

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.

This year's Taste Main Stage will feature an electrifying mix of Grammy-winning and chart-topping talent: **Lupe Fiasco**, the Chicago-born rapper and cultural voice, headlines Friday; **JoJo**, the pop-R&B singer with powerhouse vocals, performs on Saturday; and international Latin superstar **Elvis Crespo** brings his high-energy merengue hits to close out the weekend on Sunday. Evening performances begin at 5 p.m. each night.

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.