

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)

155,000

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%)

