



# Partnership Program





## MISSION

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

## Areas of Focus

### MARKET THE DOWNTOWN:

Create a positive image that highlights the downtown's unique assets through print, social, web and events.

### ECONOMIC VITALITY:

Create a supportive business environment and harness local economic opportunity by working collectively with our downtown property owners and businesses.

### PLACEMAKING:

Foster a compelling destination by enhancing the physical elements of the downtown through lighting, banners and beautification programs.





# Partnership Program Goals

## CREATE

Create opportunities for premier organizations to engage with and participate in the economic vitality of the Downtown Delray Beach community

## PROVIDE

Provide a multi tiered program providing year-long exposure and unique ways to showcase your brand and foster new relationships

## ENHANCE

Enhance the strength of the brand of downtown and the city of Delray Beach

## EXPOSE

Offer exposure to our Partners through a multi channel marketing platform, DDA programs and events, and business development opportunities and experiences. Build our Partners' brand exposure through billions of impressions



# 2023/24 DDA Events Calendar

## October 2023

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

## November

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

## December

- First Friday Art Walk

## January 2024

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

## 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
- #LoveDelray Summer Campaign

## July

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

## August

- First Friday Art Walk
- #LoveDelray Summer Campaign

## September

- First Friday Art Walk
- Restaurant Month
- #LoveDelray Summer Campaign





# Premier PARTNER

## TOP TIER LEVEL

Annual Partner Commitment:

**\$12,000**

### PARTNERSHIP INCLUSIONS:

- **Year-round Partner in all programs and events**
- **Recognition as a DDA Premier Partner**
- **Ability to be Title Sponsor of networking merchant and business events**
- **Logo inclusion:**
  - all marketing materials
  - all email blasts (approximately 2 per week)
  - home page of [www.downtowndelraybeach.com](http://www.downtowndelraybeach.com) with hyperlink
- **PR Mentions:**
  - PR media releases listing as a DDA Premier Partner
- **On-Site Activation:**
  - Activation at all DDA events (see calendar of events)
- **Ambassador:**
  - 2 VIP tickets to all DDA events
  - Invitation to all DDA events, Business/Merchant events and City events
  - Opportunity to be quoted in the event recap videos and recap decks
  - Ability to address the audience at select event/programs
- **Digital Media:**
  - 3 content inclusions in B2B and B2C email blasts
  - 2 dedicated social media posts
- **Advertising opportunities:**
  - ½ page ad placement in Downtown Guide or Annual Report
  - \*\*First right to co-op advertise with DDA on marketing programs such as travel magazines or billboards, Downtown news broadcast, etc.



# Village PARTNER

## TIER 2 LEVEL

Annual Partner Commitment:

**\$6,000**

### PARTNERSHIP INCLUSIONS:

- **Year-round Partner in all programs and events**
- **Recognition as a DDA Village Partner**
- **Ability to be Title Sponsor of networking merchant and business events**
- **Logo inclusion:**
  - all marketing materials
  - all email blasts (approximately 2 per week)
  - hyperlink on website and social media event pages
  - home page of [www.downtowndelraybeach.com](http://www.downtowndelraybeach.com) with hyperlink
- **PR Mentions:**
  - PR media releases listing as the DDA Village Partner
- **On-Site Activation:**
  - Activation at one DDA event (see calendar of events)
- **Ambassador:**
  - 2 tickets to Savor the Avenue
  - Invitation to all DDA events, Business/Merchant Business events and City events
- **Digital Media:**
  - 1 content inclusion in B2B and B2C email blasts



# Event BRANDING

## SIGNAGE/BANNERS

**THANK YOU TO OUR SPONSORS**

**GOLDEN SPOON:**

**PLATINUM PLATE:**

**PARTNERS:**

## RESTAURANT MONTH 2023 EXAMPLES

**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

Produced by: DDA, The Palm Beaches Florida, RSVP, Amy & Noreen, Lang Realty, The Cart Shop, Sundy Village, Avalon.

## ADVERTISING

FB & IG - Image Ad | 1080x1080

**DOWNTOWN Delray Beach**  
RESTAURANT MONTH  
SEPTEMBER 2023

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

HEADLINE: September 1st - September 30th

DESCRIPTION: Get a taste of the town with delicious deals at more than 35 restaurants, cafes & eateries. Bon appetit!

LINK DESCRIPTION: See the specials.

BUTTON: Learn More

LINK: <https://downtowndelraybeach.com/restaurantmonth2023>

## PRINT MATERIALS

**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: DDA, The Palm Beaches Florida, RSVP, Amy & Noreen, Lang Realty, The Cart Shop, Sundy Village, Avalon.

## DIGITAL PROMOTION

**DOWNTOWN Delray Beach**  
RESTAURANT MONTH  
SEPTEMBER 2023

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

**THANK YOU TO OUR SPONSORS:**

**INTERNATIONAL MATERIALS**

**MENIN**

**THE CART SHOP**

**SUNDY VILLAGE**

**Avalon**



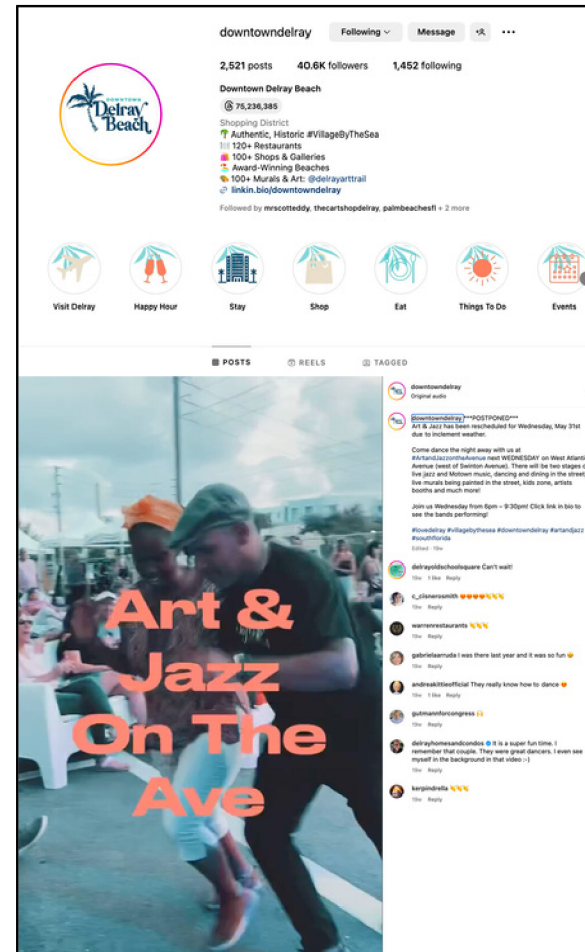
# Event BRANDING

## ART & JAZZ 2023 EXAMPLES

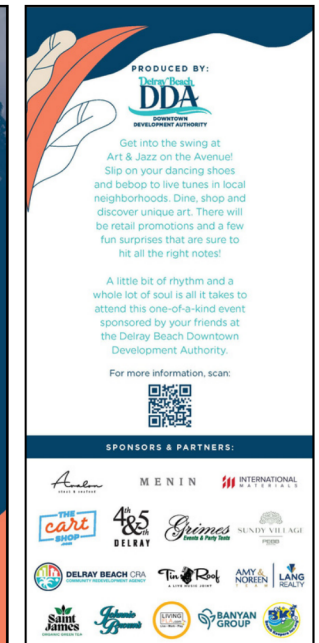
### SIGNAGE/BANNERS



### DIGITAL PROMOTION



### PRINT MATERIALS





# Partner ACTIVATIONS



## ART & JAZZ

## SAVOR THE AVENUE



Partnership  
**VALUE**

## FY 2022 - 2023 IMPACT

### LOGO APPEARANCES:

EMAILS: 373,000 OPENS  
WEBSITE: 880,000 VIEWS  
PRINTED COLLATERAL: 30,000 PIECES

### SOCIAL MEDIA

125,000 FOLLOWERS  
12,500,000 IMPRESSIONS

### LINK CLICKS

PARTNER HYPERLINKS: 8,500 CLICKS





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

