



a (mostly)
VEGGIE
AFFAIR

FALL 2017

EVENT SPONSORSHIP

THURSDAY, NOVEMBER 9, 2017

VIP 5:30–10:00 PM

GENERAL ADMISSION 6:30–10:00 PM

LAKESHORE BEVERAGE

400 N. Elizabeth St.

Chicago, IL 60642

TICKET PRICES

VIP Early Bird - \$75

General Admission Early Bird - \$60

VIP - \$80

General Admission - \$65

ATTENDANCE

350–400 Chicago foodies, farmers, and friends

EVENT DETAILS

This event brings together more than 350 guests to taste and celebrate the important partnerships between restaurants and farmers throughout the Midwest. All proceeds from the event go to the market's Link Matching Program, so that shoppers across the city can access the healthy and sustainably-raised foods sold at the Green City Market.

FOR MORE INFORMATION

www.greencitymarket.org



ABOUT GREEN CITY MARKET

Green City Market's mission is to cultivate a more sustainable Chicago food system through farmers markets, edible education programs, and food access initiatives. We offer vibrant, year-round markets paired with engaging at-market programs including chef demos, youth activities, Link matching, and compost. GCM runs a Produce Box in Bronzeville where we sell local fruits and veggies on a weekly basis throughout the summer. GCM also works with local schools to provide hands-on cooking and gardening education.

GCM was founded in 1998 by Abby Mandel, a notable Chicago food writer who wanted to increase the availability of local, sustainably grown food. What started as a small startup with six farmers in an alley next to the Chicago Theater has since grown to include over 50 third-party certified vendors along with education and access programs that further create community around food.

ABOUT AMVA

A (Mostly) Veggie Affair raises funds for Green City Market's Link Matching program, which matches Link and SNAP benefits dollar-for-dollar up to \$15 for shoppers at every GCM market location. The program ensures that low-income community members are able to shop for fresh, local fruits, vegetables, meats, and breads that otherwise might be cost-prohibitive. It is important to GCM that all Chicagoans, regardless of income level, are able to access good food and connect with local growers. AMVA proceeds benefit GCM Link Matching while raising awareness of the program.

The event will feature ~25 local chefs preparing dishes with GCM vendor produce. We'll also feature some of the city's best bartenders, brewers, and mixologists pouring drinks made with GCM ingredients and local spirits. Attendees can sample offerings, chat with chefs, learn about GCM's mission, and savor the taste of fall in the Midwest!

ATTENDEES

Attendees include professionals 25-55 years of age who share an interest in local food and sustainability.

MARKETING AND SOCIAL MEDIA REACH

We promote A (Mostly) Veggie Affair via various marketing and social media outlets. Sponsors can find our reach below:

Newsletter	10,000	Twitter Followers	25,700
Facebook	24,400	Instagram	23,400

Website Homepage averaging 30,000 page views per month

Event page 10,200 page-views from September through event date



PRESENTING SPONSOR: \$5,000

(exclusive to one sponsor)

PRE-EVENT MARKETING OPPORTUNITIES

- Listing as the Presenting Sponsor on all communications regarding the 2017 A (Mostly) Veggie Affair, including press releases, GCM website event page, online ticket purchase venue, and promotion in 6 GCM weekly e-newsletters.
- Mentions in 5 total posts across all three of our social media platforms including Facebook, Instagram and Twitter. Mentions will draw a direct link to your support of GCM programs and initiatives.
- Logo on A (Mostly) Veggie Affair signage at Market Information tent. Markets are held on Wednesday and Saturday with over 10,000 attendees per week.
- 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 A (Mostly) Veggie Affair.

AT-EVENT MARKETING OPPORTUNITIES

- 10 VIP tickets to A (Mostly) Veggie Affair
- Verbal recognition during event program
- Opportunity to provide items and promotional material to be included in VIP Gift Bag
- Signage with prime logo placement in event main space

LEAD SPONSOR: \$2,500

PRE-EVENT MARKETING OPPORTUNITIES

- Listing as a Lead Sponsor on all communications regarding the 2017 A (Mostly) Veggie Affair, including press releases, GCM website event page, online ticket purchase venue, and promotion in 2 GCM weekly e-newsletters.
- Mentions in 3 total posts across all three of our social media platforms including Facebook, Instagram and Twitter.

AT-EVENT MARKETING OPPORTUNITIES

- 6 VIP tickets to A (Mostly) Veggie Affair
- Opportunity to provide items and promotional material to be included in VIP Gift Bag
- Signage with your logo in event main space



SUPPORTING SPONSOR: \$1,000

PRE-EVENT MARKETING OPPORTUNITIES

- Listing as a Supporting Sponsor on all communications regarding the 2017 A (Mostly) Veggie Affair, including press releases, GCM website event page, online ticket purchase venue, and promotion in 2 GCM weekly e-newsletters.
- Mentions in 2 total posts across all three of our social media platforms including Facebook, Instagram and Twitter.

AT-EVENT MARKETING OPPORTUNITIES

- 4 VIP tickets to A (Mostly) Veggie Affair
- Signage with your logo in event main space

DIGITAL SPONSOR: \$500

PRE-EVENT MARKETING OPPORTUNITIES

- Listing as a Digital Sponsor on all communications regarding the 2017 A (Mostly) Veggie Affair, including press releases, GCM website event page, online ticket purchase venue, and promotion in 2 GCM weekly e-newsletters.
- Mentions in 1 total post across all three of our social media platforms including Facebook, Instagram and Twitter.

AT-EVENT MARKETING OPPORTUNITIES

- 2 VIP tickets to A (Mostly) Veggie Affair
- Signage with your logo in event main space

IN-KIND DONOR

MARKETING OPPORTUNITIES

- We are incredibly grateful for in-kind donations and services to enhance our event. We will recognize in-kind donors in 1 AMVA social media post.