



# 2015

## Chicago Food Day Sponsorship Program

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Chicago   
**FOOD DAY**  
OCTOBER 22-24, 2015

# 2015 Chicago Food Day Sponsorship Program

## Chicago Food Day

The Center for Science in the Public Interest (CSPI) leads the national Food Day initiative with public policy advocacy and research information. Chicago Food Day brings the initiative to life for Chicago businesses and community members. Under the theme, “Eat Real Chicago,” Chicago Food Day assembles some of the most prominent voices for change in the food movement, united by a vision of food that is healthy, affordable, and produced with care for the environment, farm animals, and the people who grow, harvest and serve it. Chicago Food Day maintains a yearlong presence, celebrating with activities in Daley Plaza on October 22.

## The Chicago Food Day Audience

Reach business owners, working professionals, parents, students that all share interest in improving their daily lifestyle and their long-term health. These individuals also share a concern about the foods their eating and actively seek news and inspiration for better, natural foods.

- Health conscious consumer segment
- Strong affiliation with brands seen as genuine and healthy
- Motivated by food content more than food price
- Progressive thinkers and social innovators (early adopters/adopters)
- Family oriented (traditional and non-traditional)
- Image/style conscious
- Active lifestyle oriented

## Planned Media Event



Actor Joe Minosa, known as fireman Joe Cruz on the popular television show, *Chicago Fire*, will be joined by real Chicago firefighters for a media event at Daley Plaza on October 22 to kick off the *Farm To Habit Challenge: 100 for 100* program. Local broadcast (television and radio), print and social media are invited to cover this entertaining and exciting event.

## Additional Media Exposure

Chicago Food Day will produce and distribute regular updates and highlights to traditional and social media outlets.

- Branded press releases
- Website content
- Tweets
- Facebook posts
- Pinterest content
- Media interviews and tours

# 2015 Chicago Food Day Sponsored Activity Snapshot

October

November

December

January



Daley Plaza Farmers  
Market 10/22

Exhibition

Hidden Harvest



*Farm To Habit Challenge: 100 for 100*

FOUNDING PARTNER SPONSORS

## 2015 Chicago Food Day Sponsored Activities

### Chicago Food Day Sponsorship Guiding Principals

Now in its fifth year, Chicago Food Day is expanding its activities to create new business and community relationships. Chicago Food Day organizers are guided by the belief that **collaboration between community food producers and businesses that provide food products will improve our community's physical and economic health.**

### Founding Partner Sponsorships

This is the opportunity for a brand seeking to build its reputation in Chicago as a leading force in personal and community health and well-being. Enjoy creative freedom by collaborating with Chicago Food Day organizers to make your participation and presence a core part of the 2015 program. Founding partners will have prominent brand inclusion with all standard Chicago Food Day communications. Founding partners will also have the unique opportunity to create exclusive branded merchandise that will be sold to the public through the Chicago Food Day online store. Partners at this sponsorship level will receive premium exhibit space at the Chicago Food Day main venue at Daley Plaza as well as a main-stage speaking role at Daley Plaza event on October 22. And, because this is a founding role, sponsor partners of 2015 will receive first right of refusal for category sponsorship for 2016 Chicago Food Day!

## Chicago Food Day Exhibition on Daley Plaza during Farmers Market

Chicago's Daley Plaza transforms to a farmer's market, creating the perfect backdrop for Chicago Food Day's "Farm to Table" vendor exposition. Chicago Food Day raises the normal activity level with planned disruptive, crowd-attracting events:

- Kickoff of *Farm to Habit Challenge: 100 for 100*, where 100 Chicagoans will commit to eating real for 100 days with celebrities, media and consumers.
- Plans are underway for an attention-grabbing *Eat Real* parade around Daley Plaza as lead-in to the engaging events at Daley Plaza.
- Chicago Food Day experience on Daley Plaza features local farms and their connection to Chicago's daily food scene. Entertainment blends with helpful information as attendees see real foods in their natural state, learn which local retailers and restaurants use locally grown goods and sample menus and food products.

## Hidden Harvest

Brands seeking social media engagements blended with in-person engagements will want to participate in this simple yet effective program.

- In a healthy twist on popular social media treasure hunts, items of value (cash, coupons and/or product samples) directly related to healthy foods are hidden around the Chicago area.
- Sponsor retail locations can be integrated into hiding locations to create incremental retail traffic and attention.
- Because the hunt is directed through social media (texts), participants share their journey and achievements on social media, including Twitter, Facebook, Pinterest and Periscope.



### *Farm To Habit Challenge: 100 for 100*

Fact: It takes 66 days to form a new habit. Chicago Food Day 2015 will prove that, with supporting resources and expert guidance, eating real can become habit for all Chicagoans by helping **100 Chicago Firefighters and Police Officers eat real for 100 days.**

- Chicago Firefighters vs. Chicago Police in a 100-day eat real challenge will attract media and community attention. At the end of the 100 days, local chefs will decide which team has created the best original real food recipe.
- Health and food experts will guide participants through the process of replacing processed foods with real foods and instilling the habit of eating real daily:
  - Introduction and education
  - Gathering essentials and preparing the kitchen
  - Preparing meals at home
  - Holiday meals for the entire family
  - How to eat real outside the home
  - Inspiring others to eat real

- As part of the *100 for 100* program, each participant will receive:
  - Real Food Thanksgiving dinner
  - Weekly kit (prepared and delivered by volunteers) with ingredients and instructions for 4 people
  - Weekend real meals will be provided by area food service providers and/or restaurants
  - One prepared real food entree per week throughout 100-day program (approx. 15 weeks)
  - Sponsor-provided kitchen and/or health products and services
- *100 for 100* participants will be required to keep daily diaries to capture experiences, challenges, successes and results.
- *100 for 100* participant experiences will be shared with the community via traditional and social media channels.

## Supporting Sponsors

For brands seeking affiliation with the Chicago Food Day messages and activities without dedicating resources for active event participation.

- Brand name and logo displayed in website's sponsor section with link to sponsor page
- Brand name included in list of sponsors included in communications to media (traditional and social)
- Sponsor earns use of Chicago Food Day supporting sponsor logo in company communications and promotional materials

# 2015 Chicago Food Day Sponsor Costs & Packages

## Overview of Sponsorships

Sponsorship	Activity	Summary	Cost/Sponsor	# Sponsorships Offered
Founding	Custom	Create personalized activities	\$15,000	3
Exhibitor	Exhibit	Space at Daley Plaza on 10/22	\$100	15
Hidden Harvest	Social media engagement	Social media treasure hunt	\$200	Not specified
<i>Farm to Habit Challenge: 100 for 100</i>	Name sponsor	Brand affiliation at highest level: In program name	\$25,000	1
<i>Farm to Habit Challenge: 100 for 100</i>	Thanksgiving dinner for participants	Brand awareness: Thanksgiving dinner	In-Kind	1
<i>Farm to Habit Challenge: 100 for 100</i>	Weekly fresh foods for Real Food meals	Brand engagement and exposure: Fresh foods	In-Kind	Not specified
<i>Farm to Habit Challenge: 100 for 100</i>	Weekly packaged foods for Real Food meals	Brand engagement and exposure: Packaged foods	In-Kind	Not specified
<i>Farm to Habit Challenge: 100 for 100</i>	Weekly prepared foods for Real Food meals	Brand engagement and exposure: Prepared foods	In-Kind	Not specified
<i>Farm to Habit Challenge: 100 for 100</i>	Equipment & tools for participant use	Participant use of products	In-Kind	Not specified
Supporting	Supporting Partner	Brand name & logo inclusion	\$500	Not specified

# Individual Activity Sponsorships

## Founding Partner Sponsorships

- Founding partner sponsors have the opportunity to create their own unique role in the 2015 Chicago Food Day
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- In collaboration with Chicago Food Day organizers, sponsors have the opportunity to create personalized activity and/or content
- Founding partners will have brand logo inclusion displayed prominently on the Chicago Food Day website, on event identity signs and banners, and on event flyers and select promotional materials
- Founding partners may design and market co-branded merchandise through Chicago Food Day online store
- Founding partners will receive premium exhibit space at the Chicago Food Day main venue at Daley Plaza
- Founding partners will receive main stage speaking role at Daley Plaza event on October 22
- Founding partners receive first right of refusal for category sponsorship for 2016 Chicago Food Day

**Cost: \$15,000**

## Chicago Food Day Exhibition on Daley Plaza during Farmers Market

- On October 22, receive minimum 5' x 5' exhibit space with presentation table on Daley Plaza in the Chicago Food Day section
- **Limited to 15 positions**

**Cost: \$100 minimum (additional space or services extra)**

## Hidden Harvest

- Location hints and teasers are shared to keep players in the game. Activity and rewards are tweeted, posted to Facebook and to the Chicago Food Day website, providing extensive community exposure
- **Limited to 10 positions**

**Cost: \$200 + minimum of 5 coupons or product samples as prizes**

**Farm To Habit  
Challenge:  
100 for 100  
Name Sponsor**

- Brand or product name is included in program title, “The [brand name] *Farm To Habit Challenge: 100 for 100*,” used in all public program references
- Sponsor’s product or service prominently provided to participants and is referenced in publicity posts related to participant results and experiences
- Brand or product logo included in step-and-repeat backdrop at media events
- Speaking role at all press and public events
- Branded content space on Chicago Food Day website homepage throughout program
- **1 Name Sponsorship offered**

**Cost: \$25,000**

**Farm To Habit  
Challenge:  
100 for 100  
Real Thanksgiving  
Dinner Sponsor**

- Sponsor to provide each participant one Thanksgiving meal for 5 people
- Sponsor brand featured on meal accessories (e.g., napkins)
- Sponsor receives individual media exposure through focused outreach effort
- **1 Thanksgiving Dinner Sponsorship offered**

**Cost: IN-KIND CONTRIBUTION of 100 prepared Thanksgiving dinners (for maximum of 5 people)**

**Farm To Habit  
Challenge:  
100 for 100  
Fresh Food  
Sponsors**

- Feature a selection of your healthy, natural and/or organic fresh food products as part of a real food diet
- Sponsor to provide fresh food selections that will be part of a kit delivered weekly to 100 participants
- Sponsor has flexibility to create in-store events and use program participants to create promotional materials
- Sponsor receives prominent brand exposure in all related public communications, media materials and all program promotional materials

**Cost: IN-KIND CONTRIBUTION (no cash payment requested)**



**Farm To Habit  
Challenge:  
100 for 100  
Packaged Food  
Sponsors**

- Highlight natural, organic and/or fresh ingredients that every healthy kitchen needs to have on hand
- Sponsor to provide packaged foods that will be part of a kit delivered weekly to 100 participants
- Sponsor has flexibility to create in-store events and use program participants to create promotional materials
- Sponsor receives prominent brand exposure in all related public communications, media materials and all program promotional materials

**Cost: IN-KIND CONTRIBUTION (no cash payment requested)**

**Farm To Habit  
Challenge:  
100 for 100  
Prepared Food  
Sponsors**

- Bring a spotlight to your healthy ready-to-eat real food meals
- Sponsor to provide prepared foods weekly to 100 participants
- Sponsor has flexibility to create in-store events and use program participants to create promotional materials
- Sponsor receives prominent brand exposure in all related public communications, media materials and all program promotional materials

**Cost: IN-KIND CONTRIBUTION (no cash payment requested)**

**Farm To Habit  
Challenge:  
100 for 100  
Equipment &  
Tools Sponsors**

- Demonstrate your product's value in supporting a healthy diet and lifestyle
- Sponsor to provide selected equipment and/or tools to 100 participants
- Sponsor will gain use of positive quotes and images from participants for promotional use
- Sponsor has flexibility to create events and engage with program participants to create promotional materials
- Sponsor receives prominent brand exposure in all related public communications, media materials and all program promotional materials

**Cost: IN-KIND CONTRIBUTION (no cash payment requested)**

**Supporting  
Sponsorships**

- Affiliate your brand name and logo with 2015 Chicago Food Day
- Brand name and logo on Chicago Food Day website with link to brand website
- Use of Chicago Food Day supporting sponsor logo in company communications and promotional materials

**Cost: \$500**