

Food. Music.

Fun!

**WHITE RIVER
STATE PARK
SATURDAY,
JULY 5, 2025**



TASTE OF

Indy
2025

Partner with us!

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

INDIANA'S

largest

FOOD
FESTIVAL

FESTIVAL STATS

~8,000

ATTENDEES

From all over Indiana and **19 other states**, as far as California.

36

FOOD & DRINK VENDORS

25+

EXHIBITORS

7

MUSIC ACTS

3

CHEF DEMOS

MEDIA EXPOSURE

11

TOTAL VIDEO SPOTS
ON WISH-TV & FOX59

5

BILLBOARDS
1.01M Impressions

COVERAGE

12 Radio station trade promos

3 Print/online publication trade promos

Plus: Coverage with 13 WTHR, Indianapolis Business Journal, IndyStar, North Indy Magazine, AXIOS Indianapolis, Destination Indy, INDY Today, We Are Indiana, Indianapolis Recorder... and more!

7

GIVEAWAY PROMOS
300K Reach

NORTH INDY
PUBLICATION

Feature story with:

11,426+ Recipients

DO317 INSTAGRAM
GIVEAWAY

12,882 Impressions

41K Reach

222 Comments

1,023 Website page views

DIGITAL HITS

INSTAGRAM

12,238 Reach

40,115 Impressions

FACEBOOK

13,870 Followers

50,044 Reach

EVENTBRITE

9,294 Total page visits

GROUPON

5,261 Campaign views

VISIT INDIANA PROMO

105k Followers

@THISISNORTHINDY COLLAB

682 Reach July 6 Instagram post

@TWININDY COLLAB

1,867 Reach (2,961 plays)
July 7th Reel

CITY MOMS PROMO

12,000+ Blog & Facebook





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 SPONSOR

\$50,000

EVENT BRANDING

- “The [Your Company Name] Taste of Indy” in all marketing materials

MEDIA EXPOSURE

- Premium placement in all TV commercials
- Featured in radio advertisements
- Primary position on strategic billboard locations

DIGITAL PRESENCE

- Dedicated social media campaign across all platforms
- Custom TikTok videos featuring your brand
- Premium placement in YouTube event coverage
- Instagram Stories and Reels features
- Facebook event page prominent branding
- Influencer Campaign coverage

ON-SITE BENEFITS

- 20'x20' premium booth space
- VIP area naming rights
- Stage presence and speaking opportunities

PRESENTING SPONSOR

\$40,000

EVENT BRANDING

- “Taste of Indy presented by [Your Company Name]” in all marketing materials

MEDIA EXPOSURE

- Featured in all media coverage
- Radio advertisement mentions
- Presence on billboard locations

DIGITAL PRESENCE

- Custom TikTok collaborations
- YouTube event highlights feature
- Instagram posts and stories
- Regular Facebook promotional content
- Influencer Campaign mentions

ON-SITE BENEFITS

- 15'x15' premier location booth
- Secondary stage branding



CORPORATE SPONSOR

\$25,000

MEDIA EXPOSURE

- TV mentions during interviews
- Radio advertisement mentions
- Featured on 3 billboard locations

DIGITAL PRESENCE

- TikTok content features
- YouTube event coverage mention
- Instagram posts and stories
- Regular Facebook mentions

ON-SITE BENEFITS

- 10'x10' booth space
- Brand visibility in common areas

ADDITIONAL BENEFITS FOR ALL SPONSORS

- Logo placement on official event website
- Inclusion in email marketing campaigns
- VIP event passes
- Recognition in press releases
- Post-event recognition and coverage

CONTACT

For more information about sponsorship opportunities, please contact our Sponsorship Team.

Email: info@tasteofindy.com

Phone: (317) 455-6783

AREA SPONSOR \$10,000

CHOOSE ONE EXCLUSIVE AREA

- Beer Garden Naming Rights
- Main Stage Branding
- Activity Zone Sponsorship
- Food Truck Alley Title Rights

MEDIA EXPOSURE

- Mentioned in local media coverage
- Area-specific signage and banners

DIGITAL PRESENCE

- Social media mentions
- Featured in area-specific promotions
- Website recognition

ON-SITE BENEFITS

- 10'x10' booth space in sponsored area
 - Branded signage throughout chosen area
 - 5 VIP event passes
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LOCAL BUSINESS SPONSOR \$5,000

Perfect for small to medium-sized local businesses looking to connect with the community, this sponsorship level is designed to give local businesses premium exposure to their target market while supporting a community event.

MEDIA EXPOSURE

- Listed in local media coverage
- Featured in event program
- Local business spotlight feature

DIGITAL PRESENCE

- Business highlight on event social media
- Logo placement on website
- Featured in "Support Local" email campaign

ON-SITE BENEFITS

- 8'x8' booth space in prime location
 - Business banner display
 - 3 VIP event passes
-

ORGANIZATIONAL SPONSOR \$1,000

Available exclusively to registered 501(c)(3) non-profit, community-based organizations, this special sponsorship tier is designed to support local non-profit organizations in showcasing their community impact while participating in Taste of Indy. Documentation of 501(c)(3) status required.

MEDIA EXPOSURE

- Listed in event program
- Mentioned in local press releases

DIGITAL PRESENCE

- Logo on event website
- Social media acknowledgment
- Inclusion in email newsletters

ON-SITE BENEFITS

- 8'x8' booth space
 - Standard event signage
 - 2 VIP event passes
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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