

Taste of Indy 2019



For further questions visit us online at:
www.tasteofindy.org or email us at: info@tasteofindy.org
Jonathan Warren, Partner Relations

Our Mission, Our Values

Our mission is to enhance the connection between local businesses, food, and family by hosting a community based event that promotes good food and healthy living.



The Taste of Indy's goal is to forge a strong and united network of food service, hospitality, culinary professionals, and business owners while providing educational and networking opportunities. Consider a sponsorship at the Taste of Indy!

Taste of Indy at White River State Park
Washington Street Bridge 2014.

You can be part of one of the biggest events in Indianapolis this SUMMER



Event Performance Summary “The Numbers”

Reach and Demographics

	2016	2017	2018
Food Vendors	34	48	46
Non-Food Vendors	26	25	30
Musical Acts	12	10	10
Visitors	12,000	16,000	8,000
Total Event Postings			
(Newspaper, Magazine & Message Boards)	79	86	82
Television Broadcast (Interviews/Shows)	13	12	12
Billboard (views)	0 0	1 100,000	1 547,100
Social Media & Web (Paid & Free)	1,461,000	1,500,000	1,367,000
Radio (Interviews/Ads)	78	75	90
Banners/Posters/Flyers	21,000	25,000	25,000
Nielsen TV Audience	717,351	850,125	615, 385
Total Impressions	2,199,521	2,475,298	2,562,756
Gender	60% Women 40% Men	60% Women 40% Men	60% Women 40% Men
Ethnicity	35% Caucasian 40% Latino 19% Latino 6% Other	30% African-American 45% Caucasian 19% Latino 6% Other	30% African-American 45% Caucasian 19% Latino 6% Other
Education	52% College Degree or Higher	54% College Degree or Higher	48% College Degree or Higher
Income	38% 60K + 44% \$30K - \$60K 18% < \$30K	36% \$60K + 46% \$30K - \$60k 18% < \$30K	33% \$60K + 48% \$30K - \$60k 19% < \$30K
Families	39% Adults attending event with children	25% Adults attending event with children	19% Adults attending event with children



Sponsorships Available 2019 & 2020

Note: Each sponsorship is tailored to meet the needs and ROI objectives of the sponsor; basic inclusions are listed under the sponsorship levels. To be sure, sponsoring an established event like the Taste of Indy is beneficial to both sponsor and organizer; In-Kind & custom offers are welcomed and can be viewed as cash.

NAMING Sponsorship

Each sponsorship is tailored to meet the needs and ROI objectives of the sponsor, basic inclusions are listed under the sponsorship levels. To be sure, sponsoring an established event like the Taste of Indy is beneficial to both sponsor and organizer, In-Kind & custom offers are welcomed and can be viewed as cash.

Depending on the Naming sponsorship level, visibility included in the Taste may include any portion or all the following:

NAMING:

Title (\$50,000)

Presenting (\$40,000)

Ticket (\$35,000)

- Company will have Naming sponsor status and will be referred to as such in all event materials and promotions as the XYZ, INC Taste of Indy Presented by ABC, INC.
- Signage/banner opportunities (stage, railing, street pole, etc.)
- Promotional Signage (entry tickets, wrist bands, food tickets)
- Corporate logo on (main stage, entrance gates)
- Category exclusivity
- Promotional tent for increased visibility
- Advertisement in program materials
- Status level on event brochure and tickets
- Corporate logo on event advertisements
- Corporate logo at ticketing and all purchase ticket locations
- Mentions in radio advertising
- Priority seating tickets for concert
- Use of corporate hospitality tents
- Main stage award presentations
- Main stage mentions
- Corporate press releases with event press kits
- Parking and delivery permits
- Invitations to press preview party
- Opportunity to distribute pre-approved sample items
- Social media and website advertising
- Company-wide entry wristbands and meal passes.

AREA Sponsorship

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Depending on the Area sponsorship level, visibility included in the Taste may include any portion or all of the following::

AREA:

- Media (\$15,000)
- Official Excusive (\$15,000)
- Family Village (\$15,000)
- Kids Zone (\$10,000)
- Stage (\$10,000)
- Food Truck Alley (\$10,000)
- Beer and Wine Garden (\$10,000)

- Promotional tent for increased visibility
- Advertisement in program materials
- Status level on event brochure
- Corporate logo on event advertisements
- Corporate logo in Pavilion & Area designation
- Category exclusivity
- Mentions in radio advertising
- Priority seating tickets for concert
- Use of corporate hospitality tents
- Main stage mentions
- Corporate press releases with event press kits
- Parking and delivery permits
- Invitations to press preview party
- Opportunity to distribute pre-approved sample items
- Social media and website advertising

ACTIVITY Sponsorship

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Depending on the Activity sponsorship level, visibility included in the Taste may include any portion or all the following:

ACTIVITY:

Arts Pavilion (\$8,000)

Fitness (\$8,000)

Cook's Corner (\$6,000)

VIP Pavilion (6,000)

- Promotional tent for increased visibility
- Advertisement in program materials
- Status level on event brochure
- Corporate logo on event advertisements
- Corporate logo in Pavilion & Area designation
- Category exclusivity
- Use of corporate hospitality tents
- Main stage mentions
- Invitations to press preview party
- Opportunity to distribute pre-approved sample items
- Social media and website advertising

PARTICIPATING Sponsorship

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Depending on the Participation activation sponsorship level, visibility included in the Taste may include any portion or all of the following:

- Promotional tent for increased visibility
- Opportunity to distribute pre-approved sample items
- Social media advertising

PARTICIPATING:

Organization Party Tent (\$3,500)
Participating (\$1,000)
Banner Package (\$300)
Website Spotlight (\$300)