

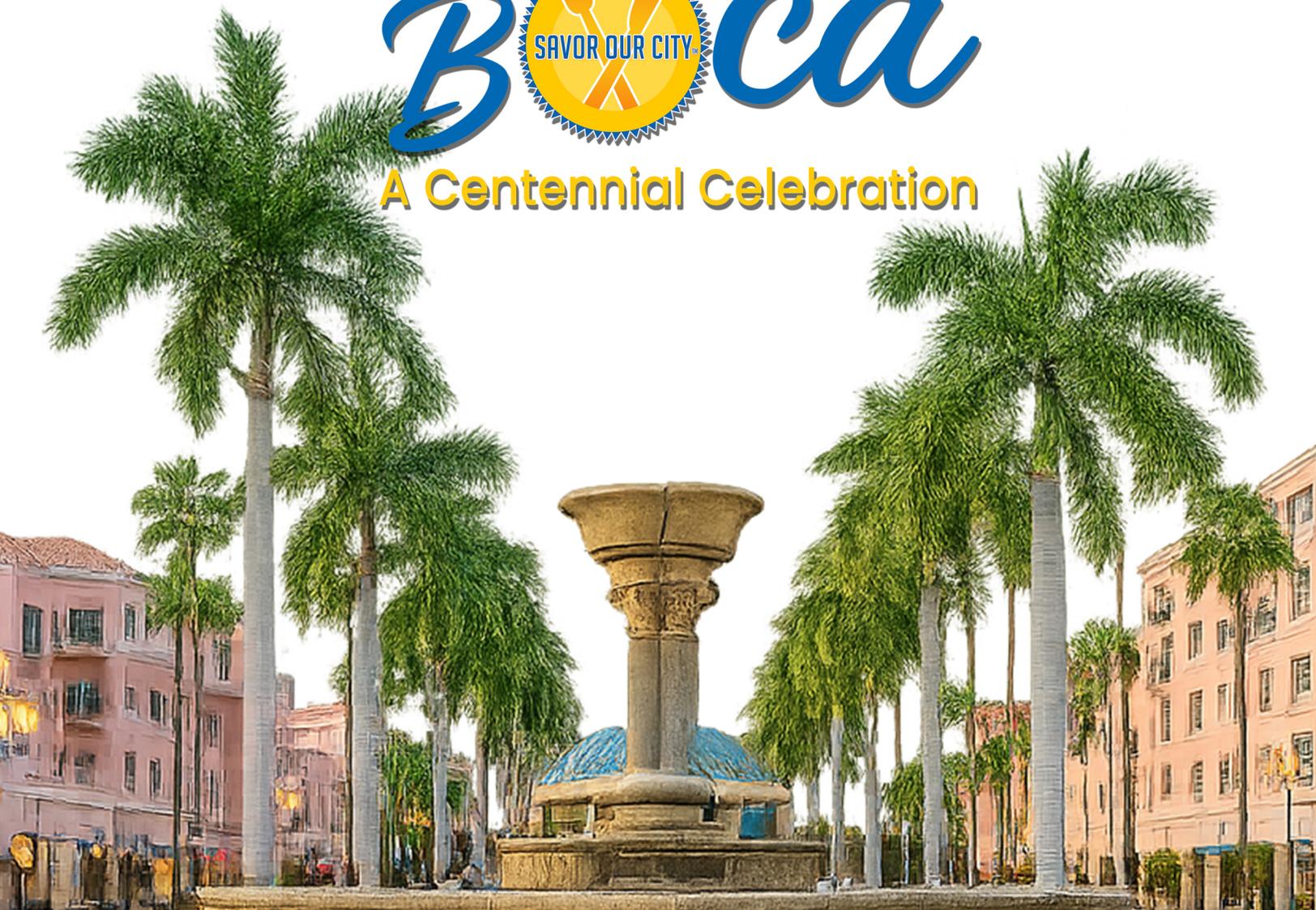
# SPONSORSHIP OPPORTUNITY



# Savor Boca



A Centennial Celebration



**A PERCENTAGE OF PROCEEDS FROM THESE EVENTS WILL GO TO OUR CHOSEN CHARITY: BRAIN BOWL**

**JOIN US IN MAKING HISTORY. BECOME A SPONSOR TODAY!**

# MEET YOUR EVENT PARTNERS

Partnering with Savor Our City isn't just about supporting an event—it's about **aligning your brand with a proven leader** in curated culinary experiences that deliver results.

## *About Savor Our City...*

- ✔ **Award-Winning Recognition:** 2024 Best of Florida Award Winner – Event Planner of the Year, recognized for delivering unmatched creativity, professionalism, and reliability.
- ✔ **11 Years of Nationwide Success:** A trusted partner to hundreds of corporate and event clients, with a proven record of creating engaging, collaborative, food-focused experiences.
- ✔ **High-Value Demographics:** Events attract affluent, educated attendees with strong disposable income and a passion for premium lifestyle experiences.
- ✔ **Strong Community Partnerships:** Collaborations with city officials, historic districts, and media partners increase brand credibility and awareness.
- ✔ **Multi-Channel Brand Exposure:** Sponsors benefit from both in-person visibility and extensive digital reach via social media, newsletters, blogs, and influencer engagement.
- ✔ **Curated Culinary Experiences:** Every event is designed to be unique and immersive — from chef-led tours to custom tasting experiences, tailored for maximum impact.
- ✔ **Tourism-Driven Traffic:** Our events align with South Florida's seasonal tourism and snowbird influx, expanding sponsor visibility beyond the local audience.



**Let's make history together.**

Join us as we celebrate Boca Raton's 100th Anniversary and create an unforgettable experiences through community, cuisine, and connection.



# BOCA CENTENNIAL FOODIE EVENTS

## Saturday, December 6 | Downtown Boca Raton

Boca Raton comes alive with celebration for the City of Boca Raton's 100th Anniversary! Savor Our City is proud to present two uniquely engaging events that fuse culture, cuisine, and community:

### Historical Scavenger Hunt



#### A Clue-Filled Adventure Through Boca's Storied Past

Step into history with an interactive scavenger hunt that takes participants on a dynamic journey through Downtown Boca at Mizner Park & Plaza — all while solving clever clues rooted in the city's colorful 100-year legacy.

From families and coworkers to solo adventurers, this high-energy event brings out the curious, the competitive, and the community-spirited — all ready to explore Boca like never before.

-  11:00 AM – 1:00 PM
-  Check-in begins at 10:00 AM
-  \$35 per person
-  Preregistration required

Form your own team or we'll pair you with new friends for a fun-for-all-ages challenge. Prizes await the top finishers — and memories are guaranteed for everyone.

For sponsors, it's a unique chance to be part of a crowd-pleasing, story-rich experience that fosters connection, discovery, and brand visibility at every turn.

### Centennial Tasting Tour



#### An Immersive Culinary Adventure in the Heart of Boca

Get ready for a flavor-packed, walkable tasting tour spotlighting signature bites from some of Downtown Boca's most beloved restaurants.

This isn't just a food event — it's a vibrant community celebration that draws in locals, visitors, families, foodies, and history buffs alike — all ready to savor the city in a whole new way.

-  1:30 PM – 4:30 PM
-  Check-in begins at 12:45 PM
-  \$75 GA / VIP \$150 per person
-  Preregistration required

*Tastings at 10+ restaurants and specialty shops*  
A chance to put your brand at the center of it all — where taste meets tradition, and engagement meets unforgettable memories.

VIP experience includes visits to four handpicked restaurants, chef meet-and-greets, full-portion tastings, full-sized craft cocktails, and the stories behind the flavors.



# THE BENEFITS OF YOUR SPONSORSHIP

The Boca Raton Centennial Celebration is more than just a party—it's a once-in-a-century opportunity to connect with the community, celebrate our city's rich history, and place your brand front and center in front of thousands of locals, foodies, families, and visitors.

We're committed to building a mutually beneficial relationship that aligns with your brand's mission, engages your target audience, and provides authentic, high-impact exposure.

## SOCIAL MEDIA BUZZ



From hashtags to highlights — we get people talking.

In today's digital world, your brand's presence on social media is everything. That's why our events are built for buzz. With Instagrammable moments, strategic hashtags, and content that begs to be shared, we spark conversations that extend far beyond the event itself.

Sponsors are woven into our social media strategy — from pre-event promos to real-time coverage and post-event recaps — ensuring your brand is not just seen, but remembered, liked, shared, and followed.

## EXCLUSIVE ACCESS



Sponsors deserve the VIP treatment, too.

That's why we offer exclusive perks designed to make our partners feel like part of the celebration — not just behind it. From VIP passes and on-site meet-and-greet moments, our sponsorship packages create opportunities for meaningful engagement.

It's more than visibility — it's an invitation to mingle, connect, and shine alongside the crowd in a way that feels personal, premium, and unforgettable.

## TARGET AUDIENCE REACH



The right audience, right in front of you.

Our events attract exactly the kind of crowd your brand wants to reach: affluent, engaged, and eager to discover new experiences. Whether it's younger, social-savvy foodies or established locals who invest in quality, our carefully curated demographic offers sponsors a golden opportunity to connect with the people who matter most to their business — in person and online.

## EXPOSURE GALORE



Visibility that puts your brand in the spotlight.

From branded banners and event signage to shoutouts on social media, our website, and promotional materials, we make sure your logo doesn't just appear — it stands out.

Sponsoring our events gives you a front-row seat and a megaphone to connect with an engaged audience who's already paying attention.

It's not just exposure — it's elevation.

## COMMUNITY GOODWILL



Purpose-driven partnerships that go beyond business.

When your brand is connected to something that makes a difference, it builds deeper loyalty and greater trust. Whether it's celebrating local history, supporting small businesses, or spotlighting cultural heritage. You will be helping to uplift our community and support a meaningful cause.

These events are a chance to not only be seen — but be seen doing good. It's visibility with heart, and impact that lasts long after the event ends.

## EVENT & WEB BANNERS



Tangible visibility that leaves a lasting impression.

There's something powerful about being physically present. From branded banners and tasting passports to signage, menus, and handouts, your logo becomes part of the event experience itself.

Sponsors gain front-and-center exposure at every touchpoint — where attendees stop, look, and engage. It's more than just a name on a flyer — it's your brand woven into the fabric of the event, creating authentic visibility that lives in photos, memories, and conversations long after the day is done.



# SPONSORSHIP LEVELS



## THE BIG CHEESE

\$10,000

### PRESENTING SPONSORSHIP

A HEAPING SLATHER of brand impact paired with:

#### TOP BILLING:

Your business name and logo featured as "Presented By" on all TV, radio, print, and digital promotions

#### EXCLUSIVE EXPOSURE:

Presenting Sponsor Spotlight on event listings, ads, social media posts, and articles across The City of Boca Raton's and Savor Our City's Centennial event websites, social channels, and newsletters

One full year of recognition as a Supporting Sponsor on Savor Our City's digital platforms

Your logo, front and center on all Centennial event print materials and signage

Branded Goodie Bags featuring your logo, given to all event participants

Opportunity to include up to 4 promotional items or giveaways in participant Goodie Bags

#### EVENT TICKETS:

- 20 tickets for the Historical Photo Scavenger Hunt
- 20 VIP tickets for the Self Guided Food Tour

## THE TOP BANANA

\$5,000

A HUGE SCOOP of brand exposure paired with:

**PROMOTIONAL VISIBILITY**  
Your business logo on digital and print promotional materials

Inclusion in listings, ads, articles, and social media posts shared on The City of Boca Raton's Centennial website: Boca100.com

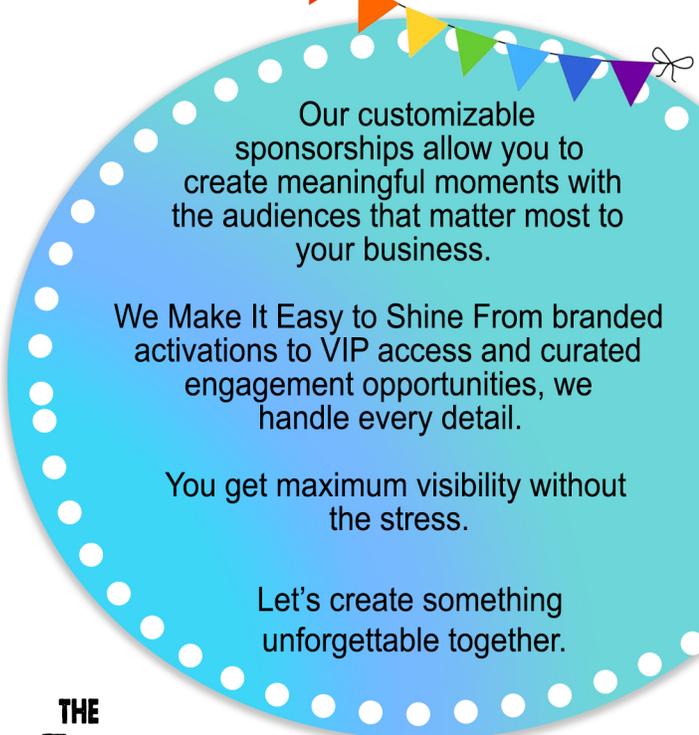
Brand recognition across Savor Our City and other media partners' social media channels

Logo placement on event signage and printed collateral

**SWAG OPPORTUNITY:**  
Your marketing materials or branded promo items included in participant Goodie Bags

#### EVENT TICKETS:

- 10 tickets to the Historical Photo Scavenger Hunt
- 10 VIP tickets for the Self Guided Food Tour



Our customizable sponsorships allow you to create meaningful moments with the audiences that matter most to your business.

We Make It Easy to Shine From branded activations to VIP access and curated engagement opportunities, we handle every detail.

You get maximum visibility without the stress.

Let's create something unforgettable together.

## THE HOT TAMALE

\$2,500

A BIG SPLASH of brand visibility paired with:

**BRAND RECOGNITION**  
Your logo printed on Tasting Passports and event signage

Featured on Savor Our City and media partner social platforms

Your promo item included in participant Goodie Bags

#### EVENT TICKETS:

- 4 tickets to the Historical Photo Scavenger Hunt
- 4 VIP tickets for the Self Guided Food Tour

## THE LIL' NIBBLE

\$1,000

A PERFECT PINCH of brand exposure paired with:

**BRAND VISIBILITY**  
Your business logo featured on a shared sponsor banner at the event check-in table

A shoutout on Savor Our City's social media platforms

Your name/logo listed on the Savor Our City event webpage

#### EVENT TICKETS:

- 2 tickets to the Historical Photo Scavenger Hunt
- 2 VIP tickets for the Self Guided Food Tour



# OUR TARGET AUDIENCE

## A YEAR ROUND CULINARY PLAYGROUND

Target the right audience in the right place. Boca Raton and South Florida are home to an affluent, diverse, and food-obsessed population. With strong disposable income and a passion for dining, this community craves premium, curated culinary experiences...create long-lasting impressions with those who spend on lifestyle. Your sponsorship gets ongoing exposure in a region that lives for food so your brand doesn't just show up — it becomes part of the culinary celebration.



### POPULATION & AGE

Pop - 99,973  
Median Age: 46.3



### EDUCATION LEVEL

Bachelor's Degree: 36%  
Graduate Degree: 24%



### INCOME LEVEL

Median Household: \$102,722  
Per Capita: \$72,542



### CULTURAL DIVERSITY

White: 72%  
Hispanic: 15%  
African American: 5%  
Asian: 3%

### Two Powerful Audiences One Delicious Opportunity

Our events attract a unique blend of high-value guests that make sponsorship especially impactful:

- ◆ **Affluent & Educated (Ages 35–65+)**

This audience values exclusivity, quality, and tangible experiences. They're drawn to elevated, well-executed events and appreciate the thoughtful added touches.

- ◆ **Young Foodies & Digital Natives (Ages 18–34)**

Social-first and experience-driven, this group fuels online buzz. They capture and share photo-worthy moments, engage with influencer content, and amplify your brand across Instagram, TikTok, and beyond. Sponsorship here means digital impressions, user-generated content, and visibility in the feeds of thousands.

Together, these audiences deliver the perfect balance of real-world engagement and online influence — giving your brand the best of both worlds.

### An Educated, Influential Audience

Boca Raton represents a well-educated and culturally engaged population. This level of education often correlates with a refined palate, a curiosity for global flavors, and an appreciation for thoughtfully curated experiences. It's a niche yet ideal market for culinary events — and a prime opportunity for sponsors looking to align with high-value consumers.

Our guests aren't just attending — they're actively engaging, sharing, and investing in what they discover.

Sponsors gain access to an audience that is not only receptive, but enthusiastic about exploring new brands through the lens of food, culture, and connection.

### Affluent, Engaged, and Eager to Indulge

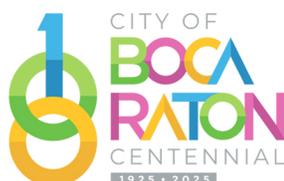
Boca Raton is one of South Florida's most affluent communities, home to residents with significant disposable income and a passion for premium lifestyle experiences — especially when it comes to food.

Our events attract guests who seek out elevated, curated culinary moments and who are ready to spend on quality, exclusivity, and innovation.

For sponsors, this means direct access to a high-value audience that aligns perfectly with brands looking to connect with consumers who appreciate — and invest in — the finer things.

### Diversity That Drives Connection

Boca Raton's rich cultural diversity is one of its greatest strengths — and one of the most exciting opportunities for sponsors. As a true melting pot of backgrounds, traditions, and tastes, the city's vibrant population brings a global flavor to everything it touches — especially food. Our event honoring 100 Years of Boca is a celebration of that diversity, attracting an audience that appreciates authenticity, inclusivity, and culinary storytelling. For sponsors, it's a chance to connect with a wide-reaching, multicultural community in a way that's meaningful, festive, and future-facing — positioning your brand as a supporter of both heritage and innovation.



# MARKETING STRATEGY

## MAXIMIZED VISIBILITY

Our Goal : Maximize attendance and visibility for both events while providing premium exposure for sponsors through multi-platform marketing and community engagement.

1

### Email Marketing

- Monthly E-Blasts to Savor Our City's curated foodie subscriber list (targeted South Florida locals and food enthusiasts).
- Dedicated Sponsor Spotlights in emails leading up to the events.
- Post-events recap and thank-you email featuring sponsor mentions and photos.



2

### Social Media Campaign

Platforms: Instagram, Facebook, TikTok

- Weekly countdown posts with engaging visuals and behind-the-scenes peeks.
- Reels and Stories showcasing participating restaurants, venue walk-throughs, and sponsor highlights.
- Influencer Collaborations: Partner with local foodie influencers for:
  - Pre-events buzz
  - Live coverage day-of
  - Post-events recap and reviews



3

### Press & Public Relations

Press release announcing the events, shared with:

- Local media (Sun-Sentinel, Boca Magazine, Palm Beach Post)
- Niche foodie blogs and event roundups
- Outreach for media coverage/interviews with organizers or featured chefs.
- Inclusion in The City of Boca Raton's official Centennial website and media.



4

### Community Outreach

Cross-promotion with local restaurants and small businesses.

- Flyers and postcards at partner locations.
- Offers for restaurant staff to attend or promote via their networks.
- Boca Raton Chamber of Commerce and other local business groups invited to help spread the word.



5

### Paid Advertising

- Social Media Ads: Geotargeted within South Florida focusing on food lovers, event-goers, and affluent demographics.
- Google Ads: Targeted search campaigns for "things to do in Boca Raton," "food events South Florida," etc.
- Print Ads in local publications like Sun Sentinel, Boca Raton Tribune and Boca Magazine.

6

### Event Collateral & Merch

- Branded Tasting Passports with sponsor logos and QR codes for social shares
- Photo-worthy installations encouraging user-generated content (tag us, win prizes)
- Branded lanyards and tote bags
- Partnerships & Promotions
- Co-marketing with event sponsors, who will also promote on their channels
- Special promotions through food delivery platforms or local apps (e.g. "UberEats feature of the week")
- Collaboration with hotels and tourism boards for travel packages or VIP ticket upgrades

7

### Post-Event Marketing

- Professional photos and videos shared with attendees and sponsors via social media
- Post-events email with sponsor shoutouts and photo galleries
- Thank-you to our sponsors posts across all platforms
- Short event recap video or reel for promotional use year-round

# LET'S MAKE HISTORY TOGETHER

Join us in celebrating 100 Years of Flavors of Boca Raton - where food, culture, and community come together for unforgettable experiences.



The Boca Raton Centennial Celebration is more than just an event — it's a once-in-a-century opportunity to connect with the community, celebrate our city's rich history, and place your brand front and center in front of thousands of locals, foodies, families, and visitors.



As a sponsor, your brand becomes part of the story, front and center, flavorfully showcased, and meaningfully connect to the people who matter most.

## READY TO GET INVOLVED?

Secure your sponsorship package today and align your brand with one of South Florida's most anticipated centennial celebrations.

👉 Become a Sponsor Now [www.savorourcity.com/flavorsofboca](http://www.savorourcity.com/flavorsofboca)

✉️ Have Questions? Want to Customize a Tier?

We're here to help craft the perfect sponsorship experience for your brand.

✉️ Email: [info@savorourcity.com](mailto:info@savorourcity.com) 🌐 Web: [www.savorourcity.com](http://www.savorourcity.com) 📍 Follow us: @SavorOurCity on Instagram & Facebook