



SPONSORSHIP/PROGRAM PARTNERSHIP

EVENT OVERVIEW

The Garlic Fest is a gourmet food & entertainment event that celebrates the “Art of Garlic.”

The three day event features live national act entertainment on the main stage and professional level cooking competitions and demonstrations at our Garlic Chef Stadium currently featured on the Food Network’s “Unwrapped” program. In addition, there are recreational and educational activities for families in the Children’s Area and heavenly garlic goodies available in Gourmet Alley Food Court.

The event’s strong commitment to our community is designed as a fund-raising opportunity for non-profit organizations that staff (over 500 volunteers and 16 organizations). This event is 100% staffed by volunteers.

MISSION

OUR ORGANIZATION is a non-profit organization whose goal is to support community projects, charitable groups and service organizations. We have contributed over \$320,000.00 over the past eleven years to non-profit organizations who staff the event! Our ongoing commitment is to support arts and education programs for youth, community projects, charitable organizations and service groups in our community.

FESTIVAL FEATURES

The 12th Annual Delray Beach Garlic Fest is nicknamed “The Best Stinkin’ Party in Town” and is a gated event occupying two city blocks in Downtown Delray Beach, on the grounds of Old School Square Cultural Arts Center.

WHERE

Grounds of Old School Square Cultural Arts Center, in the heart of downtown Delray Beach, two time winner of the All-American City award and one of the most picturesque cities in Florida.

This Village by the Sea has a bustling downtown, filled with great restaurants, bars and an eclectic mix of art galleries, boutiques and stores.

WHEN

February 11, 12 & 13, 2011

ATTENDANCE

35,000 - 40,000 over 3 days

ADMISSION

\$10 for adults; children under 10 free

CONTACT

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64-B SE 5th Avenue, Delray Beach, FL 33483

www.dbgarlicfest.com



SPONSOR BENEFITS

WHY BE A SPONSOR OF THE GARLIC FEST?

The Delray Beach Garlic Fest provides select national and area companies the opportunity to market their brand and products to over 35,000 festival attendees and benefit from extensive print, web, radio, street banner and television marketing of the event. Also, the opportunity for on-site presence and direct contact with the affluent demographic that the Garlic Fest draws is extraordinary in the South Florida market.

We can develop a unique marketing campaign that allows your company to take maximum advantage of the broad array of advertising opportunities that the Garlic Fest generates.

PUBLICATIONS/ADVERTISEMENTS PLACEMENTS

Full Color Garlic Fest Special Section

Reaching over 82,000 readers
Distributed in Palm Beach and Broward Counties and onsite at the event.

Web Site

www.dbgarlicfest.com
110,000 visits in Feb 2010

Radio Stations

Four radio stations including the highest rated Clear Channel station that can target your specific demographic from easy listening to classic rock to country/western.

TV Stations

WFLX - Fox 29

Print

Posters, magazine and newspaper ads, postcards, walking guide, maps, website, street banners

Volunteers

Over 500 dedicated people from the community who staff the event.

Accolades

- * Featured on Food Network's "Unwrapped" program
- * Sun-Sentinel South Florida Parenting Magazine's "2008 Best Festival for Family Fun"
- * Boca Raton Magazines 2006 "Best of" Event
- * Florida Festivals & Event Assoc. Print - Design Awards

Audience

Age

19-24.....	8%
25-34.....	31%
35-54.....	43%
55-64.....	12%
65 plus.....	6%

Income

Under \$50,000.....	30%
\$51,000 - \$75,000.....	27%
\$76,000 - \$100,000.....	18%
\$101,000 plus.....	25%

Residency

Delray Beach.....	22%
Palm Beach County....	43%
Broward County.....	27%
Miami/Dade County.....	2%
Elsewhere.....	7%

Gender

Male.....	48%
Female.....	52%



SPONSOR LEVELS

TITLE SPONSOR _____ **\$40,000**

BOOTH SPACE

- * Premier location of 20 x 20 on-site booth space (includes electric; tent, table and chairs available for rental)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.dbgarlicfest.com
- * Headline Logo on all produced publicity (printed, web, email blasts)
- * Sponsorship exclusivity with official designation as Title Sponsor
- * Company history, corporate story and sponsorship commitment, featured in a press release
- * Title Sponsor of event in all media releases, television ads, radio spots, newspaper advertising, publicity posters, magazine ads/articles, brochures, flyers, web site, truck backs and follow-up public relations materials
- * Title Sponsor exposure on all signage, truck backs, banners (both on and off site)
- * Special write-up in Garlic Fest Special Section (distribution in Palm Beach County, Broward County and to attendees of event as Program Schedule)
- * Full-page ad in Special Section/Program

RECOGNITION AT EVENT

- * Logo on street banners and all event signage
- * Logo on sponsor thank you boards
- * Prominent on-site identification during event
- * Signage at all entrances
- * Inclusion in all DJ promotional mentions on air
- * Up to 6 banners (supplied by sponsor) in prime locations throughout event & and entrance

PROMOTIONAL RIGHTS

- * Company name and logo in all media promotion and advertising (print, television, radio and cable)

SPONSOR SERVICES

- * 20 Tickets to VIP Party
- * 20 Admission Tickets; 20 VIP Seats
- * 10 Commemorative Garlic Fest posters
- * 20 Commemorative Garlic Fest t-shirts
- * First rights of refusal for sponsorship renewal within 90 days of event completion

PRESENTING SPONSOR _____ **\$30,000**

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (includes electric; tent, table and chairs available for rental)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.dbgarlicfest.com
- * Sponsorship exclusivity with official designation as Presenting Sponsor
- * Presenting Sponsor of event in all media releases, television ads, radio spots, newspaper advertising, publicity posters, magazine ads/articles, brochures, flyers, web site, truck backs and follow-up public relations materials
- * Presenting sponsor exposure on all signage, truck backs, banners (both on and off site)
- * Special write up in Garlic Fest Special Section (distribution in Palm Beach County and to attendees of event as Program Schedule)
- * Half-page ad in Special Section/Program

RECOGNITION AT EVENT

- * Logo on street banners and all event signage produced
- * Logo on sponsor thank you boards
- * Prominent on-site identification during event
- * Signage at all entrances
- * Inclusion in all DJ promotional mentions on air
- * Up to 6 banners (supplied by sponsor) permitted in prime locations throughout event & at each entrance

PROMOTIONAL RIGHTS

- * Company name and logo in all media promotion and advertising (print, television, radio and cable)

SPONSOR SERVICES

- * 10 Tickets to VIP Party
- * 10 Admission Tickets
- * 4 Commemorative Garlic Fest posters
- * 10 Commemorative Garlic Fest t-shirts
- * First rights of refusal for sponsorship renewal within 90 days of event completion



SPONSOR LEVELS (con't)

MAIN STAGE SPONSOR _____ **\$20,000**

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (includes electric; tent, table and 2 chairs)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.dbgarlicfest.com
- * Sponsorship exclusivity with official designation as Main Stage Sponsor
- * Logo placement and tagged/mentions on all Garlic Fest Television spots regarding entertainment
- * Main Stage Sponsor mention in all media releases, television ads, radio spots, newspaper advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials
- * Half-page ad in Special Section/Program

RECOGNITION AT EVENT

- * Logo on street banners and all event signage produced
- * Logo on sponsor thank you boards
- * Prominent on-site identification during event
- * Signage at all entrances
- * Inclusion in all DJ promotional mentions on air
- * Up to 4 banners (supplied by sponsor) permitted in prime locations throughout event & at each entrance

PROMOTIONAL RIGHTS

- * Company name and logo in all media promotion and advertising (print, television, radio and cable)

SPONSOR SERVICES

- * 10 Tickets to VIP Party
- * 20 Admission Tickets
- * 20 VIP Seats
- * 4 Commemorative Garlic Fest posters
- * 10 Commemorative Garlic Fest t-shirts
- * First rights of refusal for sponsorship renewal within 90 days of event completion

GARLIC CHEF STADIUM SPONSOR _____ **\$10,000**

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (includes electric; tent, table and 2 chairs)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.dbgarlicfest.com
- * Sponsorship exclusivity with official designation as Garlic Chef Stadium Sponsor
- * Recognition as Title Sponsor of Garlic Chef Stadium in selected media releases
 - Mention in selected radio spots
 - Logo placement in selected newspaper ads and articles
- * Logo placement in all television ads, radio spots, newspaper advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials
- * Quarter-page ad in Special Section/Program

RECOGNITION AT EVENT

- * Logo on street banners and all event signage produced
- * Logo on sponsor thank you boards
- * Prominent on-site identification during event
- * Up to 4 banners (supplied by sponsor) permitted in prime locations throughout event & at each entrance

PROMOTIONAL RIGHTS

- * Company name and logo in all media promotion and advertising (print, television, radio and cable)

SPONSOR SERVICES

- * 10 Tickets to VIP Party
- * 10 Admission Tickets
- * 2 Commemorative Garlic Fest posters
- * First rights of refusal for sponsorship renewal within 90 days of event completion



SPONSOR LEVELS (con't)

GOURMET ALLEY SPONSOR _____ \$5,000

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (includes electric; tent, table and chairs available for rental)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.dbgarlicfest.com
- * Sponsorship exclusivity with official designation as Gourmet Alley Sponsor
- * Logo placement in all newspaper advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials

RECOGNITION AT EVENT

- * Logo on street banners and all event signage produced
- * Logo on sponsor thank you boards
- * Prominent on-site identification during event
- * Up to 2 banners (supplied by sponsor) permitted in prime locations throughout event

PROMOTIONAL RIGHTS

- * Company name and logo in all media promotion and advertising (print, television, radio and cable)

SPONSOR SERVICES

- * 4 Tickets to VIP Party & 10 Gen Admission Tickets
- * 1 Commemorative Garlic Fest poster

GARLIC OASIS BAR SPONSOR _____ \$5,000

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (includes electric; tent, table and chairs available for rental)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.dbgarlicfest.com
- * Sponsorship exclusivity with official designation as Garlic Oasis Bar Sponsor
- * Logo placement in all newspaper advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials

RECOGNITION AT EVENT

- * Logo on street banners and all event signage produced
- * Logo on sponsor thank you boards
- * Prominent on-site identification during event
- * Up to 2 banners (supplied by sponsor) permitted in prime locations throughout event

PROMOTIONAL RIGHTS

- * Company name and logo in all media promotion and advertising (television, radio and cable)

SPONSOR SERVICES

- * 4 Tickets to VIP Party & 10 Gen Admission Tickets
- * 1 Commemorative Garlic Fest poster

INT'L BEER & WINE GARDEN SPONSOR _____ \$5,000

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (includes electric; tent, table and chairs available for rental)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.dbgarlicfest.com
- * Sponsorship exclusivity with official designation as Int'l Beer & Wine Garden Sponsor
- * Logo placement in all newspaper advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials

RECOGNITION AT EVENT

- * Logo on street banners and all event signage produced
- * Logo on sponsor thank you boards
- * Prominent on-site identification during event
- * Up to 2 banners (supplied by sponsor) permitted in prime locations throughout event

PROMOTIONAL RIGHTS

- * Company name and logo in all media promotion and advertising (television, radio and cable)

SPONSOR SERVICES

- * 4 Tickets to VIP Party & 10 Gen Admission Tickets
- * 1 Commemorative Garlic Fest post



SPONSOR LEVELS (con't)

CHILDREN'S AREA or CORPORATE SPONSOR _____ \$5,000 **BOOTH SPACE**

- * Premier location of 10 x 10 on-site booth space (includes electric; tent, table and chairs available for rental)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.dbgarlicfest.com
- * Logo placement in all newspaper advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials

RECOGNITION AT EVENT

- * Logo on street banners and all event signage produced
- * Logo on sponsor thank you boards
- * Prominent on-site identification during event
- * 1 Banner (supplied by sponsor) permitted in prime locations throughout event

PROMOTIONAL RIGHTS

- * Company name and logo in all media promotion and advertising (print, television, radio and cable)

SPONSOR SERVICES

- * 2 Tickets to VIP Party & 10 Gen Admission Tickets
- * 1 Commemorative Garlic Fest poster

VOLUNTEER HOSPITALITY SPONSOR _____ \$2,500 **BOOTH SPACE**

- * Premier location of 10 x 10 on-site booth space (includes electric; tent, table and chairs available for rental)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.dbgarlicfest.com
- * Logo placement in all newspaper advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials
- * Recognition as "Volunteer Hospitality Sponsor" in media releases and in Special Section

RECOGNITION AT EVENT

- * Logo on street banners and all event signage produced
- * Logo on sponsor thank you boards
- * Prominent on-site identification during event
- * 1 Banner (supplied by sponsor) permitted in prime locations throughout event

PROMOTIONAL RIGHTS

- * Company name and logo in all media promotion and advertising (print, television, radio and cable)

SPONSOR SERVICES

- * 2 Tickets to VIP Party & 10 Gen Admission Tickets

SAMPLING SPONSOR _____ \$2,500 **BOOTH SPACE**

- * Premier location of 10 x 10 on-site booth space (includes electric; tent, table and chairs available for rental)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.dbgarlicfest.com
- * Logo placement in all newspaper advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials
- * Category exclusive

RECOGNITION AT EVENT

- * Logo on street banners and all event signage produced
- * Logo on sponsor thank you boards
- * Prominent on-site identification during event
- * 1 Banner (supplied by sponsor) permitted in prime locations throughout event

PROMOTIONAL RIGHTS

- * Permission for up to 4 sponsor staff members to roam event distributing samples and/or P.O.S.
- * Company name and logo in all media promotion and advertising (television, radio and cable)

SPONSOR SERVICES

- * 2 Tickets to VIP Party & 10 Gen Admission Tickets



SPONSOR LEVELS (con't)

CONTRIBUTING SPONSOR _____ \$1,000

ADVERTISING & PROMOTION

- * Logo/link on www.dbgarlicfest.com

RECOGNITION AT EVENT

- * Logo on sponsor thank you boards
- * 1 Banner (supplied by sponsor) permitted on perimeter fence at event

PROMOTIONAL RIGHTS

- * Company name and logo in all media promotion and advertising (print, television, radio and cable)

SPONSOR SERVICES

- * 2 Gen Admission Tickets

MERCHANT SPONSOR _____ \$750

ADVERTISING & PROMOTION

- * Logo/link on www.dbgarlicfest.com

RECOGNITION AT EVENT

- * 1 Banner (supplied by sponsor) permitted on perimeter fence at event

SPONSOR SERVICES

- * 2 Gen Admission Tickets

Sponsor Involvement:

Atlantic Avenue Magazine, AT&T the Real Yellow Pages, Bacardi, BankUnited, Bank of America, Beano, Bell South Real Yellow Pages, Brown Distributing (Budweiser), Cheney Brothers, Inc., City of Delray Beach, Coca Cola, Consorzio, Custom Food Products, Doubletree Guest Suites, Fairfield Communities, Florida Lottery, FPL, EJ Gallo Wine, Geico, GM-Chevy, Home Depot, House of Appliances, Italian Rose Garlic Products, JTech Communications, Le Creuset of America, Legacy Bank, Limo Limo, Marriott, Mercedes-Benz of Pompano, New England Cooks, Palm Beach Media Group, Palm Beach Post, Pepcid AC, Premier Beverage, Publix Supermarkets, Regency Party Rental, Republic Liquor Company, SCP Commercial Printing, South West Airlines, Southern Wine and Spirits, Standard Coffee (Barnie's), Stanley Steamer, Sunshine Golf, SWA, Viking-HADCO, TD Bank, The Food Network, Travelhost Magazine, Waste Management, Whole Foods Market, Wustoff Knives, Palm Beach County Channel 20, WFLX-FOX 29, WPEC-TV 12, WKGR 98.7, KOOL 105.5, SUNNY 104.3, BUZZ 103.1, WIRK 107.9, WJNO-1290, WRMF-97.9, WIRK-107.9

Prior Grants:

Community Redevelopment Agency
Downtown Development Authority
Palm Beach County Cultural Council
Palm Beach County Parks & Recreation