



## Purpose and audience

### **Purpose/mission:**

Our team is currently cooking up the second annual **à la carte Chicago**, a celebration of contemporary French food and art of living. Our food, wine and events, are designed and priced to excite and inspire food lovers of all ages.

**October 20 – 30, 2016**, everyone is invited to celebrate the French table! For 10 days, guests will experience new and classic foods, pastries, and beverages all while discovering the many flavors of France!

This 10-day event includes specially crafted menus at restaurants, cooking workshops, tastings, a recipe contest via social media, and activities for families and children...

### **Attendees include:**

- Residents of Chicago, Chicago region and the Midwest
- Foodies and newbies alike
- Aspiring culinary professionals

### **Demographics:**

- Ages: 25 – 35 (30%)  
35 – 44 (20%)  
44 – 55 (15%)
- 60% female

### **Online potential market reach (monthly):**

- Websites visitors est. 6,000 (extended network visitors 75K+)
- Social media followers 700 (extended network followers 100K+)
- Email subscribers 2,500 (extended network subscribers 65K+)

## This year's program and highlights

- Over 20 specialized events
- Prix-fixe menus in over 50 participating restaurants
- A raffle
- The opportunity to shadow a French Chef
- A launch party



## Sponsorship levels

It is our pleasure to provide your company with the following recognition:

	Level	GOLD	SILVER	BRONZE	In-Kind
	Number of sponsors limited to	2	8	12	
	Amount (US\$)	\$5,000	\$2,500	\$1,000	
<b>Your logo placement in...</b>					
A business profile page on our website					
Our social media presence (with a reach of over 700 followers to date) in advance of, during and after the event					
Our email newsletter, distribution 2,500+, relayed by all partners to 65K+ subscribers, in advance of and during the event					
Our website's homepage (6,000 unique visitors per month) in advance of, during and after the event					
A full page feature story on our blog					
Special mention of your active marketing /advertising campaign					
<b>Special social media posting / mention</b>					
	12 posts				
	8 posts				
	6 posts				
<b>Additional opportunities</b>					
Opportunity to win two tickets to Passport to France					
Strategic placement of your corporate marketing material during our launch party with the press, French culture related events, and facilities. Your logo on printed material.					
Inclusion in all press and marketing surrounding the Festival (distribution to over 200 websites, potential for 10,000,000 impressions)					

Special consideration may apply

### Thank you to our previous and current sponsors:

Alliance Française de Chicago, Chez Moi, Chevalier Fine Wines, Comité National des Conseillers du Commerce Extérieur de la France

### For additional information, contact :

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**Deadline for logos and participation: September 1st, 2016**