

TASTE OF CHICAGO

September 5 – 7 • Grant Park



Taste of Chicago is THE promotional destination for brands looking to do high-volume activations, grow brand visibility or launch a new product in the lucrative Chicago market. Taste is the nation's premier free outdoor food festival showcasing the diversity of Chicago's dining scene, from local mom & pop eateries to James Beard Award-winning restaurants. Live music, popular programming areas and family friendly activities make for an unforgettable visit.

The main stage has hosted renowned artists such as Jennifer Hudson, Juanes and Café Tacvba, Stevie Wonder, Nelly, Santana and John Mayer to name a few.

The popular Taste Pop-Ups will return to three Chicago neighborhoods. These "bite-sized" Taste events bring all the food, entertainment and fun into the heart of Chicago's neighborhoods for authentically local community celebrations. All scheduled for 12 – 8 p.m.

- June 28 – Marquette Park
- July 19 – Pullman Park
- August 9 – Albany Park

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$200,000

Space Only Sponsor – starting at \$22,000

Title Sponsorship Opportunities – starting at \$35,000

ESTIMATED ATTENDANCE (2024)

140,000

AUDIENCE PROFILE (2024) – Chicagoan (46%), 26 – 44 years old (46%), \$100,000+ Income (27%), Female (60%), African American (32%), Caucasian (23%) and Hispanic (25%)

- 34% of visitors bring children.
- 39% of visitors are ages 18-34 years old.
- More than half of Taste of Chicago visitors are from out-of-town.
- Taste of Chicago attracts a younger, more diverse crowd with a mix of incomes.

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SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

For brands looking to make a big splash in the Chicago market, reach a large audience and align with the city's favorite summer event...this high-profile opportunity offers it all!

TITLE SPONSOR OF THE SPIRIT LOUNGE

TITLE SPONSOR OF THE BEER HALL *sold*

Located on beautiful Buckingham Fountain plaza, these properties are highly-visible and attract extensive foot traffic. Each 40' x 60' space is a blank canvas ready for creative branding. Sponsor – provided programming (live music, DJ's, games, decorative furniture, etc.) add to the fun atmosphere.

FAMILY VILLAGE TITLE SPONSOR *sold*

A popular destination featuring family-friendly activities and programming.

SPACE ONLY SPONSOR

Sometimes all you need is space to do your own thing. Pricing starts at \$22,000 for a 10' x 10' space. Final cost is determined by total footprint required.

FOOD & BEVERAGE SPONSORS

Food and beverage sampling are accepted on a case-by-case basis. Sample sizes are limited, and strict Chicago Department of Health requirements must be met. No alcohol sampling allowed. All food samples must be prepackaged; no onsite preparation or cooking allowed. All samplers must take a Summer Festival Sanitation Certification Class with Illinois Restaurant Association at www.illinoisrestaurants.org/page/SummerFestivalCertif.