

TASTE OF CHICAGO

2018



Grant Park



OVERVIEW

This five-day event is THE promotional destination for brands looking to do high-volume activations to grow brand visibility or launch a new product in the lucrative Chicago market. Several Title Partnership opportunities are also available for popular programming destinations within the festival.

Foodies and families alike sample a world of flavors from 60 restaurants and food vendors from neighborhood favorites to James Beard Award-winning chefs. Cooking demonstration areas offer a full schedule of local and national celebrity chefs.

In addition to an overwhelming food selection, the event's main stage has also hosted a "Who's Who" of the music industry including: Stevie Wonder, Santana, Sheryl Crow, John Mayer, Tom Jones, Robin Thicke, Robert Plan, fun., Jill Scott, Janelle Monae, The Roots, Emmy Lou Harris and Café Tacvba to name a few.



Taste offers a Presenting Partnership and highly visible Title Partnership opportunities for popular properties/areas within the event including:

- ✓ Presenting
- ✓ Taste Concerts
- ✓ Taste Kitchen
- ✓ Taste Spirit Lounge
- ✓ Taste Wine Garden
- ✓ Taste Dining Rooms
- ✓ Taste Trolleys
- ✓ Taste Stage



70+
food vendors
200+
menu items



1.6 MILLION
expected
attendance

WEB & SOCIAL MEDIA REACH (as of November 2017)

tasteofchicago.us = 1,115,913 hits
cityofchicago.org/dcse = 1,264,707 hits
E-Newsletter = 82,000 subscribers

Taste of Chicago Facebook = 152,462 followers
DCASE Facebook = 15,389 followers
Millennium Park Facebook = 102,106 followers
Chicago Cultural Center Facebook = 56,778 followers

.@ChicagoDCASE = 10,600 followers
.@Millennium_Park = 17,800 followers
.@ChiCulturalCenter = 10,600 followers



Partnerships Division

312-744-9217

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PRESENTING PACKAGE AND TITLE PARTNERSHIP OPPORTUNITIES

- ✓ **Presenting** – If you're looking to partner with a high-profile event, make a big splash in the Chicago market, reach over 1 million consumers and align with a brand known throughout the culinary industry....this package offers it all!
- ✓ **Taste Dining Rooms** – five (5) separate 20' x 40' tents throughout the event provides multiple touch points to engage captive audiences as they rest and enjoy festival cuisine at these popular gathering areas.
- ✓ **Taste Stage** – the Taste Stage showcases the best of up-and-coming and well-known local Chicago area bands. Its high profile location at the south end of the festival draws a record number of music lovers. sold
- ✓ **Taste Wine Garden** – located on beautiful Buckingham Fountain Plaza, and with Lake Michigan as a backdrop, this property offers many customizable options to allow a brand to enhance the consumer's experience as they enjoy the event with a glass of wine. sold
- ✓ **Taste Spirit Lounge** - a first ever cocktail lounge at the Taste of Chicago. Spirits will be exclusively poured in this new and exciting space strategically positioned on Buckingham Fountain Plaza. sold
- ✓ **Taste Concerts** - this opportunity provides maximum brand exposure! Many companies have successfully used concert tickets and hospitality tents: to entertain C-Level decision makers, to host dignitaries, as employee incentives, to celebrating a company anniversary/milestone and as customer loyalty programs.
- ✓ **Taste Trolleys** – fully branded trolleys provide FREE transportation to and from the Taste of Chicago with stops throughout the Central Business District.
- ✓ **Taste Kitchen** – noted chefs prepare their signature dishes at an intimate on-site kitchen and share industry secrets to help consumers create their own culinary masterpieces at home. sold



TASTE OF CHICAGO

July 11 - 15

2018



PARTNERSHIP OPPORTUNITIES

Presenting - \$250,000

Taste Dining Rooms - \$100,000

Taste Stage – sold

Taste Wine Garden – sold

Taste Spirit Lounge – sold

Taste Kitchen – sold

Taste Concerts - \$50,000

Taste Trolley - \$50,000

Space Only - \$20,000 or \$7,500/day

Media - \$140,000 (in-kind trade value)

NEW!

Don't see what you're looking for? We now offer a la carte pricing!

Customize partnership packages to meet your special needs, maximize your budget and build an ideal activation plan.

Contact a Partnerships Rep for details.

PROGRAMMING HIGHLIGHTS

THE BEER HALL – a popular oasis for festival attendees to beat the heat and enjoy a diverse selection of beers

POP-UP RESTAURANTS – a program that encourages new food vendors to participate at Taste for one or two day(s) only

SUMMERDANCE – the popular event brings live music, lessons and dancing to Buckingham Fountain Plaza

SCULPTURE GARDN – a visual arts area featuring large scale art installations

audience profile:



55% Chicagooan



25% Suburban



1% International Visitor



42% 35 – 54 years old



55% Female
58% Single



47% African American



44% \$40K-\$79,999

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Presenting Partnership

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PRESENTING PARTNERSHIP

\$250,000

- Category exclusivity
- Integration of corporate logo in event logo
- One (1) area for corporate message on event brochure
- Inclusion in 100% secured traditional advertising (TV, radio, print, etc.)
- Corporate logo and link prominently displayed on event website
- Inclusion in DCASE social media promotional campaign
- Inclusion in event app
- Opportunity to run three (3) :30 spots per day on Big Screen (spot provided by sponsor)
- Main Stage signage opportunities include: (signage provided by sponsor)
 - One (1) 6' x 117' overhead banner (must be mesh)
 - Two (2) 18' x 10' off stage banners (must be mesh)
 - Four (4) 3' x 10' railing banners (must have blow thru holes)
 - Two (2) 5' x 4' delay tower banners (must be mesh)
 - Two (2) 8' x 8' spot tower banners (must be mesh)
- Ten (10) sets of City-provided street pole banners (total of 20 double-sided banners)
- Corporate logo on main stage backdrop banner
- Corporate logo included on CTA train and bus cards
- One hundred (100) main stage concert tickets, per night
- Use of Corporate Hospitality tent for one night (sponsor responsible for catering, decorating and staffing costs)
- Opportunity for main stage presentations
- Corporate mention during PA announcements from stages/programming areas
- One (1) 20' x 20' promotional tent
- Opportunity to display one (1) inflatable within designated area
- Opportunity to include company press release in event's official press kits
- Total of thirty (30) parking passes
- Five (5) delivery permits



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Additional charge for sponsorships signed less than 30 days prior to the event. No media sponsorships accepted less than 30 days prior to the event. Prices subject to change.