

TASTE OF INDY 2024

Food. Fun. Music.



WHITE RIVER STATE PARK
SATURDAY, JULY 6 | 11AM-9PM



Partner with us!

Indy

What We're About

OUR MISSION

To enhance the connection between local businesses, food, and family by hosting a community-based event that promotes good food and healthy living.

OUR GOAL

To forge a strong and united network of food service, hospitality, and culinary professionals and business owners while providing educational and networking opportunities.



EXPERIENCE THE LARGEST
FOOD FESTIVAL IN INDIANA

*Consider sponsoring
Taste of Indy!*



The Numbers



REACH AND DEMOGRAPHICS

	2016	2017	2018
ATTENDANCE			
Visitors	12,000	16,000	18,000
Food Vendors	34	48	46
Non-Food Vendors	26	25	30
Musical Acts	12	10	10
EVENT POSTINGS			
Newspaper, Magazine & Message Boards	79	86	82
Television Broadcast: Interviews/Shows	13	12	12
Billboard (Views)	0 (0)	1 (100,000)	1 (547,000)
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
DEMOGRAPHICS			
Gender	60% Women 40% Men	60% Women 40% Men	60% Women 40% Men
Ethnicity	35% African American 40% Caucasian 19% Latino 6% Other	30% African-American 45% Caucasian 19% Latino 6% Other	30% African-American 45% Caucasian 19% Latino 6% Other
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



Each sponsorship is tailored to meet the needs and ROI objectives of the sponsor. Depending on the level, sponsorship packages may include any portion or all of the benefits listed. Sponsoring an established event like Taste of Indy is beneficial to both sponsor and organizer. In-kind and custom offers are welcome and can be viewed as cash.

NAMING SPONSORSHIP

- 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

LEVELS

Title: \$50,000

Presenting: \$40,000

Ticket: \$35,000

AREA SPONSORSHIP

- 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

LEVELS

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

ACTIVITY SPONSORSHIP

- 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

LEVELS

- Arts Pavilion: \$8,000
- Fitness: \$8,000
- Family Village: \$6,000
- Cook's Corner: \$10,000
- VIP Pavilion: \$6,000

PARTICIPATING SPONSORSHIP

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

LEVELS

- Organization Party Tent: \$3,500
- Participating: \$1,000
- Banner: \$300
- Website Spotlight: \$300

QUESTIONS?

Visit us online at tasteofindy.org or email us at info@tasteofindy.org. Thank you for your interest in joining us for the largest food event in Indiana!

–Jonathan Warren, Partner Relations



*We look forward to
partnering with you!*

TASTEOFINDY.ORG