

# 23RD ANNUAL CHAMPIONSHIP BBQ AND COOK-OFF



## SPONSORSHIP BENEFITS

SUNDAY MAY 17, 2020  
GALLERIA MARCHETTI, 4:00 - 7:00 PM

BROUGHT TO YOU BY  
FLAVOR FORAYS



## CORPORATE SPONSORSHIP: \$15,000 NET

**PRODUCT VISIBILITY.** Each sponsor is given the opportunity to showcase their product at an individual table staffed by either their own chef, mixologist or brand ambassador. In addition, the 15 competing celebrity chefs in the "Cook-Off" competition are offered the opportunity to use a sponsor's product in their creations.

**SETUP.** Sponsors are provided an 8 ft. serving table (front) and a 6 ft. prep table (back). Sponsors are encouraged to create interesting, interactive spaces that enhance their brand's presence and best showcase their products within the event's theme. Sponsor logos are included on all signage at the event.



**EQUIPMENT.** Sponsors can choose from the rental equipment list (grills, induction burners etc.) to support their area. Specialty equipment can be rented for an additional charge. (fryers, refrigeration, etc.)

All sponsor chefs and teams must be self-contained, there are no kitchen privileges at the venue. Chefs must bring all their own small wares (tongs, serving spoons, serving platters, etc.)

**SERVING WARE.** Environmental-friendly bamboo tasting plates along with napkins, cutlery and drinkware are provided in each sponsor's area.





**TICKETS.** Each sponsor receives 10 tickets for representatives from their company including their corporate chef.

**TRADE INVITATION-ONLY EVENT.**

As a sponsor you are entitled to submit up to 250 names and email addresses of clients, restaurateurs and restaurant chefs to add to the list of invitees. This is an exclusive opportunity to meet with your current and prospective customers in a lively and fun culinary setting.

**EXPOSURE.** Sponsor logos will appear on all printed materials at the event in pre- and post-event ads in Plate magazine promoting the BBQ. 2,000+ restaurant operators will be invited and sponsor's logo will be featured in the invitation. As the event media partner, Plate magazine sends out the invitations and publicizes the event.

**CUSTOMER INTERACTION.** Past attendees include f&b executives from Marriott, Disney, Applebees, Morton's, Ritz Carlton, Smith and Wollensky, Myriad Restaurant Group, Nobu and many other chains and independent restaurateurs from all over the country.

**GRATIFICATION.** Sponsorship fees make it possible to donate generously to The Greater Chicago Food Depository and also to World Central Kitchen, the charity founded by celebrity chef José Andrés whose mission is to help eradicate hunger. World Central Kitchen is a chef driven non-profit focused on smart solutions to hunger and poverty. For more information, visit [www.chicagosfoodbank.org](http://www.chicagosfoodbank.org) and [www.worldcentralkitchen.org](http://www.worldcentralkitchen.org).

**ATTENDEE DATA.** A complete list of all operator attendees (including names, phone numbers and email addresses) is provided to sponsors for follow-up after the event.

**PHOTOS.** Sponsors receive all event photos taken by the official event photographer.

**PAST SPONSORS.** Include Sweet Street, Smithfield, Nestle Waters, Perfect Puree, Impossible Foods, Cardinal, Farmers Brothers, Wines of France, Stella Artois, Brown Forman and Wines of Chile etc.

