



## OVERVIEW

Taste of Chicago is THE promotional destination for brands looking to do high-volume sampling, maximize brand visibility or launch a new product in the lucrative Chicago market. The event also offers several Title Sponsorship opportunities of popular programming destinations.

A week-long culinary celebration, Taste of Chicago is a FREE admission food festival featuring over 60 restaurants and hundreds of food choices from ethnic neighborhood favorites to James Beard award-winning eateries.

In addition to an overwhelming food selection, the event's main stage has also hosted a "Who's Who" of the music industry including: Stevie Wonder, Santana, Sheryl Crow, John Mayer, Tom Jones, Robin Thicke, Robert Plant, fun., Jill Scott, Janelle Monae, The Roots, and Emmy Lou Harris to name a few.



Grant Park



Corporate Partnerships

312-744-9217

[chicagopartnerships@cityofchicago.org](http://chicagopartnerships@cityofchicago.org)

[chicagopartnerships.com](http://chicagopartnerships.com)

## EVENT HIGHLIGHTS

- ✓ **TASTE KITCHEN** – noted local chefs prepare their signature dishes at an intimate on-site kitchen and share industry secrets to help consumers create their own culinary masterpieces at home
- ✓ **CELEBRITY CHEF DU JOUR** – a daily rotation of celebrity chefs host a pre-fixe seated meal featuring their award-winning recipes
- ✓ **THE BEER HALL** – a popular oasis for festival attendees to beat the heat and enjoy a diverse selection of beers
- ✓ **POP-UP RESTAURANTS** – a program that encourages new restaurants to participate at Taste for one day only
- ✓ **WINE GARDEN** – ideally located on Buckingham Fountain Plaza, this area offers foodies a more up-scale dining environment at the event
- ✓ **MAIN STAGE CONCERTS** – the Petrillo Band Shell showcases world renowned artists



**60+ food vendors**  
**200+ menu items**

## TITLE SPONSORSHIP OPPORTUNITIES

Taste offers 9 Title Sponsorship Opportunities for popular properties/areas within the event including: *Taste Concerts, Taste Kitchen, Celebrity Chef du Jour, Taste Spirit Lounge, Taste Wine Garden, Taste Dining Rooms, Taste Trolleys, Taste Stage and Taste Dance Stage.*

Please contact Corporate Sponsorships to request more information for these opportunities.



**1.4 MILLION**  
expected attendance



**Grant Park**

**audience profile:**



48% Chicagooan



23% Suburban



2% International Visitor



20% 26 – 34 years old



61% Female  
57% Single



37% Caucasian



18% \$40K-\$59,999



@TasteofChi  
4,687



followers  
151,527



tasteofchicago.us  
1,328,159 hits



**106**  
MILLION

**total business activity to the Chicago economy**

## PORTIONS SERVED!

 30,000 turkey legs

 18,400 hot dogs

 26,208 ears of corn

 20,412 slices of cheesecake

## WEB & SOCIAL MEDIA REACH

(as of October 2016)

cityofchicago.org/dcase = 8,780,964 hits

E-Newsletter = 81,768 subscribers

DCASE Facebook = 10,949 followers

.@ChicagoDCASE = 9,033 followers

Millennium Park Facebook = 89,755 followers

.@Millennium\_Park = 15,588 followers

Chicago Cultural Center Facebook = 53,276 followers

.@ChiCulturalCenter = 9,122 followers

## PARTNERSHIP OPPORTUNITIES

Title Property Opportunities Also Available

**Presenting** - \$250,000    **Participating** - \$35,000

**Official** - \$125,000    **Media** - \$140,000 (in-kind trade value)

**VIP** - \$40,000    **Space Only** - \$20,000 or \$7,500/day

\* additional charge for sponsorships signed less than 30 days prior to the event \* no media sponsorships accepted less than 30 days prior to the event \* prices subject to change