



Miami Design Preservation League's
ART DECO WEEKEND®

2017 MEDIA KIT

40TH ANNIVERSARY

*Art Deco Weekend is Miami Beach's **LARGEST** and **LONGEST-RUNNING** festival!*

ABOUT ART DECO WEEKEND

- ▣ A **FREE** community festival presented by the **Miami Design Preservation League**, celebrating architecture, preservation, education, history, advocacy, art, culture and entertainment.
- ▣ A community festival held on Ocean Drive in Miami Beach that welcomes over 150,000 people to Miami Beach every year over the 3-day event.
- ▣ A commitment to the **Miami Design Preservation League's** mission to preserve, protect & promote historic preservation in the Art Deco District and throughout South Florida through the over 85 educational events held during Art Deco Weekend's 3-day festival.

ABOUT ART DECO WEEKEND

- ▣ 42% of ADW attendees are **ages 35 – 54**
- ▣ 62% of ADW attendees **reside in South Florida**
- ▣ 90% of ADW attendees are ***college educated***

ART DECO WEEKEND SOCIAL MEDIA:



11,602+ fans



5,857+ followers



4,635+ followers

ABOUT THE MIAMI DESIGN PRESERVATION LEAGUE

- ▣ **FOUNDED:** 1976
- ▣ **MISSION:** To preserve, protect and promote the culture, social, economic, environmental, and architectural integrity of the Miami Beach Architectural Historic Districts.
- ▣ **FUN FACT:** MDPL was the first Art Deco Society in the world. Thanks to the founders of MDPL and their vision and passion, the Art Deco Historic District was designated a historic district in 1979. Since then, every element of South Beach's success story can be traced back to that defining moment.
- ▣ **TODAY:** MDPL champions the legacy of its founders by influencing public policy and public actions in ways that are consistent with our original mission.
 - ▣ Preserving the districts and the buildings in them
 - ▣ Supporting city, state and national preservation and land use policies, and proposing changes when necessary
 - ▣ Preserving and protecting historical, architectural and environmental resources in other areas of the city, and supporting the residents and property owners who share our mission.

ABOUT THE MIAMI DESIGN PRESERVATION LEAGUE

- ▣ MDPL's Art Deco Welcome Center attracts over **11,500 people per month**.
- ▣ MDPL's Art Deco Welcome Center is considered ***the highest volume generating Visitor Center in greater Miami and the beaches.***

Miami Design Preservation League's SOCIAL MEDIA:



4,195+ fans



4,000+ followers



5,693+ followers

WHY ART DECO WEEKEND 2017?

Art Deco Weekend 2017 – 40th Anniversary

THE COLORS OF MIAMI BEACH

“40 Years of FABULOUS”

January 13 – 15, 2017 | MIAMI BEACH

- Partner with MDPL in giving this community cultural festival to the city of Miami Beach's residents and visitors.
- Celebrate 40 years of Art Deco Weekend through ADW's 85 events including a Classic Car Show, Fashion Show, Guided Walking Tours, Live Music, Antique Pavilion, Art & Artisanal Craft Vendors, Swing Dancing Events, Live Theater, Children's Activities & Shows, Lectures and more.
- Be part of a festival that partners with several local cultural non-profit organizations and provides FUN cultural and educational events to the community. ***GIVE BACK TO MIAMI BEACH WITH YOUR SUPPORT OF THE MIAMI DESIGN PRESERVATION LEAGUE'S ART DECO WEEKEND.***

CONTACT US

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Thank you for your interest!

www.artdecoweekend.com