

Dine Out
DOWNTOWN DELRAY
RESTAURANT WEEK 2016
AUGUST 1 - 7

The Delray Beach Downtown Development Authority is excited to announce the inaugural **Dine Out Downtown Delray Restaurant Week, August 1-7, 2016**. The Downtown Development Authority, committed to marketing the merchants within the DDA district, created *Dine Out Downtown Delray* to showcase the diverse dining scene, energetic vibe and creative culinary experiences offered in Downtown Delray Beach during the summer season - a tropical and leisurely time of year in South Florida.

The DDA's Mission is to enhance and stimulate balanced economic growth through position marketing activities that engage Downtown businesses, residents and visitors. Through our merchant programming, we have created various events that showcase our Downtown merchants. Programs like Dine Out Downtown Delray Restaurant Week, Delray Beach Fashion Week, Savor the Avenue, and the First Friday Art Walk support the DDA's mission to enhance and stimulate economic growth in the Downtown community.

Restaurant Week participants will enjoy prix fixe lunches and dinners along with special *Dine Out* deals and a series of culinary events & classes throughout the week at participating Downtown restaurants. This program will be advertised and marketed in Miami-Dade, Broward & Palm Beach Counties through several targeted platforms such as, online/web (through the DDA's DowntownDelrayBeach.com website, purchased media placements, email marketing, etc.), purchased print placements, PR/press releases, blogging, and video/digital signage at Palm Beach International Airport (PBI).

We invite you to participate in this new and exciting week-long program. There are three sponsorship levels available for this year's Dine Out Downtown Delray Restaurant Week, each of which provide multi-channel brand exposure for partnering brands. The sponsorship levels and details are enclosed. We look forward to partnering with you.



For More Information on becoming a sponsor please email us at DDA@downtowndelraybeach.com or call 561.243.1077

For information on Dine Out Downtown Delray Restaurant Week, visit:

DowntownDelrayBeach.com/RestaurantWeek (coming July 1, 2016)



Restaurant Week 2016 Charity Partner founded by Bruce Feingold, Dada Executive Chef

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Gold Spoon – \$2,000

- Primary Placement of Logo on all event materials
- Inclusion in Restaurant Week Social Media Campaign including one sponsored Restaurant Week post and three dedicated posts to your business on the Delray Beach Downtown Development Authority's Facebook page (with over 51,000 "Likes") between June 15 and August 7, 2016
- Logo inclusion in all Restaurant Week television commercials (30 second spots) – 165 spots per week via Comcast Spotlight from Delray Beach to Wellington
- Logo inclusion in all PBI airport digital signage (runs on eight 57" screens) from July 1-Aug 8th, 15 second ad spots promoting Restaurant Week
- Logo inclusion on Digital Signage in A1A Visitor Information Center from July 1 – August 7, 2016
- Logo on Restaurant Week Web Banner on the new DowntownDelrayBeach.com website July 1 (or earlier upon receiving sponsorship commitment form) – August 7, 2016 (averages 41,600 visits per month)
- Restaurant Week Cube Banner on the new DowntownDelrayBeach.com website July 1 (or earlier upon receiving sponsorship commitment form) – August 7, 2016 (averages 41,600 visits per month)
- First to be mentioned in all media placements/advertisements, press releases, website and social media
- Dinner for 2 guests at any participating Dine Out Restaurant during Restaurant Week

Silver Fork - \$1,000

- Placement of Logo on all event materials
- Inclusion in Restaurant Week Social Media Campaign and two dedicated posts to your business on the Delray Beach Downtown Development Authority's Facebook page (with over 51,000 "Likes") between June 15 and August 7, 2016
- Logo inclusion in all airport digital signage from July 1-Aug 8th, 15 second ad spots promoting Restaurant Week
- Logo inclusion on Digital Signage in A1A Visitor Information Center from July 1 – August 7, 2016
- Logo in all media placements/advertisements, press releases, website and social media
- Lunch for 2 guests at any participating Dine Out Restaurant during Restaurant Week

Bronze Cup - \$500

- Placement of Logo on all event materials
- Inclusion in Restaurant Week Social Media Campaign and one dedicated post to your business on the Delray Beach Downtown Development Authority's Facebook page (with over 51,000 "Likes") between June 15 and August 7, 2016
- Logo inclusion on Digital Signage in A1A Visitors Center from July 1 – August 7, 2016
- Logo in all media placements/advertisements, press releases, website and social media



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