

Sponsorship Opportunities

Old School Square
POWERED BY DELRAY BEACH DOWNTOWN DEVELOPMENT AUTHORITY
and CITY OF DELRAY BEACH

Where Delray Comes Together

To the people of Delray Beach, these four buildings and six acres don't make up the Old School Square. They make up **our** Old School Square. A campus that inspires the community and invites participation. It's a welcome place to visitors of all kinds, whether you're from out of town or down the street.

Our square is Delray's soul. A place to gather and a place to grow. A place to reminisce on old times and have good times. A place to connect with the arts, with friends and with yourself. We are the beating heart of downtown - a living legacy at the corner of past and present.

At our Old School Square, we create a space welcome to everyone, where everyone is welcome to create.

MOMENTS. MEMORIES. MUSIC. ART. COMMUNITY.

It's all made here, *Where Delray Comes Together.*

Old School Square

Partnership Goals

CREATE Create opportunities for premier businesses to engage with and participate in the economic vitality of our Old School Square community

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

ENHANCE Enhance the strength of the brand of Old School Square and our Delray Beach business partners

EXPOSE Expose Partners through a multi channel marketing platform such as programs, events, exhibition opportunities and experiences, and build the partners' brand exposure through billions of impressions

Become a part of our community. Engage with Old School Square and Delray Beach citizens and visitors to elevate your brand and expand your community.

Old School Square

Partnerships

Old School Square

Platinum Partner

\$10,000



EXAMPLE ONLY

LISTED AS PLATINUM PARTNER FOR ALL OSS-SPONSORED PROGRAMS AND EVENTS

Logo Inclusion:

- all marketing materials (printed and digital)
- all email blasts (at least 1 per week)
- home page of website with hyperlink

PR Mentions:

- PR media releases listing as a OSS Platinum Partner

On-Site Activation:

- Activation at all OSS events
- Recognition on stage and opportunity to address audience at OSS-sponsored events

VIP Opportunities:

- 4 VIP tickets to 4 OSS-sponsored events and concerts
- Invitation to all private VIP events at Cornell Art Museum

Digital Media:

- 3 content inclusions in email blasts
- 2 dedicated social media posts

Advertising opportunities:

- Fence banner at all OSS free concerts and OSS-sponsored fenced events
- Co-op opportunity for digital advertising on select OSS-sponsored events.

Gold Partner
\$5,000



EXAMPLE ONLY

LISTED AS GOLD PARTNER FOR ALL OSS-SPONSORED PROGRAMS AND EVENTS

Logo Inclusion:

- all marketing materials (printed and digital)
- all email blasts (at least 1 per week)
- home page of website with hyperlink

PR Mentions:

- PR media releases listing as a OSS Platinum Partner

VIP Opportunities:

- 2 VIP tickets to 2 OSS-sponsored events and concerts
- Invitation to all private VIP events at Cornell Art Museum

Digital Media:

- 1 dedicated social media posts

Silver Partner
\$1,000



Sponsored by:
Old School Square
POWERED BY DELRAY BEACH ECONOMIC DEVELOPMENT AUTHORITY
AND CITY OF DELRAY BEACH

Platinum Partner:
Platinum logo

Gold Partner:
Gold logo

Silver Partner:
Silver logo

EXAMPLE ONLY

LISTED AS SILVER PARTNER FOR ALL OSS-SPONSORED PROGRAMS AND EVENTS

Logo Inclusion:

- all marketing materials (printed and digital)
- all email blasts (at least 1 per week)
- home page of website with hyperlink

VIP Opportunities:

- 2 VIP tickets to 1 OSS-sponsored event or concerts

Old School Square

Presenting Sponsor
\$25,000

PRESENTING PARTNER OF SINGLE EVENT (DIRTY DANCING, TICKETED CONCERT, DELRAY WALLS MURAL FEST)

“Brought to you by…” with Logo Inclusion:

- all marketing materials (printed and digital)
- all email blasts (at least 1 per week)
- home page of website with hyperlink
- event page of website with hyperlink

PR Mentions:

- PR media releases listing you as Presenting Sponsor

On-Site Activation:

- Activation at event
- Recognition on stage and opportunity to address audience
- Special “Presenting Sponsor” photo area with Step and Repeat with your logo

VIP Opportunities:

- Dedicated VIP section for up to 10 people (includes alcohol, food, a/c bathrooms, reserved seating and lounge area)
- Meet & Greet and Photo Opportunity with the band

Digital Media:

- 3 content inclusions in email blasts
- 2 dedicated social media posts
- Advertising opportunities:
 - Fence banners around event
 - Co-op opportunity for digital advertising



EXAMPLE ONLY

Museum Underwriting Opportunities

CORNELL ART MUSEUM EXHIBITIONS

Old School Square

Leader Sponsor

\$3,000 for 6 months

(General museum exhibition support)

LISTED AS LEADER SPONSOR

Logo Inclusion:

- all marketing materials (printed and digital)
- all email blasts (at least 1 per week)
- home page of website with hyperlink
- Cornell Art Museum page of website with hyperlink

PR Mentions:

- PR media releases listing you as a Leader Sponsor

VIP Opportunities:

- Invitation to all private VIP events at Cornell Art Museum



Old School Square

Program Sponsor

\$8,000 for 1 year

(i.e. First Friday Art Walk, Spotlight Gallery or Children's Programs for one year)

LISTED AS PROGRAM SPONSOR

Logo Inclusion:

- all marketing materials (printed and digital)
- all email blasts (at least 1 per week)
- home page of website with hyperlink
- Cornell Art Museum page of website with hyperlink

On-Site Recognition:

- Listed as a Program Sponsor on all wall displays, signs and informational cards

PR Mentions:

- PR media releases listing you as a Program Sponsor



VIP Opportunities:

- 2 VIP tickets to 1 OSS-sponsored concert or events
- Invitation to all private VIP events at Cornell Art Museum

Digital Media:

- Sponsor mentions on social media content

Presenting Exhibition Sponsor \$10,000 (Large exhibition underwriting)

LISTED AS PRESENTING EXHIBITION SPONSOR FOR THE DURATION OF THE EXHIBITION

Logo Inclusion:

- all exhibition marketing materials (printed and digital)
- all email blasts (at least 1 per week)
- home page of website with hyperlink
- Cornell Art Museum page of website with hyperlink

On-Site Recognition:

- Listed as a Presenting Exhibition Sponsor on all exhibition wall displays, signs and informational cards



PR Mentions:

- PR media releases listing you as a Presenting Exhibition Sponsor

VIP Opportunities:

- 2 VIP tickets to 2 OSS-sponsored concerts or events
- Recognition at exhibition opening and opportunity to address audience
- Invitation to all private VIP events at Cornell Art Museum

Digital Media:

- Sponsor mentions on social media content

For more information or to connect
with the Downtown Development/
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