

TASTE OF CHICAGO

2018



Grant Park



OVERVIEW

This five-day event is THE promotional destination for brands looking to do high-volume activations to grow brand visibility or launch a new product in the lucrative Chicago market. Several Title Partnership opportunities are also available for popular programming destinations within the festival.

Foodies and families alike sample a world of flavors from 60 restaurants and food vendors from neighborhood favorites to James Beard Award-winning chefs. Cooking demonstration areas offer a full schedule of local and national celebrity chefs.

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 Plan, fun., Jill Scott, Janelle Monae, The Roots, Emmy Lou Harris and Café Tacvba to name a few.



Taste offers a Presenting Partnership and highly visible Title Partnership opportunities for popular properties/areas within the event including:

- ✓ Presenting
- ✓ Taste Concerts
- ✓ Taste Kitchen
- ✓ Taste Spirit Lounge
- ✓ Taste Wine Garden
- ✓ Taste Dining Rooms
- ✓ Taste Trolleys
- ✓ Taste Stage.



60+
food vendors
200+
menu items

WEB & SOCIAL MEDIA REACH (as of November 2017)

tasteofchicago.us = 1,115,913 hits
cityofchicago.org/dcse = 1,264,707 hits
E-Newsletter = 82,000 subscribers

Taste of Chicago Facebook = 152,462 followers
DCASE Facebook = 15,389 followers
Millennium Park Facebook = 102,106 followers
Chicago Cultural Center Facebook = 56,778 followers

.@ChicagoDCASE = 10,600 followers
.@Millennium_Park = 17,800 followers
.@ChiCulturalCenter = 10,600 followers



1.6 MILLION
expected
attendance



Partnerships Division

312-744-9217

chicagopartnerships@
cityofchicago.org

chicagopartnerships.com

PRESENTING PACKAGE AND TITLE PARTNERSHIP OPPORTUNITIES

- ✓ **Presenting** – If you're looking to partner with a high-profile event, make a big splash in the Chicago market, reach over 1 million consumers and align with a brand known throughout the culinary industry....this package offers it all!
- ✓ **Taste Dining Rooms** – five (5) separate 20' x 40' tents throughout the event provides multiple touch points to engage captive audiences as they rest and enjoy festival cuisine at these popular gathering areas.
- ✓ **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
- ✓ **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. sold
- ✓ **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 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 Trolleys** – fully branded trolleys provide FREE transportation to and from the Taste of Chicago with stops throughout the Central Business District.
- ✓ **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



TASTE OF CHICAGO

July 11 - 15

2018



PARTNERSHIP OPPORTUNITIES

Presenting - \$250,000

Taste Dining Rooms - \$100,000

Taste Stage – sold

Taste Wine Garden – sold

Taste Spirit Lounge – sold

Taste Kitchen – sold

Taste Concerts - \$50,000

Taste Trolley - \$50,000

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

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

audience profile:



55% Chicagooan



25% Suburban



1% International Visitor



42% 35 – 54 years old



55% Female
58% Single



47% African American



44% \$40K-\$79,999

NEW!

Don't see what you're looking for? We now offer a la carte packages!

Customize partnership packages to meet your special needs, maximize your budget and build an ideal activation plan. Contact the Partnerships Division to get started!

PROGRAMMING HIGHLIGHTS

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 or two day(s) only

SUMMERDANCE – the popular event brings live music, lessons and dancing to Buckingham Fountain Plaza

STREET ART & GRAFFITI ALLEY return as destination areas highlighting the popularity of Chicago's visual arts scenes.