



*The Award-Winning*  
**TASTE OF ST. LOUIS**  
**SEPTEMBER 23-25, 2011**

**SPONSORSHIP OPPORTUNITIES**





## EVENT OVERVIEW

The Taste of St. Louis, with an overall attendance of over 300,000, has become one of the region's largest and most anticipated events. Awards received in the last few years include **#1 Family Festival** by the **St. Louis Post Dispatch** Readers' Poll, the prestigious **Vincent J. Bommarito Award** and **AAA Best of the Midwest, 2010**. It has also media attention for its event-greening efforts which resulted in a 65% waste diversion from landfills and for the first ever major deployment of *Square* – a smart-phone based credit card application. Event attractions include delectable cuisine from the area's best eateries, 3 days of music concerts, an Art & Wine Walk, family activities and interactive displays in our sponsor Marketplace.

The popularity and national buzz surrounding the event has made the Taste of St. Louis a "must" for national sponsors, mobile marketers and regional partners.

**Just 3 blocks from Busch Stadium, the 2011 Taste will take place during the season-ending Cards/Cubs rivalry match-up.** The event will support multiple charities, including Missouri's Food Outreach.

## EVENT DETAILS

**Location:** Soldiers' Memorial, Downtown St. Louis

**Friday, September 23 4 pm – 11 pm**

**Saturday, September 24 11 am – 11 pm**

**Sunday, September 25 11 am – 8 pm**

**Crowd Estimate:** 300,000+ patrons over three days

**Past Sponsors:** Cadillac, Sharp, Playstation, US Cellular, Brown-Forman, Anheuser-Busch, Pinnacle Entertainment, Ford, Macy's, U.S. Bank, Panera, Avon, Charbroil, Geico, Jeep, Paramount Pictures, Charter Communications, Tums, Disney, QuikTrip, Crocs.

### Demographics

<b>Age:</b> Under 8yrs (11%)	8-24yrs (35%)
25-50yrs (45%)	51+(9%)

<b>Gender:</b> Male (48%)	Female (52%)
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<b>Marital Status:</b> Married (46%)	Single (54%)
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<b>Education:</b> High School (38%)	College (52%)
Other (10%)	

<b>Income:</b> \$40K or less (40%)	\$40-75K (46%)
\$75K or more (14%)	

<b>Ethnicity:</b> Caucasian (59%)
African American (29%)
Other (12%)



## EVENT HIGHLIGHTS & SPONSORSHIP OPPORTUNITIES

### CULINARY STAGE/CHEF SHOWCASES

As the centerpiece of the event, the Culinary Stage features the best of the best, battling it out for the title *Taste of St. Louis Master Chef*. **Top Chef Masters' Hubert Keller, Top Chef's CJ Jacobson** and **Food Network's Chopped Champion Marc Bynum** were just a few of the celebrities who have recently participated.

### PIZZA GAMES

Modeled after the World Pizza Games, the Taste of St. Louis Pizza Games drew huge crowds and media attention. Pizziolas competed in multiple categories for the title Taste of St. Louis Pizza Champion.

### RESTAURANT ROW

Over 45 of St. Louis's finest restaurants provide an eclectic array of award-winning cuisine. From open until close each day, Restaurant Row is packed with patrons enjoying a variety of dishes prepared right in front of their eyes by our city's best chefs.

### MAIN STAGE

The Main Stage always draws large crowds by offering free entertainment all three days of the event. Past national acts include **The Neville Brothers, Live, Everclear and Ozomatli** as well as many local favorites.

### BLUES STAGE

St. Louis has been home to some of the most influential Blues artists in the country. The Taste celebrates this rich history by offering free concerts by iconic STL Blues legends in a laid-back dining atmosphere.

### ART & WINE WALK

The Art & Wine Walk gives patrons an opportunity to sample a selection of the finest wines while experiencing incredible artistry from top local and national artists. Tasting tickets may be purchased from wine stations found throughout the artists' area.

### THE MARKETPLACE

Mobile marketers, national corporations and St. Louis-based businesses offer fun, interactive and educational experiences throughout the Marketplace. The one-on-one interaction with the Taste demographic keeps our sponsor partners coming back every year. *Because mobile unit space is limited, we recommend contacting us early to reserve your space.*

### THE KIDS' KITCHEN

The Taste offers top-notch family entertainment on Saturday and Sunday of the event weekend. From educational food classes to dancing, singing and crafts, the Kids' Kitchen offers something for the entire family.



**MEDIA** (includes but not limited to):

- Sauce Magazine
- The Riverfront Times
- St. Louis Magazine
- St. Louis Post Dispatch
- Suburban Journals
- The Green Sheet
- KMOV Channel 4
- KVTI Channel 2
- KSDK Channel 5
- KPLR Channel 11
- KEZK – Soft Rock 102.5 FM
- KMOX – Newsradio 1120 AM
- KYKY Y – 98 FM
- KPNT – 105.7 FM The Point
- KSHE – 95 FM Real Rock Radio
- KATZ – Hallelujah 1600 AM
- KLOU – Rewind 103.3 FM
- KMJM – Majic 104.9 FM
- KSD – 93.7 FM The Bull
- KSLZ – FM Z 107.7 FM
- WSDD – 103.3 FM The Sound
- KFNS – 590 AM Sports Radio
- KFTK – 97.1 Talk
- Metromix.com
- STLToday.com
- Saint Louis Front Page (slfp.com)

## SPONSORSHIP LEVELS & BENEFITS FOR THE TASTE OF ST. LOUIS 2011

■ **PRESENTING SPONSOR – TASTE OF ST. LOUIS 2011:** Presenting sponsorship available - contact us for details

■ **SUSTAINABILITY PARTNER**

Contact us for details

■ **TITLE/NAMING RIGHTS TO EVENT COMPONENT**

Title/Naming rights opportunities are available for the following event components:

- Culinary Stage
- Main Stage
- Blues Stage
- Kids' Kitchen
- Showcase Stage
- Marketplace
- Art & Wine Walk
- Pizza Games
- Category exclusivity – no other like company may sponsor the 2011 event at any level
- Title/Naming inclusion in associated broadcast, print advertising, collateral materials, social media, internet and PR *(Complete inclusion list can be provided upon request)*
- Premium footprint for promotions, interactive experiences and sales
- Customized mentions in multiple social media platforms
- Name in title/prominent logo inclusion in event program and on event map
- Front page ad on TasteSTL.com and prominent logo/hotlink on TasteSTL.com sponsor page
- Ability to customize your sponsorship via one of our established event components listed above
- Signage placement opportunities (sponsor provides) throughout the event site
- Roaming rights throughout entire event site
- Main Stage announcement opportunities
- Public relations opportunities
- Substantial VIP hospitality package: 40 VIP tickets which include complimentary beverages, hors d'oeuvres and premium views of the Main Stage

■ **OFFICIAL SPONSOR**

- Category exclusivity – no other like company may sponsor the 2011 event at any level
- Official Status in associated broadcast, print advertising, collateral materials, social media, internet and PR where applicable *(Complete inclusion list can be provided upon request)*
- Display space for promotions, interactive experiences and sales
- Customized mentions in multiple social media platforms
- Official status/prominent logo inclusion in event program and on event map
- Prominent logo/hotlink on TasteSTL.com sponsor page
- Ability to customize your sponsorship
- Signage placement opportunities (sponsor provided)
- Public relations opportunities
- 24 VIP tickets which include complimentary beverages, hors d'oeuvres and premium views of the Main Stage

■ **TASTE PARTNER/MOBILE UNIT PARTICIPANT**

- Various footprint sizes available for promotions, interactive experiences and sales
- Signage placement opportunities (sponsor provides)
- Ability to interact with patrons within 50ft of your footprint
- 10 VIP tickets which include complimentary beverages, hors d'oeuvres and premium views of the Main Stage

■ **TASTE PARTICIPANT**

- 10x10 footprint for promotions, interactive experiences and sales
- Signage placement opportunities (sponsor provides)
- Ability to interact with patrons within 20ft of your booth

For more information about sponsorship opportunities for the Taste of St. Louis 2011, contact **Mike Kociela** at **314-534-2100 x22** or **mike@TasteSTL.com**.