

Sponsorship Guide



September 17, 2023 | Dawes House | 225 Greenwood St, Evanston



Great Food for a Good Cause!

Taste of Evanston is a unique event that unites community with local eateries, while blending marketing and engagement with charitable giving. Showcase your brand while contributing to the fight against homelessness and assisting those in need of affordable housing. Gain exposure through a variety of marketing opportunities including branding, engagement, media and hospitality options customizable to meet your specific business objectives.

HOSTED BY

Evanston Lighthouse
Rotary
Club



MEDIA



The Daily Northwestern



Chicago Tribune

CHICAGO SUN-TIMES

TASTEOFEVANSTON.ORG

CONNECT WITH US!





Taste of Evanston supports Evanston Lighthouse Rotary Club's local and international philanthropic programs that champion peace, fight illiteracy and poverty, promote clean water and sanitation, and combat disease.

Why Sponsor

Your sponsorship of Taste supports two prominent local organizations working to end homelessness and provide affordable housing in our community. Connections for the Homeless helps individuals and families that are homeless or threatened with homelessness to achieve stable housing. Reba Place Development Corporation develops safe, decent and affordable housing that demonstrates how the diverse racial and cultural groups in Evanston can thrive together.

Did you know?

- About 46% of Evanston households have incomes under \$75,000 a year, yet 71% of those households pay more than 30% of their income on housing.
- At the same time, of the 54% of households with incomes over \$75,000, only 8% pay more than 30% of their incomes for housing.
- A minimum wage worker would need to work 96 hours a week to afford the average 2-bedroom apartment in our region.
- In total, nearly 40% of Evanston households pay more than 30% of their income on housing, the majority with lower than average incomes.



Benefits of Sponsoring the Taste of Evanston

- ✓ As a sponsor, your company name and logo will be included in a robust digital marketing campaign reaching thousands of local community members. Our targeted promotional program will also include magazine, newspaper, radio and television advertising.
- ✓ The Taste of Evanston is an opportunity to promote your brand to more than 600 attendees. Event attendees include local and surrounding area residents, business owners, executives, directors, principals, decision makers and more!
- ✓ Most importantly, when you support the Taste of Evanston, you become part of a growing group of individuals and organizations working hard to create lasting solutions to address the issues of homelessness and lack of affordable housing in Evanston.

Sponsorship Packages

Sign Up Now To Maximize Your Exposure!

BON VIVANT - \$10,000+

- Sponsor will receive co-sponsorship rights of Taste of Evanston
- Recognized from event stage during announcements and in between performances
- Dinner for four at a Taste of Evanston partner restaurant of your choice
- Includes a booth space (up to 10'x20') at the event (sponsor responsible for all equipment)
- Sponsor included in all press releases and media alerts, inclusion (when possible) on any radio or television sponsorships received for the event
- Sponsor will receive up to 12 Taste of Evanston event passes
- Prominent inclusion on Taste of Evanston event signage
- Prominent inclusion on Taste of Evanston website
- Prominent inclusion on event program
- Prominent inclusion on sponsor banner
- Prominent inclusion on all printed marketing materials
- Prominent inclusion on social media and email campaigns

THE CONNOISSEUR - \$5,000

- Recognized from event stage during announcements and in between performances
- Includes a booth space (up to 10'x10') at the event (sponsor responsible for all equipment)
- Sponsor will receive 8 Taste of Evanston event passes
- Inclusion on Taste of Evanston event signage
- Inclusion on Taste of Evanston website
- Inclusion on event program
- Inclusion on sponsor banner
- Inclusion on all printed marketing materials
- Inclusion on social media and email campaigns

EPICURE - \$2,500

- Sponsor will receive 6 Taste of Evanston event passes
- Inclusion on Taste of Evanston event signage
- Inclusion on Taste of Evanston website
- Inclusion on event program
- Inclusion on sponsor banner
- Inclusion on printed marketing materials
- Inclusion on social media and email campaigns

GOURMET - \$1,000

- Sponsor will receive 4 Taste of Evanston event passes
- Inclusion on Taste of Evanston website
- Inclusion on event program
- Inclusion on sponsor banner
- Inclusion on printed marketing materials
- Inclusion on social media and email campaigns



FOODIE - \$500

- Sponsor will receive 2 Taste of Evanston event passes
- Inclusion on Taste of Evanston website
- Inclusion on event program
- Inclusion on social media campaigns

SAMPLER - \$250

- Listing on the Taste of Evanston website
- Inclusion in social media campaigns
- Inclusion on event program

IN-KIND DONATION

Sponsorship benefits will be awarded at the value equivalent to the dollar value of the donation.

Silent Auction Item	Ice
Printing	Water
Signage	Wine
Soda	Advertising

This is a rain or shine event. Inclement weather or Acts of God will not result in the cancellation of the event or the refunding of your fees.

Bon Vivant



Epicure







Gourmet



















THE MYRA AND LINCOLN JANUS FUND, ART WILLIAMS, MICHAEL DAVIS, LINDA GERBER, BRUCE BAUMBERGER, HAROLD & KAREN BAUER, HENRY DANIELS, @TIMSEEDPHOTOGRAPHER, OLEN VIDEO PRODUCTIONS

Foodie











BARB MILES, STEVE GORANSON, BRAD WEISS, MARISA NAUJOKAS, KATE COLLINSON

Sampler







ANN WEATHERHEAD, GERRY BAUMANN, YVES LASSERE, PAUL BROWN, WILL STEINER, KATHY TATE-BRADISH

Taster

CHARLOTTA KOPPANYI, KEITH BANKS, KARENA BIERMAN, LESLEY PETERS, CHICAGO COMMERCIAL APPRAISAL GROUP

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