



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



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](#)



SOCIAL MEDIA



*FY23 - 24

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

10.8B

Online Audience

\$83M

Online
Coverage Value

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

SHOPPING & DINING GUIDE

[illegible]

Have family or friends in town? Head to our Visitor Information Center at the corner of A1A and Atlantic Avenue in Downtown Delray where volunteers will help you plan a fun itinerary! The Visitor Information Center is open 7 days a week from [8am-5pm](#). Contact us: [561-243-1977 ext.4](tel:561-243-1977)

Want to be a Volunteer? You have numerous opportunities to be involved with Downtown Delray. You can greet visitors at our Visitor Information Center, be a docent at the Corneal Art Museum or help with our many concerts and events at Old School Square. Contact BJ Sklar at bsklar@downtowndelraybeach.com

Connect With Us!
[#DowntownDelray](#)

A Special Thank You to Our Contributing Partners

DOWNTOWN 

Delray Beach

RESTAURANT MONTH

SEPTEMBER 2023

Experience the taste of Downtown Delray Beach with 30+ participating restaurants, cafes, and fast-casual establishments/eateries.

FOR MORE INFO



DowntownDelrayBeach.com

PRODUCED BY:

 **Downtown DDA**
DOWNTOWN DEVELOPMENT AUTHORITY

GOLDEN SPOON:

 **THE PALM BEACHES**
FLORIDA

PLATINUM PLATE:

 **RSVP**
RESTAURANT SUNDAY VISITORS PROGRAM

 **LANG**
REALTY

 **CORAL GABLES**

 **Lynette 100 MPH**
REALTY

PARTNERS:

 **cafe**
Cafe

 **INTERNATIONAL UNIVERSITY**

 **Amen**
COMMERCIAL REAL ESTATE

 **MENIN**
COMMERCIAL REAL ESTATE

 **Grimes**
COMMERCIAL REAL ESTATE


 **SUNDEE VILLAGE**
PEEP

 **480**
DELRAY

EMAIL BLASTS

POSTERS/RACK CARDS

EVENT CALENDARS


DOWNTOWN 


Delray Beach

RESTAURANT MONTH

SEPTEMBER 2023

Experience the taste of Downtown Delray Beach with 30+ participating restaurants, cafes, and fast-casual establishments/eateries.

SCAN FOR MORE INFO 

PRODUCED BY 

DowntownDelrayBeach.com | @DowntownDelray

PARTICIPATING RESTAURANTS

50 Ocean • (561) 278-3364
Amor Mediterraneo Bistro • (702) 305-1731
Atlantic Grill at the Seagate • (561) 665-4940
Avalon Steak & Seafood • (561) 593-2500
Bar 25 Gastro Pub • (561) 359-2643
Bru's Room Bar & Grill • (561) 276-3663
Brick • (860) 302-6446
Caffe Luna Rosa • (561) 271-5835
City United • (561) 272-0220
Community Classroom Program • (561) 859-5423
Costa by OK&K • (561) 501-6115
Craft Food Tours • (954) 536-4375
Death • (561) 330-3232
Dead By Pizza • (561) 666-9111
Deck 84 • (561) 665-8484
Del Fuego Paradise • (561) 707-0892
Drift Kitchen & Bar • (561) 274-3200
Fit Food Express • (514) 24-3900
Foxtail Coffee Delray Beach Eat • (513) 570-6361
Gelato & Co. • (910) 709-3091
J&J Seafood Bar and Grill • (561) 272-3390
Johnnie Brown's • (561) 243-9911
Kilwins • (233) 986-1336
Le Colonial • (561) 566-8100
Lionfish • (561) 639-8700
Neptune Cigar, Wine & Cheese • (513) 571-6361
Nico's Fishhouse • (561) 274-3900 • (954) 995-9483
Ramen Lab Eatery • (561) 455-2311
Rocco's Tacos & Tequila Bar • (561) 659-1940
Rose's Daughter • (860) 302-6446
The Bridge Cafe • (561) 403-5581
The Grove • (561) 266-3750
The Office Delray • (561) 797-8082
The Original Popcorn House • (561) 865-7300
The Wine Room Kitchen and Bar • (561) 866-6633
Two Fat Cookies • (561) 265-5350
W & A Angolos • (514) 276-9570
Windy City Pizza • (561) 905-5190

GOLDEN SPOON:

PLATINUM PLATE:

PARTNERS:

THANK YOU TO OUR SPONSORS

Avalon
steak & seafood

Partnership EXPOSURE

SWAG & ON-SITE SIGNAGE



VIP AT SAVOR THE AVENUE



ACTIVATIONS



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

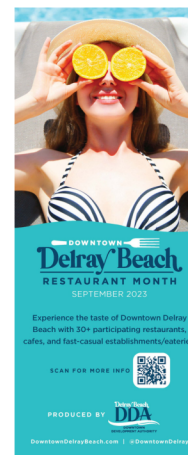
TIER 2 LEVEL

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

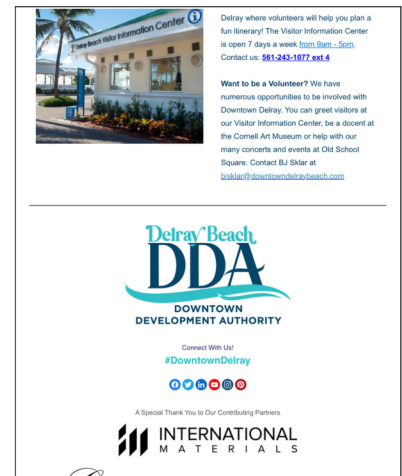
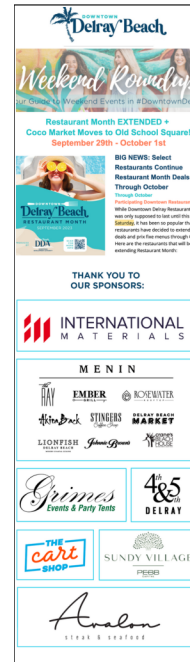
TIER 3 LEVEL

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 TV commercial (month-long ad buy on local TV), 2 VIP Tickets to event, opportunity to address audience

Digital PARTNER

TIER 5 LEVEL

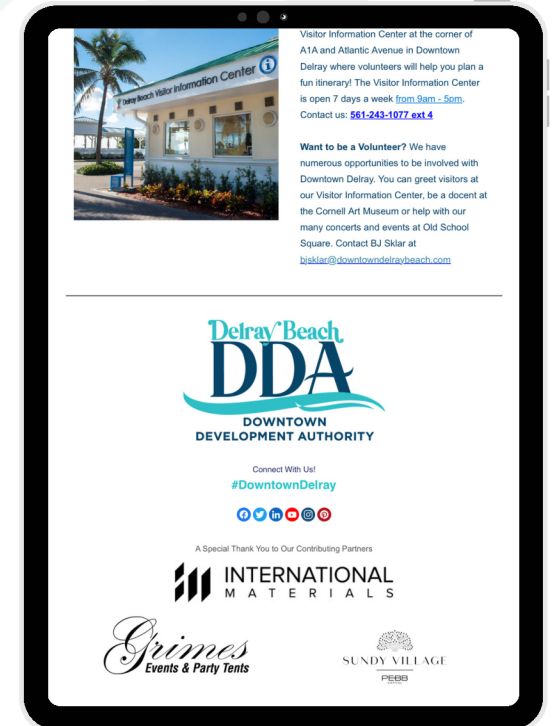
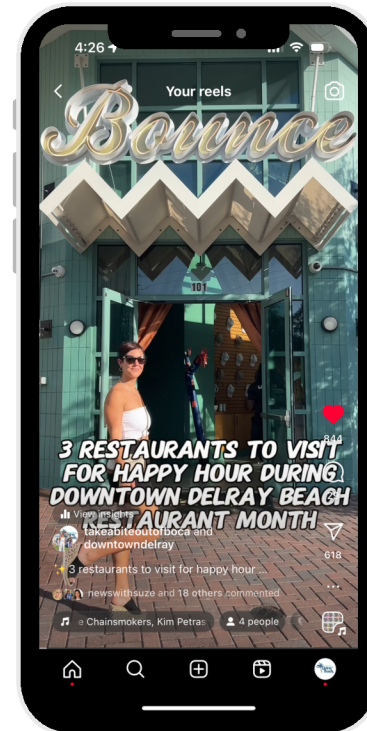
Annual Partner Commitment:

\$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**



Welcome Pura Vida!

6 South Ocean Blvd

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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.

