



THE CITY OF DELRAY BEACH
OFFICE OF THE CITY MANAGER
100 N. W. 1ST AVENUE
DELRAY BEACH, FLORIDA 33444 * (561) 243-6209



City of Delray Beach Special Event Sponsorship Request
(Event Producer MUST complete all questions and submit all requested information!)

4th Annual Delray Beach Concours d'Elegance 2025

1. EVENT NAME: _____ EVENT DATE(S): **April 27, 2025**

2. AMOUNT OF CITY SPONSORSHIP REQUESTED: \$ **\$8,000**
(2024 was \$14,000 approved)

3. AMOUNT ANTICIPATED TO BE DONATED TO DELRAY BEACH-BASED NON-PROFIT ENTITIES? (Please note the City Commission requires 100% of all event profits, in an amount that is at least twice the amount of sponsorship awarded, to be donated to Non-Profit Entities (as defined by the City's Special Event Policy)):
\$ **70,000**

4. NAME OF ORGANIZATION PRODUCING THE EVENT:

Delray Concours Foundation

5. ADDRESS OF ORGANIZATION PRODUCING THE EVENT:

1705 NW 4th Ave, Delray Beach FL 33444

6. NAME OF INDIVIDUAL REPRESENTING EVENT PRODUCER:

Max Zengage, President & Billy Himmelrich, Vice President and Chris Nicotra, Board Member

7. LOCATION OF EVENT:

Old School Square

8. DESCRIPTION OF EVENT :

Attached Statement Letter

Benefitting 5 Established Delray Local Nonprofits who demonstrate direct measurable impacts in Delray's community:

- 1. Achievement Center for Children & Families**
- 2. Delray Citizens for Delray Police**
- 3. Delray Firefighters Benevolent**
- 4. Community Classroom Project**
- 5. The Charlie Fund**



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9. TARGET AUDIENCE FOR EVENT:

Free family friendly international festival for all age groups and walks of life, socio-economic attendees, grandparents, parents, children. Local, regional, and national attendees. More details in Statement Letter

10. ANTICIPATED EVENT ATTENDANCE PER DAY: 5,000-10,000

11. PLEASE DESCRIBE THE METHODOLOGY FOR ESTIMATING ATTENDANCE

FOR THIS EVENT (i.e., ticket sales, counter, grid method, police count, etc.):

Data collected from an e-bike & TV giveaway and
Event attendee registration software programs for last year's event
Cellular data
Facebook event RSVPs

12. IS THIS THE FIRST TIME THE EVENT WILL BE HELD? (Circle one): YES ☐ NO ☒

13. If "NO" please provide previous years the event was held and the location(s)

2025 is the 4th Annual Free Family Festival. We have held it in 2022, 2023, and 2024.

PLEASE ATTACH THE FOLLOWING REQUIRED ITEMS TO THIS APPLICATION:

- A. PROVIDE A SYNOPSIS OF THE EVENT PRODUCER'S OVERALL EXPERIENCE HOSTING SIMILAR EVENTS.
- B. PROVIDE A COPY OF THE ANTICIPATED SITE PLAN FOR THE EVENT.
- C. PROVIDE A COPY OF THE ANTICIPATED EVENT BUDGET INDICATING:
 1. Total anticipated sponsorship and/or grant amounts to be obtained from all sources (including City).
 2. Total Amount of signed sponsorships/grants to date of this application
 3. Estimated City costs (broken down into City Services/Equipment and other Direct Costs to the City) (provided by City)
 4. Itemize the dollar amount of event profits anticipated to be donated to each non-profit entity (as defined by the City's Special Event Policy) (must equal 100% of event profits and must be at least two (2) times the amount of City sponsorship).



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D. FOR DONATIONS ANTICIPATED TO BE MADE TO NON-PROFIT ENTITIES PROVIDE:

1. A copy of each non-profit entity's IRS determination letter indicating they are a 501(c)(3), 501(c)(4) or 501(c)(6) organization.
2. A letter from each non-profit entity that states their:
 - a. Mission
 - b. Willingness to support the event.
 - c. Willingness to accept the potential donation from the proceeds of the event.

E. PROVIDE A STATEMENT EXPLAINING HOW THE EVENT SERVES A PUBLIC PURPOSE THAT IS IN ALIGNMENT WITH THE CITY'S PURPOSE AND INTENTIONS (such purposes may include, but not be limited to, how the event will: promote the community welfare, improve the quality of life for citizens and visitors, help to build a sense of community, provide for enriched cultural opportunities, or other such purposes and intentions that are in the community's best interests.)

Cost obligations subject to waiver through a City Sponsorship remain the obligation of the Event Producer until such time as the Producer provides the SEO with proof that any and all obligations and conditions contained in the Event Sponsorship Agreement have been met. Such obligations and conditions may include, but are not limited to:

- a) Provision of booth space at the event for use by the City
- b) Placement of the City Logo and/or logos of City Departments on promotional materials, social media, and other event advertising.
- c) Banners including mention of City Sponsorship in prominent location(s) in the event footprint.
- d) Stage announcements mentioning City of Delray Beach as an event sponsor.
- e) Hyperlinks from the event website to the City's website
- f) Proof all donations to non-profit entities outlined in the Sponsorship Agreement have been made.



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IMPORTANT NOTES:

- 1) City Staff will process this application for review and determination by the City Commission. Event Producer will be informed of the date and time of the City Commission meeting at which the application will be considered. It is recommended the Event Producer attend the Commission meeting and be prepared to answer questions and/or provide additional information requested by the City Commission.
- 2) Sponsorships will be awarded to events in which 100% of event profits will be donated to non-profit entities. The amount of anticipated donations should be at least two (2) times the amount of the City sponsorship awarded.
- 3) Sponsorship amounts granted apply only to costs for City staff, City-owned equipment (i.e., vehicles), and rental costs of City-owned and managed facilities. Sponsorship amounts will not apply to any direct/hard cost to the City such as: non-City owned rental equipment, electronic message boards, barricades. Any non-profit event producer granted a City sponsorship may not take advantage of the 50% discount on fees and costs regularly granted to non-profit entities.
- 4) Sponsorship amounts will not apply to Rental fees for all or any part of the Old School Square Campus. This property is managed by the Delray Beach Downtown Development Authority (DDA). Waiver of fees or costs to the DDA are at their discretion and are not a part of any sponsorship granted by the City.
- 5) Sponsorship will not be granted to any producer that has any overdue amounts owed to the City of Delray Beach.
- 6) Award of a Sponsorship does not grant any other rights to the event producer, nor does it waive or absolve the event producer from having to adhere to any City policies, regulations, or ordinances.

PLEASE EMAIL YOUR COMPLETED PACKET TO:

Allie Behrman

BehrmanA@mydelraybeach.com

Please call 561-243-7357 if you have any questions.