

# TASTE OF CHICAGO

JULY 8-10

Taste of Chicago returns this year with food and music pop-ups in three Chicago neighborhoods and a new, bite-sized version of the classic lakefront extravaganza that showcases an estimated 30-40 eateries, food trucks and evening concerts.

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. 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. Live music, popular beverage areas, family friendly programming and performances all add to the fun.

Three community events located in south and west side neighborhoods help to extend brand reach and provide additional promotional opportunities in other areas of the city.

If you're looking to partner with a high-profile brand, make a big splash in the Chicago market, reach a large audience, and align with the city's favorite summer event...the Presenting Sponsorship package offers it all!

## Grant Park

### SPONSORSHIP OPPORTUNITIES

**Presenting Sponsor** \$250,000  
**Space Only Sponsor** starting at \$15,000

**AUDIENCE PROFILE** (2019)  
Chicagoan (42%), 26-44 years old (46%), Single (57%), \$40,000-\$59,999 (23%), Female (67%), African American (47%), Caucasian (39%) and Hispanic (12%)

## SPONSORSHIP OPPORTUNITIES

**WINE GARDEN TITLE SPONSOR | SPIRIT LOUNGE TITLE SPONSOR | BEER HALL TITLE SPONSOR** 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, etc.) add to the fun atmosphere.

**DINING TENTS TITLE SPONSOR** - three (3) separate 20' x 40' tents throughout the event provide multiple branding opportunities and touch points to engage festival goers.

**SPACE ONLY SPONSOR** sometimes all you need is space to do your own thing. Pricing starts at \$15,000 for a 10' x 10' space. Final cost is determined by total footprint required.

### TITLE SPONSORSHIP OPPORTUNITIES

**Wine Garden** \$50,000  
**Spirits Lounge** \$50,000  
**Beer Hall** \$50,000  
**Dining Tents** \$40,000

