



# EVENT SPONSORSHIP INFORMATION

JULY 20, 2017



VIP» 4:30-8:00PM

GENERAL ADMISSION» 5:30-8:00PM

---

## *Green City Market*

LINCOLN PARK, 1817 N. CLARK

---

### TICKET PRICES

General Admission: \$125

VIP: \$250

### ATTENDANCE

2000-2500 PEOPLE

---

### BENEFIT

Green City Market's key fundraising event raises money to support our free educational and outreach programs such as Club Sprouts, Edible Gardens, Chef Demonstrations, Compost, and our LINK Double Value Matching program. Money raised also goes to support our operational budget to give our farmers a marketplace to sell healthy sustainably produced food.

---

### FOR MORE INFORMATION

[www.greencitymarket.org](http://www.greencitymarket.org)



## ABOUT GREEN CITY MARKET

Green City Market (GCM) is Chicago's first sustainable, year-round farmer's market. Founded in 1998 by Abby Mandel in a alley next to the Chicago Theatre, GCM has grown from six local farmers to over 50 third-party certified farms traveling an average of 135 miles to our markets.

## OUR MISSION

Green City Market's mission is to provide a marketplace for purchasing sustainably grown food and connecting farmers and local producers directly to chefs and the greater Chicago community. We provide educational programming at the market and in communities, and access to healthy, sustainably grown food through our LINK Double Value program for all Chicagoans.

## ABOUT THE CHEF BBQ

The Green City Market Chef BBQ is one of Chicago's most anticipated food events of the summer. It provides an opportunity for GCM farmers and Chicago chefs to collaboratively create dishes that highlight the best of what the Midwest has to offer in one incredible local food event.

## EVENT DESCRIPTION

Over 100 of Chicago's top restaurants and beverage purveyors provide tasting portions of local, sustainable heirloom produce, heritage meats, and craft beverages sourced from GCM farmers. Attendees get to interact with the chefs and mixologists while enjoying market-inspired creations.

## GENERAL ADMISSION ATTENDEES

Attendees in this category are 28-55 years of age and are college-educated professionals.

## VIP ATTENDEES

Attendees in this category are high-level executives with annual incomes exceeding \$100,000, hold advanced degrees, are married with children, and are major players in the philanthropic community.

## MARKETING AND SOCIAL MEDIA REACH

We promote the GCM Chef BBQ via various marketing and social media outlets. Sponsors can find our reach below.

Newsletter	10,000	Twitter Followers	25,600
Facebook	23,707	Instagram	17,100
Website Homepage averaging 30,000 page views per month			
Event page 10,200 page-views from May 1st through event date			



## *Presenting Sponsor:* - \$35,000 (EXCLUSIVE TO ONE SPONSOR)

### PRE/POST EVENT MARKETING OPPORTUNITIES

- Your company will be listed as the Presenting Sponsor on all communications regarding the 2017 GCM Chef BBQ including press releases, GCM website event page, online ticket purchase venue, and promotion in 10 GCM weekly e-newsletters
- Your company will be mentioned in 4 posts across all three of our social media platforms: Facebook, Instagram and Twitter. (If sponsorship agreement is signed by February 1, 2017, sponsor will be mentioned in 5 posts across all three platforms) Mentions will draw a direct link to your support of GCM programs and initiative
- Your logo on GCM Chef BBQ signage at Market Information tent. Markets are held on Wednesday and Saturday with over 10,000 attendees per week
- You will have the opportunity to provide a guest blog for GCM about what your business/organization is doing in regards to sustainability or why you chose to support the GCM Chef BBQ
- You will have the opportunity to be present at two GCM markets leading up to the GCM Chef BBQ. Dates and at-market materials must be approved in advance by GCM. The Presenting sponsor will receive a 10x10 space.
- Sponsor will be invited to attend the GCM Chef BBQ Breakfast on Wednesday, May 10, 2017, which brings together participating chefs and farmers to kick off the GCM Chef BBQ season (details to follow)
- Listing in 2017 online Annual Report (available in 2018)

### AT EVENT MARKETING OPPORTUNITIES

- Your logo will be listed as Presenting Sponsor on event banner and entrance banners
- Signage with your logo at 3 event entrances
- Your logo will be placed on the front cover of the GCM Chef BBQ program with the verbiage "Presented by"
- A full-page, color ad in the program (ad design supplied by sponsor)
- Your logo will be printed on all General Admission and VIP wristbands
- You will have the opportunity to provide items and promotional material to be included in Chef Gift Bag, to be distributed to over 100 of Chicago's best chefs and beverage purveyors (130 items; must be pre-approved by GCM)
- You will have the opportunity to provide a company banner to be displayed on the VIP fencing at the event (dimensions provided, supplied by sponsor, approved by GCM)
- As a thank you to our Presenting sponsor, you will be provided with 20 VIP tickets (valued at \$5,000) which includes 2-tables with seating for a total of 20 people, early access to the event and additional food and beverage options



## *Lead Sponsor: - \$10,000*

### PRE/POST EVENT MARKETING OPPORTUNITIES

- Your company will be listed as a Lead Sponsor on the GCM website event page, online ticket purchase venue, and 3 of the GCM weekly e-newsletters
- Your logo will be included across all three of our social media platforms: Facebook, Instagram and Twitter (If sponsorship agreement is signed by February 1, 2017, sponsor will be mentioned in 4 posts across all three platforms) Mentions will draw a direct link to your support of GCM programs and initiatives
- Sponsor will be invited to attend the GCM Chef BBQ Breakfast on Wednesday, May 10, 2017, which brings together participating chefs and farmers to kick off the GCM Chef BBQ season (details to follow)
- Listing in 2017 online Annual Report (available in 2018)

### AT EVENT MARKETING OPPORTUNITIES

- Your company logo will be listed as a Lead Sponsor on the event banner and entrance banner
- A half page, color ad in the GCM Chef BBQ program (ad design supplied by sponsor)
- As a thank you to our Lead sponsors, you will be provided with 10 VIP tickets (valued at \$2,500), which includes early access to the event and additional food and beverage options (Note: this option does not include seating in the VIP area)
- You will have the opportunity to provide items and promotional material to be included in Chef Gift Bag, to be distributed to over 100 of Chicago's best chefs and beverage purveyors (130 items; must be pre-approved by GCM)



## *Supporting Sponsor: - \$5,000*

### PRE/POST EVENT MARKETING OPPORTUNITIES

- Your company will be listed as a Supporting Sponsor on the GCM website event page, online ticket purchase venue, and in one GCM e-newsletter
- Sponsor's logo will be mentioned in 3 posts on our Facebook and Twitter platforms (If sponsorship agreement is signed by February 1, 2017, sponsor will be mentioned in 4 posts on the Facebook and Twitter platforms)
- Listing in 2017 online Annual Report (available in 2018)

### AT EVENT MARKETING OPPORTUNITIES

- Your company logo will be listed as a Supporting Sponsor heading on event banner and entrance banners
- A quarter page, black & white ad in the GCM Chef BBQ program (ad design supplied by sponsor)
- As a thank you to our Supporting sponsors, you will be provided with 10 General Admission tickets (valued at \$1,250)
- You will have the opportunity to provide item to be included in Chef Gift Bag to be distributed to over 100 of Chicago's best chefs and beverage purveyors (130 items; Must be pre-approved by GCM)



## *Associate Sponsor:* - \$2,500

### PRE/POST EVENT MARKETING OPPORTUNITIES

- Listing in 2017 online Annual Report (available in 2018)
- Your logo will be listed on the event page of the GCM website
- Your logo will be listed in 1 post on our Facebook and Twitter platforms (If sponsorship agreement is signed by February 1, 2017, sponsor will be mentioned in 2 posts on the Facebook and Twitter platforms)

### AT EVENT MARKETING OPPORTUNITIES

- Your company logo will be listed under the Associate Sponsor heading on event banner
- Your company name and logo listed in program under the Associate Sponsor heading
- As a thank you to our Associate sponsors, you will be provided with 4 General Admission tickets valued at \$500
- You will have the opportunity to provide an item to be included in Chef Gift Bag, to be distributed to over 100 of Chicago's best chefs and beverage purveyors (130 items; must be pre-approved by GCM)