



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

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/dc case = 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