

TASTE OF CHICAGO

September 8 – 10 | 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 weekend.

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.

June 24 | Humboldt Park

July 15 | Pullman Park

August 5 | Marquette Park

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$250,000

Space Only Sponsor – starting at \$15,000

Several Title Sponsorship Opportunities – starting at \$35,000

Pop Ups – starting at \$5,000

ESTIMATED ATTENDANCE (2022)

200,000

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%)



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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 SPONSORSHIPS FOR THE WINE GARDEN, SPIRIT LOUNGE & BEER HALL

– 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 – a popular destination featuring family-friendly activities and attractions.

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.

POP-UP SPONSOR – activation opportunities at one of the neighborhood locations in Humboldt Park, Pulman Park or Marquette Park.

Food and beverage sponsors are accepted on a case-by-case basis to avoid category exclusivity issues with event vendors and sponsors. Sample sizes are limited, and strict Health Department requirements must be followed.

