:

Create a positive image of the downtown's unique assets through marketing and promotion

HELP OUR BUSINESSES THRIVE:

Create programs and events that support our businesses and drive traffic and revenue to downtown

KEEP DOWNTOWN SAFE AND CLEAN:

Fund the Safety Ambassador program and Beachkeepers litter pickup program in downtown

MAKING DOWNTOWN BEAUTIFUL:

Enhance the physical elements of the downtown through lighting, street pole banners, and art

MISSION

Stimulate, enhance, and sustain the economic vitality of Downtown Delray Beach and the quality of life enjoyed by locals and visitors.



Value of Partnership

MARKETING AND ADVERTISING

Build your brand by leveraging our significant, engaged audience of Delray Beach locals and visitors through multiple marketing channels both in person and online.

ACCESS AND INSIGHTS

Get access to our industry-leading research and data.

ADVOCACY

We are your advocate and voice at Delray Beach City Hall and beyond. We are a recommending body to the Delray Beach City Commission on development and policy.



FY 2024/2025 DDA Events Calendar



October

- First Friday Art Walk
- Trick-or-Treating on the Ave
- Art & Jazz on the Avenue

November

- First Friday Art Walk
- Shop Small Saturday
- Holiday Window Décor Contest

December

- First Friday Art Walk

January

- First Friday Art Walk
- Art & Jazz on the Avenue

February

- First Friday Art Walk
- Art and Jazz on the Ave

March

- First Friday Art Walk
- Savor the Avenue

April

- First Friday Art Walk

May

- First Friday Art Walk
- Mother's Day Orchid Giveaway

June

- First Friday Art Walk
- Summer of #LoveDelray

July

- First Friday Art Walk
- Art & Jazz on the Avenue
- Summer of #LoveDelray

August

- First Friday Art Walk
- Summer of #LoveDelray

September

- First Friday Art Walk
- Restaurant Month

EMAIL BLASTS

*FY23 - 24



23,000
Contact List



43%
Avg Open Rate



Halloween in Downtown Delray!
Saturday, October 26th



400,000
Emails Opened



Welcome Pura Vida!

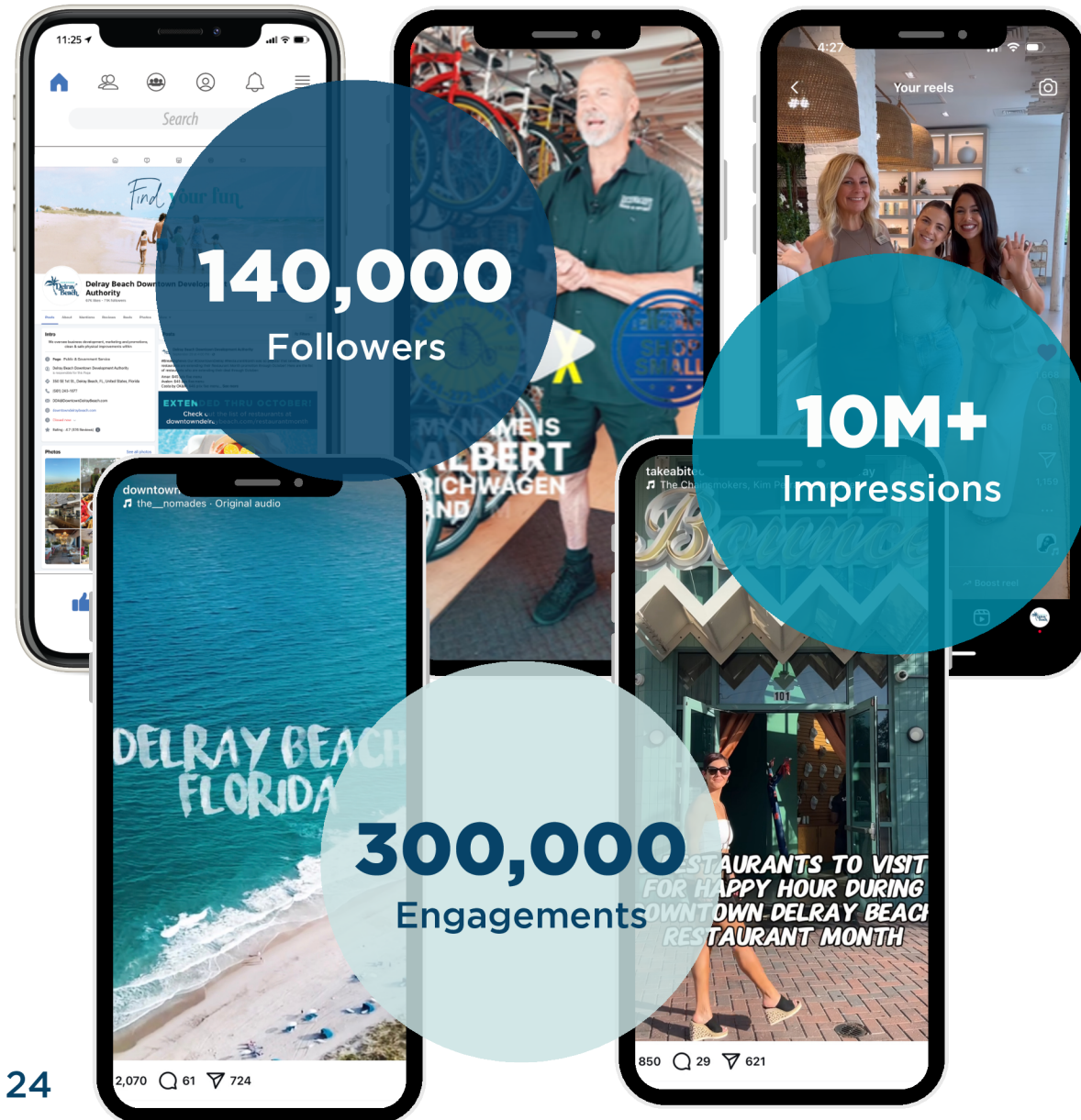
6 South Ocean Blvd

Downtown Delray's newest cafe has just opened on the beachside. Pura Vida Miami is now open in the former Burger Fi location on A1A just south of Atlantic avenue. It offers healthy food options like smoothies, bowls, salads, sandwiches and wraps

Learn More

*FY23 - 24

SOCIAL MEDIA



140,000
Followers

10M+
Impressions

300,000
Engagements

RESTAURANTS TO VISIT FOR HAPPY HOUR DURING DOWNTOWN DELRAY BEACH RESTAURANT MONTH

PUBLIC RELATIONS

*FY23 - 24

DINING

Restaurant Boom in Delray Beach

"These are all signs of a healthy downtown."

August 29, 2024 | Kevin Gale



2.9M

TV & Radio Audience



\$325k

TV/Radio Coverage Value

SUBSCRIBER ONLY

We have a winner! South Florida city voted top spot for best beach in USA Today poll

DELRAY BEACH THRIVES

New Eateries and Shops Transform Downtown

\$83M

Online Coverage Value



10.8B

Online Audience



EVENTS

20+

DDA Events Per Year



30,000

Annual Attendance at DDA Events

\$1.5M

Annual Economic Impact of DDA Events



DINING & SHOPPING GUIDE

25,000 printed copies distributed at Visitor Information Center, Downtown Delray hotels, Old School Square, all downtown events & concerts



PLACER.AI DATA

Comprehensive visitor data tool that uses cell phone data/location intelligence to track foot traffic

Old School Square
(Jan - March 2024)

115,000 Visits

52 min Avg time spent on campus

\$83,000 Median income of visitor

Places Visited Before: OSS Garage, Hyatt Place, Tin Roof, Ramen Lab

Places Visited After: Ramen Lab, Tin Roof, El Camino, The Office

Partnership EXPOSURE

VIP AT SAVOR THE AVENUE



ACTIVATIONS



SWAG & ON-SITE SIGNAGE



Premier PARTNER

TOP TIER LEVEL

Annual Partner Commitment:

\$12,000

PARTNERSHIP INCLUSIONS:

- **Year-round premier sponsor of all DDA programs and events**
 - Logo inclusion on all marketing assets: printed, on-site signage, digital posts, recap videos, web pages, emails for these events:
 - **Savor the Avenue (additional inclusion on lanyard & table signs)**
 - **Art and Jazz on the Avenue (four events per year)**
 - **First Friday Art Walk (twelve events per year)**
 - **Summer of #LoveDelray (additional inclusion on TV commercials)**
 - **Restaurant Month (additional inclusion on TV commercials)**
 - **Mother's Day Orchid Giveaway (additional inclusion on signs)**
- **Full page ad in Dining & Shopping Guide (25,000+ distributed)**
- **Monthly Event Calendar (60,000+ distributed)**
 - Logo inclusion on direct mailer, flyer, Visitor Information Center TV
- **Kiosk Signage in Downtown Delray**
 - Logo inclusion on signs at Veterans Park, Worthing Park, Tennis Center, Atlantic Ave - 500 block
- **Downtown Delray Website:**
 - Logo Inclusion on home page and each event page with hyperlink
- **On-Site Activation:**
 - Activation at all DDA events (see calendar of events)
- **VIP:**
 - 4 VIP tickets to Savor the Avenue and all ticketed DDA events
 - Ability to address the audience at select events/programs
- **Email Blasts:**
 - Logo inclusion with hyperlink to your website on ALL DDA emails
 - Feature on your business in one weekly Weekend Roundup email
- **Digital/Social Media:**
 - Two collaboration reels or social media posts on your business
- **Video produced by DDA on your business - [SEE HERE](#)**
- **Data Report**
 - One Placer.ai data analytics report

Village PARTNER

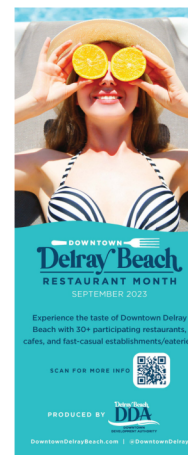
TIER 2 LEVEL

Annual Partner Commitment:

\$6,000

PARTNERSHIP INCLUSIONS:

- **Year-round village sponsor of most DDA programs and events**
 - Logo inclusion on most marketing assets: printed, on-site signage, recap videos, web pages, emails for these events:
 - **Art and Jazz on the Avenue (two events per year)**
 - **Summer of #LoveDelray**
 - **Restaurant Month**
 - **Mother's Day Orchid Giveaway**
- **Downtown Delray Website:**
 - Logo Inclusion on home page and each event page with hyperlink
- **On-Site Activation:**
 - Activation at two Art and Jazz on the Avenue events
- **VIP:**
 - 2 VIP tickets to Savor the Avenue and all ticketed DDA events
- **Email:**
 - Logo inclusion with hyperlink to your website on ALL DDA emails
 - Feature on your business in one weekly Weekend Roundup email
- **Digital/Social Media:**
 - One collaboration reel or social media post on your business



Weekend Roundup

PARTNER

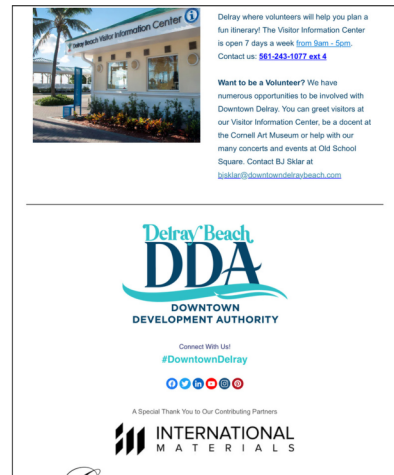
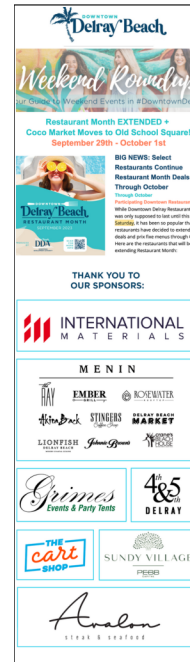
TIER 3 LEVEL

Annual Partner Commitment:

\$5,000

PARTNERSHIP INCLUSIONS:

- **Naming rights to weekly Weekend Roundup email blast**
 - “Weekend Roundup brought to you by (your logo)” in the banner
- **Logo inclusion on weekly Weekend Roundup email blast**
 - Your logo with hyperlink included on the bottom of each email
- **Business Feature**
 - Your business featured in ONE Weekend Roundup email blast
- **Data Report**
 - One Placer.ai data analytics report on your business



Guide PARTNER

TIER 3 LEVEL

Annual Partner Commitment:

\$5,000

PARTNERSHIP INCLUSIONS:

- Full page ad in annual Shopping & Dining Guide
 - Exclusivity in your industry and only 3 total ads in entire book
- Highlighted business listing
 - Your business listing highlighted in a brighter color
- Photos of your business on listing page
- Your business designated on fold-out map with logo



Event

PARTNER

TIER 4 LEVEL

Annual Partner Commitment:

\$2,000 - \$5,000

PARTNERSHIP INCLUSIONS:

Logo inclusion on all marketing assets for chosen event: printed, on-site signage, digital posts, recap videos, web pages, and emails, plus activation on site and additional deliverables below:

- **First Friday Art Walk (\$2000 annual commitment)**
- **Orchid Sponsor for annual Mother's Day Orchid Giveaway (\$3200 annual commitment or purchase of orchids)**
 - Listed as presenting "Orchid Sponsor" on all printed and digital assets
- **Art and Jazz on the Avenue (\$3500 annual commitment)**
 - Sponsor of all four annual events
- **Summer of #LoveDelray (\$4000 annual commitment)**
 - Additional logo inclusion on TV commercial (month-long ad buy on local TV), logo inclusion on one item of swag for campaign and opportunity to address audience at kick-off event
- **Restaurant Month (\$5000 annual commitment)**
 - Additional logo inclusion on TV commercial (month-long ad buy on local TV), direct mailer to 55,000 luxury homes and opportunity to address audience at kick-off event
- **Savor the Avenue (\$5000 annual commitment)**
 - Additional logo inclusion on table signs
 - Additional logo inclusion on lanyards for each guest
 - 2 VIP Tickets to event

Digital PARTNER

TIER 5 LEVEL

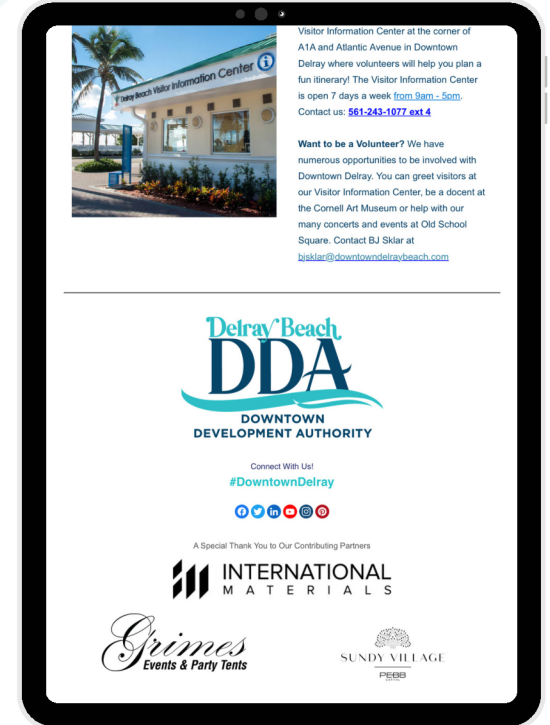
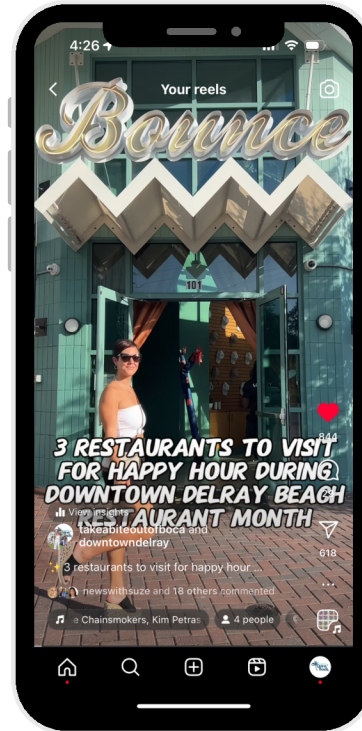
Annual Partner Commitment:

\$2,000

PARTNERSHIP INCLUSIONS:

Logo inclusion on weekly Weekend Roundup email for one year, plus choose ONE of the below:

- Your business featured in ONE Weekend Roundup email blast
- One social media collab Instagram reel
- One Placer.ai data report
- Logo inclusion on printed event calendar for one month



A la Carte PARTNER

TIER 6 LEVEL

Partner Commitment:

\$500

PARTNERSHIP INCLUSIONS:

Choose ONE of the below:

- Your business featured in ONE Weekend Roundup email blast
- One social media collab Instagram reel
- One Placer.ai data report
- Logo inclusion on printed event calendar for one month

*Limited to ONE selection per year



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[Learn More](#)

Partnership
VALUE

FY 2023 - 2024 IMPACT

PARTNER LOGO APPEARANCES

EMAILS: 400,000 OPENS
WEBSITE: 1 MILLION VIEWS
PRINTED COLLATERAL: 235,000 PIECES

SOCIAL MEDIA EXPOSURE

140,000 FOLLOWERS
10,000,000 IMPRESSIONS

LINK CLICKS TO PARTNER WEBSITES

PARTNER HYPERLINKS: 10,500 CLICKS



Thank you for your consideration in becoming an official Partner with the DDA.

Delray Beach
DDA
DOWNTOWN
DEVELOPMENT AUTHORITY

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