

JANUARY 12 - 14, 2018 | MIAMI BEACH, FL



Miami Design Preservation League's

ART DECO WEEKEND[®]

SPONSORSHIP PACKAGE

ART DECO WEEKEND (ADW) IS A COMMUNITY CULTURAL FESTIVAL CELEBRATING MIAMI'S ARCHITECTURE, HISTORY, ART AND ENTERTAINMENT. ORGANIZED BY THE MIAMI DESIGN PRESERVATION LEAGUE (MDPL), THE FESTIVAL WILL CELEBRATE ITS 41ST YEAR IN 2018 BY INTRODUCING A NEW THEME: ART DECO AROUND THE WORLD.

MDPL's signature event is a major part of MDPL's initiative to preserve, protect and promote historic preservation in the Art Deco District and greater Miami. This free Community Cultural Festival features a wide roster of innovative and family friendly events intended to promote and preserve Miami Beach's architectural and cultural heritage.

This year, the festival is gearing up for its biggest year ever, as it incorporates new outreach strategies aimed at increasing its audience base and further diversifying its attendees.

FESTIVAL HIGHLIGHTS:

- Longest continuously running community cultural festival in Miami Beach
- Over 150,000 attendees over 3 days
- Over 85 individual events including the Bark Deco Dog Show, Retro Fashion Show, Classic Car Show, Kids Club, Live Entertainment including Local and National Musicians, Lectures, and Guided Tours
- 47% of ADW attendees are returning visitors, 42% are ages 35 – 54; 62% reside in South Florida; 90% of ADW attendees are college educated
- 85% of 2017 attendees were extremely satisfied or satisfied with the event and 90% are likely to return to this year's festival

WHY SPONSOR:

- Reach a targeted audience across multiple platforms through digital campaigns and on-site activations
- Engage with affluent locals and visiting tourists. 39% of 2017 attendees reported a household income of \$75K or above

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- Build visibility for your brand and connect with influencers through scalable sponsorship opportunities
- Support the MDPL's efforts to preserve, protect and promote the culture, social, economic, environmental, and architectural integrity of the Miami Beach Architectural Historic Districts

SOCIAL MEDIA FOLLOWERS:

@ARTDECOWEEKEND



@MDPL 1976



CONTACT INFORMATION:

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CAPITMAN LEGACY SPONSOR \$100,000+ : Please Inquire for Details

	HOROWITZ PREMIER SPONSOR \$50,000+	HOHAUSER PARTNERING SPONSOR \$25,000+	DIXON PARTNERING SPONSOR \$10,000+	LAPIDUS PARTNERING SPONSOR \$7,500
NAMING RIGHTS Sponsor of a Feature Event	EVENTS SUCH AS: Chef's Tent, Jazz Age Experience	EVENTS SUCH AS: Music on Multiple Stages, Antique, Art and Design Promenade, Classic Car Show	EVENTS SUCH AS: Kids Club, Film Series, Lecture Series, Guided Tour Series	EVENTS SUCH AS: Bark Deco Dog Show, Retro Fashion Show
MEDIA EXPOSURE Logo Recognition in Digital & Print Advertising	X			
NEWSLETTER MAIL LIST Monthly Opportunities	X			
PUBLIC RELATIONS Exclusive Press Release	X	X		
OFFICIAL BANNERS AND SIGNAGE Logo Recognition on Festival Banners & Signage	X	X		
OFFICIAL PROGRAM GUIDE Preferred Placement of Advertisement	X	X	X	X
COMPANY SIGNAGE Your Signage at Various Events	X	X	X	X
ON-SITE ACTIVA- TION & BOOTHS Platform, Service, or Amenity at the Festival	X	X	X	X
SOCIAL MEDIA Promotions on Facebook, Instagram and Twitter	X	X	X	X
OFFICIAL WEBSITE Year-Round Recognition	X	X	X	X
VIP EVENTS & RECEPTIONS Invitations for Your Staff & Clients	X	X	X	X



MDPL's Art Deco Weekend has a partnership-based approach to sponsorship. We actively work with our sponsors to create customized packages to best fit their brand and audience.



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