

Grant Park

Partnership Opportunities

Presenting \$250,000

Official \$125,000

Participating \$35,000

Space Only \$20,000/5 days

Space Only \$7,500/day (great value!)

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

Expected Cumulative Attendance

1.4 Million over 5 days

Audience Profile

Chicagoan (42%), 26-44 years old (46%), single (57%), female (67%), African American (47%) and Caucasian (39%)

More Information

tasteofchicago.us

40th Annual Taste of Chicago

July 8-12

A cultural experience for all your senses, Taste of Chicago is the nation's premier free outdoor food festival showcasing the diversity of Chicago's dining scene, alongside a smorgasbord of cooking demonstrations, music concerts, dance performances, art activations, family fun and more.

- Taste of Chicago is turning 40 this year! Taste of Chicago will include additional free music programming on more stages throughout the event in 2020 in celebration of the Year of Chicago Music.
- 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.
- Foodies and families alike sample a world of flavors from over 75 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.
- The main stage has hosted a "Who's Who" of international music talent including Stevie Wonder, Santana, John Mayer, Tom Jones, Robin Thicke, Robert Plan, fun., Jill Scott, Jennifer Hudson, Janelle Monae, The Roots, Juanes and Café Tacvba, among many others on the main stage.

EVENT HIGHLIGHTS

TASTE KITCHEN an intimate on-site kitchen where noted local chefs prepare their signature dishes and share industry secrets to help consumers create their own culinary masterpieces at home

BEER GARDEN a popular destination for festival attendees to beat the heat and enjoy a diverse selection of beers

POP-UP RESTAURANTS a program that encourages new restaurants to participate at Taste for one day only

MAIN STAGE CONCERTS showcasing world renowned artists



DCASE Partnerships Division
312 - 744 - 9217
chicagopartnerships@cityofchicago.org

TITLE SPONSORSHIP OPPORTUNITIES

The Taste of Chicago also offers several highly visible Title Sponsorship opportunities of popular areas including:

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 crowds of music lovers.

TASTE DINING ROOMS are 20' x 40' tents located throughout the event footprint that provide multiple touchpoints to engage festival goers as they rest and enjoy festival cuisine.

TASTE WINE GARDEN is located on beautiful Buckingham Fountain Plaza, 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.

TASTE COCKTAIL LOUNGE is a popular gathering spot for guests to sip a curated selection of spirits. Strategically positioned at the intersection of Buckingham Fountain Plaza and Columbus Drive (the "main strip"), it is a high-visible property that attracts extensive foot traffic.

TASTE CONCERT provides maximum brand exposure! Many brands have effectively used the accompanying hospitality area to host dignitaries, to celebrate a company anniversary/milestone or as employee incentives or customer loyalty rewards.

TASTE KITCHEN is an intimate on-site kitchen where noted local chefs prepare their signature dishes and share industry secrets to help consumers create their own culinary masterpieces at home.

Title Partnership Opportunities

Taste Stage \$100,000

Taste Dining Room \$100,000

Taste Wine Garden \$60,000

Taste Cocktail Lounge \$60,000

Taste Oasis \$50,000

Taste Concert \$50,000/night

Taste Kitchen \$50,000

