

Art &
Jazz
on the
avenue

Partnership Program

Delray Beach
DDA
DOWNTOWN
DEVELOPMENT AUTHORITY



Art & Jazz Overview

Presented by the Downtown Development Authority, Art & Jazz on the Avenue is a quarterly extravaganza that has been a beloved tradition since the 1990s, drawing thousands of residents and visitors to the heart of our Village by the Sea. This vibrant street event showcases live music, dynamic live art, engaging kids' activities, and the joy of dancing in the streets. It embodies the unique energy and vibe of Downtown Delray, offering an exceptional platform for community engagement.

Sponsorship of Art & Jazz on the Avenue provides an unparalleled opportunity to align with a cherished community tradition and gain visibility among a diverse and engaged audience. As a sponsor, your brand will be prominently featured in event promotions, signage, and marketing materials, allowing you to reach a wide demographic.





Platinum PARTNER

TIER 1 LEVEL

Annual Partner Commitment:

\$10,000

PARTNERSHIP INCLUSIONS:

Logo inclusion:

- Recognition as a Premier Sponsor
- Primary placement of logo on all event materials
 - Top/largest mention/logo in all media ads, press releases, website, and social media
 - Event banners
 - Logo and/or company name included on event promotional video
 - Logo and/or company name included on recap video
 - Inclusion in print ads and broadcast and cable network commercials
- Onsite activation:
 - Opportunity for 10x10 activation areas within the Event footprint; distribute promotional items and information to attendees at the event
 - Verbal recognition of sponsor throughout the event by emcee
 - Opportunity to address attendees during opening comments of the event
- For Automobile Sponsor: Onsite activation for automobile sponsor to display vehicles in designated areas in the footprint (space is limited per event)
- Primary inclusion in the Art & Jazz social media campaign (reach of 75,000+ fans)
- Ad opportunity on digital display signage in Visitors Information Center

Gold PARTNER

TIER 2 LEVEL

Annual Partner Commitment:

\$5,000

PARTNERSHIP INCLUSIONS:

Logo inclusion:

- Placement of logo on all event materials
 - Recognized as Gold Partner in all media ads, press releases, website, and social media
 - Event banners
 - Logo and/or company name included on event promotional video
 - Logo and/or company name included on recap video
- Onsite activation:
 - Opportunity for one 10x10 activation area within the Event footprint at two events; distribute promotional items and information to attendees at the event
 - Verbal recognition of sponsor throughout the event by emcee
- Inclusion in the Art & Jazz social media campaign (reach of 75,000+ fans)
- Ad opportunity on digital display signage in Visitor Information Center

Silver PARTNER

TIER 3 LEVEL

Annual Partner Commitment:

\$2,500

PARTNERSHIP INCLUSIONS:

Logo inclusion:

- Placement of logo on all event materials
 - Recognized as Silver Partner in all media ads, press releases, website, and social media
 - Event banners
 - Logo and/or company name included on recap video
- Onsite activation:
 - Verbal recognition of sponsor throughout the event by emcee
- Inclusion in the Art & Jazz social media campaign (reach of 75,000+ fans)

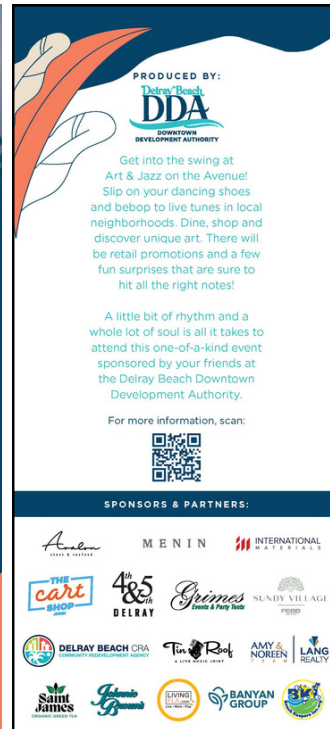
DIGITAL PROMOTION

Event BRANDING

ONSITE MATERIALS



PRINT MATERIALS



SIGNAGE/BANNERS



ADVERTISING



2023 & Impact & Successes

2023 ART & JAZZ STATS

1,325,606

SOCIAL MEDIA IMPRESSIONS

125,542

PAGE VIEWS

351,880

PAID DIGITAL ADVERTISING IMPRESSTIONS

\$556,000

ESTIMATED ECONOMIC IMPACT

65

MEDIA PLACEMENTS

15,000

PEOPLE IN ATTENDANCE



Thank you for your consideration in becoming an official Partner of Art & Jazz