



# Partnership Program



# 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

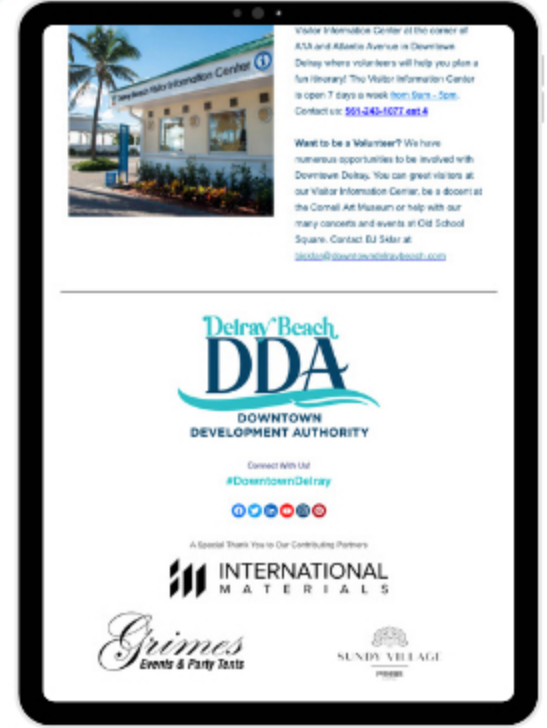
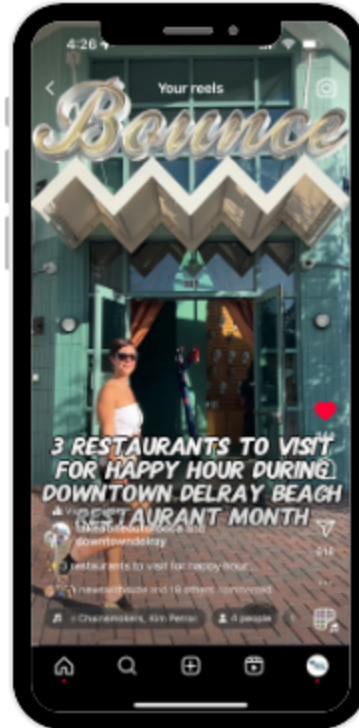
Annual Partner Commitment:

**\$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

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](#)



Partnership  
**VALUE**

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## 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.**

Detray Beach  
**DDA**  
DOWNTOWN  
DEVELOPMENT AUTHORITY

Detray Beach  
**DDA**  
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# 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

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## **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

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## 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

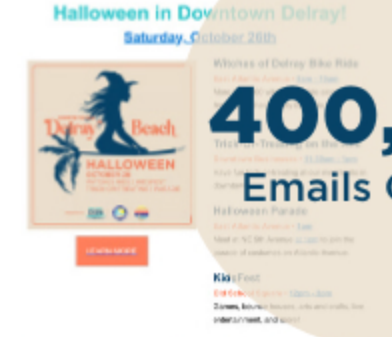
- First Friday Art Walk
- Restaurant Month

# EMAIL BLASTS

\*FY23 - 24



**43%**  
Avg Open Rate



**Welcome Pura Vida!**  
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[Learn More](#)

\*FY23 - 24

# SOCIAL MEDIA



**140,000**  
Followers

**10M+**  
Impressions

**300,000**  
Engagements

# 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 Estates 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

## SWAG & ON-SITE SIGNAGE



## VIP AT SAVOR THE AVENUE



## ACTIVATIONS

