

CHICAGO MARGARITA FESTIVAL



“Although the precise origin of the margarita is unknown,
it is a fact they are followed by joy and laughter.

Chicago Margarita Festival

Chicago Margarita Festival

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SPONSORSHIP PACKET AND EVENT OVERVIEW

It is undeniable margaritas have become one of America's favorite cocktail drinks. Ironically, the origin of this drink is unknown. However, we do know margaritas are pleasurable drinks enjoyed by many and are made for lounging and sipping with family and friends. It is in this spirit that the Chicago Margarita Festival was created.

MISSION

Chicago Margarita Festival will bring together Chicagoans of all walks of life, ethnicities and genders to enjoy one common thing, margaritas. In fact, as the only margarita festival in Chicago, our aim is to become the staple margarita festival in Chicago and the entire Midwest enjoyed by many years to come.

INFORMATION

Date: Saturday, July 27th & Sunday, July 28th, 2019

Time: 12:00pm to 12:00am

12:00pm to 7:00pm

Location: Navy Pier, 600 E. Grand Ave., Chicago IL 60605

Attendance 2018: 5,000

Sponsorship Benefits & Value Proposition:

Chicago Margarita Festival is a high-profile event that offers sponsors access to a targeted audience of well-heeled tastemakers and far reaching marketing platforms. Festival sponsorship opportunities aim to build brand awareness, drive traffic to your business, launch new products or services and connect with your consumers in a fun and relaxed atmosphere. Sponsors receive benefits such as frequent brand exposure through brand mentions on-site as well as in publicity promotions; sale opportunities through sampling and displays; and direct alignment with Chicago Margarita Festival's well-heeled, high income consumers.

Contact:

Alex, Sponsorship Director

(312)-380-9762

chgomargaritafest@gmail.com



Title Sponsor \$25,000

- Naming rights to festival including all the benefits below

Presenting Sponsor \$15,000

- Prominent on-site presence
- Complimentary 10x10 booth space onsite at the festival
- Two (2) banners placed in prime locations at the festival
- Publications: customizable social media, website and email blasts
- Logo on sponsored event page
- Logo on sponsor recognition page
- On-Site Signage: Logo on (2) sponsor recognition signs
- Verbal Recognition: Name recognition as sponsor by stage emcees/PA announcements

Platinum Sponsor \$10,000

- Complimentary 10x10 booth space (corner if available) on site at the festival
 - One (1) banner placed in a prime location at the festival
- Publications: website and social media
- Logo on sponsor recognition page
- On-Site Signage: Logo on (1) sponsor recognition signs

Gold Sponsor \$5,000

- Complimentary 10x10 booth space on site at the festival
- One (1) banner placed in a prime location at the festival
- Logo on sponsor recognition page

Silver Sponsor \$2,500

- Complimentary 10x10 booth space on site at the festival

Friend of \$750

- Publications: Social Media, text credit on sponsor recognition page

In Kind Sponsors

- All in kind sponsors will receive an equivalent exposure to value of donation

