



Sponsorship & Program Partnerships

EVENT OVERVIEW

WHY BE A PARTNER?

Celebrating its second year, the Affair of the Arts is a three-day arts & crafts show held on the north end of the Boynton Beach mall. Shop everything from an eclectic mixture of fine art and great crafts to funky products from around the world. The event connects an appreciative audience with original art and crafts by renowned artists & crafters.

The Affair of the Arts provides select national and area companies the opportunity to market their brand and products to festival attendees and benefit from extensive print, web, radio, and television marketing of the event. The opportunity for on-site presence and direct contact with the demographic that the Affair of the Arts 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 Affair of the Arts generates.

MISSION

To increase public knowledge and appreciation for contemporary fine arts and crafts by creating opportunities that connect artists, the South Florida community and the general public to their mutual benefit, culminating in a quality arts & craft fair.

WHAT

Over 400 Artists & Crafters selected through a selection process, Beer & Wine, easy access, FREE onsite Parking, and easy access from I95.

Food Court: Over 15 exhibitors serving up great festival food.

ADMISSION

Free

WHERE

Boynton Beach Mall Grounds (West side)
801 N. Congress Avenue
Boynton Beach, FL 33426

WHEN

April 14—16, 2022

PUBLICATIONS/ADVERTISEMENTS PLACEMENTS

Web Site

AffairOfTheArtsFL.com

Attendees

50,000

2021 Facebook Stats

www.facebook.com/AffairOfTheArtsFL

600 Fans

4,021 Page Views

Radio Stations

The SURF 92.5 and 101.7

True Oldies 95.9 and 106.9

Television

Promotions

Posters, billboard, magazine and newspaper ads, post-cards, maps, website, banners

CONTACT

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Director of Special Events

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AffairOfTheArtsFL.com

Awards

2021 Best Live Event

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PRESENTING SPONSOR—\$20,000

BOOTH SPACE

- * Premier location of 10 X 20 spaces (Includes tent, 1 tables & 2 chairs)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on AffairOfTheArtsFL.com
- * Headline Logo on all produced publicity (printed, web, email blasts)
- * Sponsorship exclusivity with Official designation as Presenting Sponsor
- * Designation as an Official sponsor of Affair of the Arts

RECOGNITION AT EVENT

- * Logo on all event signage produced
- * Prominent on-site identification during event
- * Opportunity to display 2 company provided banners

PROMOTIONAL RIGHTS

- * Company name and logo in all media promotion and advertising, web, email blasts (television, radio, etc)

SPONSOR SERVICES

- * Sponsor concierge service at event
- * First rights of refusal for sponsorship renewal within 90 days of event completion

AFFAIR OF THE ARTS PARTNER—\$5,000 to \$10,000

BOOTH SPACE

- * Premier location of 10 X 10 street space (Includes tent, 1 tables & 2 chairs)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on AffairOfTheArtsFL.com
- * Sponsorship exclusivity with Official designation as Affair of the Arts Partner in business category
- * Designation as an Official sponsor of Affair of the Arts

RECOGNITION AT EVENT

- * Prominent on-site signage during event
- * Opportunity to display 1 company provided banners

PROMOTIONAL RIGHTS

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

SPONSOR SERVICES

- * First rights of refusal for sponsorship renewal within 90 days of event completion

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EVENT OVERVIEW

AFFAIR OF THE ARTS OFFICIAL SPONSOR—\$5,000

BOOTH SPACE

- * Premier location of 10 X 10 street space (Includes tent, 1 table & 2 chairs)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on AffairOfTheArtsFL.com
- * Company logo on all produced publicity (printed, web, email blasts)
- * Designation as an Official sponsor

RECOGNITION AT EVENT

- * Prominent on-site signage during event
- * Opportunity to display 1 company provided banner

SPONSOR SERVICES

- * First rights of refusal for sponsorship renewal within 90 days of event completion

SAMPLING/ROAMING RIGHTS SPONSOR —\$2,500

BOOTH SPACE

- * 10 x 10 booth space in high traffic area (Tent, table and chairs available for rental)

ADVERTISING & PROMOTION

- * Logo/link on AffairOfTheArtsFL.com
- * Company logo on all produced publicity (printed, web, email blasts)

PROMOTIONAL RIGHTS

- * Category Exclusive Sampling Sponsorship
- * Permission for up to 4 sponsor staff members to roam event distributing samples and/or P.O.S.

SPONSOR SERVICES

- * Logo placement and hyperlink from website

SOCIAL MEDIA SPONSORSHIP

FACEBOOK SPONSORED AD—\$1,500

RECOGNITION AT EVENT

- * Facebook sponsored ad that directs visitors to custom landing page that will include a link to your website or Facebook page
- * Regular mentions/posts leading up to event will be promoted to our audience on Facebook and Instagram (2 per week – limited number of spots available)
- * Post event report – to include number of impressions your ads and page received – demographic break down of visitors to site, number of people who viewed your sponsored posts leading up to the event and a screen shot of increased visibility to your Facebook page during promotional period (if sponsor has a Facebook page)
- * Permission to use mention of event name as part of promotions

SOCIAL MEDIA SPONSOR

(Geo Targeted Ads)- \$2,000

RECOGNITION AT EVENT

- * Weekly sponsored posts on Facebook (month leading up to event)
- * Logo featured with clickable link will be Promoted to our audience on Facebook and Instagram
- * Permission to use mention of event name as part of promotions

SAFETY TEXT ALERT SPONSOR—\$2,500

- Category exclusive sponsorship of real-time text alert system for pushing out safety & weather alerts, special discounts & scheduled activities.
- * Logo & reciprocal link on website & short code information cards, event poster, rack cards & ads