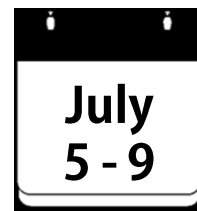


TASTE OF CHICAGO

Taste Title Opportunities

2017



Grant Park



OVERVIEW

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

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.

TITLE SPONSORSHIP OPPORTUNITIES *

- ✓ **Taste Concerts** - this opportunity provides maximum brand exposure! Many companies have successfully used concert tickets and hospitality tents: to entertain C-Level decision makers, to host dignitaries, as employee incentives, to celebrating a company anniversary/milestone and as customer loyalty programs.
- ✓ **Taste Kitchen** – noted 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. **SOLD**
- ✓ **Celebrity Chef du Jour** – a daily rotation of celebrity chefs host a pre-fixe seated dinner or lunch featuring their award winning recipes. Tickets for limited seating are available for a moderate fee. This property hosts intimate crowds as they get an unprecedented chance to mingle with top culinary masters.
- ✓ **Taste Spirit Lounge** - a first ever cocktail lounge at the Taste of Chicago. Spirits will be exclusively poured in this new and exciting space strategically positioned on Buckingham Fountain Plaza. **SOLD**
- ✓ **Taste Wine Garden** – located on beautiful Buckingham Fountain Plaza, and with Lake Michigan as a backdrop, this property offers many customizable options to allow a brand to enhance the consumer's experience as they enjoy the event with a glass of wine.
- ✓ **Taste Dining Rooms** – five (5) 20' x 40' tents - reach a captive audience as they rest and enjoy festival cuisine at these popular gathering areas.
- ✓ **Taste Trolleys** – fully branded trolleys provide FREE transportation to and from the Taste of Chicago with stops throughout the Central Business District.
- ✓ **Taste Stage** – the Taste Stage showcases the best of up-and-coming and well-known local Chicago area bands. Its high profile location at the south end of the festival draws a record number of music lovers. **SOLD**

60+ food vendors served over 200+ menu items including:



30,000 turkey legs



18,400 hot dogs



26,208 ears of corn



20,412 slices of cheesecake



Corporate Partnerships

312-744-9217

chicagopartnerships@cityofchicago.org

chicagopartnerships.com