



2018 Sponsor Packet
June 23, 2018



What is Taste of SoMo?

- Formerly, “Taste of Springfield,” Taste of SoMo is an outdoor food sampling event that showcases the diversity and quality of the restaurants in Southwest Missouri.
- Delicious food is complemented by tastes of the region’s live music, visual arts, beer sampling and more.

What can you expect?

- Taste of SoMo will be held in Park Central Square, with restaurant tents on the outside sidewalks of the Square. Food trucks will be located on Park Central West and a learning stations located on Park Central East.
- Beer sampling will take place inside Park Central Square, where there will also be live music.
- Food sampling takes place from 1 p.m.-5 p.m. with live music and beer sales continuing inside Park Central Square until 7 p.m.
- Taste of SoMo brings together the best regional restaurants for event attendees to sample. You can expect the participants to pull out all the stops!

Why should you participate?

- Taste of SoMo brings more than 6,000 consumers to the square and gives you the opportunity to reach these locally-minded foodies.
- The event is partnering with Ozarks Food Harvest to provide meals for those in need.
- You have the opportunity to have a booth onsite to interact with attendees in person.
- There are sponsorships to help you meet a variety of goals from reaching local restaurants to local consumers.



Sponsorship Packages



	Diamond \$5K (1x)	Platinum \$2.5K (1x)	Gold \$2K (2x)	Silver \$1.5K (3x)	Bronze \$1K (3x)	Booth \$500 (5x)
Logo on website	X	X	X	X	X	X
Brochure Thank You	X	X	X	X	X	X
Social Shout Out	X	X	X	X	X	X
Tickets	50	25	20	15	10	5
Merch	20	15	10	5	3	1
Logo on Tower	X	X	X	X	X	X
Logo On-site	X	X	X	X	X	
Release Mention	X	X	X	X		
Logo on Poster	X	X	X			
Custom Eblast	X	X				
Logo in Branding	X					



Diamond - Title Sponsor (SOLD)

Show your company's commitment to Southern Missouri's restaurant community by presenting Taste of SoMo.

\$5,000 Package Includes:

- Logo incorporated into Taste of SoMo branding
- "Presented by" on all marketing materials -- including posters, press release, PSA's, etc.
- Ability to present the awards to the restaurants
- Multiple social media shout outs
- 50 sheets of Taste of SoMo tickets for employees
- 20 Taste of SoMo enamel pins
- Logo on Chef Swag Bag
- Opportunity to do a custom eblast to all the restaurant participants
- Opportunity to serve on committee and shape event
- Have a booth on-site if desired
- Logo included on entrance signage
- Logo on website





Platinum - Bandstage Sponsor

Get your brand at the heart of this community event by sponsoring the main bandstage stage. This sponsorship helps cover the costs of the bands and stage logistics. The 2018 sponsorship lineup will be announced shortly.

\$2,500 Package Includes:

- Mentioned on all marketing materials when live music promoted: “[Insert Sponsor Name] Stage” -- including posters, release,, etc.
- Display signage prominently on Park Central Square’s stage
 - DSA can provide custom signage upon request
- Multiple social media shout outs
- 25 sheets of Taste of SoMo tickets for employees
- 10 Taste of SoMo branded pins
- Ability to send representative to introduce each band
- Have a booth on-site if desired
- Options:
 - Send a custom e-blast to restaurant participants
 - Add something to the Chef and SoMo Foodie Swag Bags
- Logo on website





Gold Level - 2x Available

Receive onsite and digital coverage by being the sole sponsor of the #SoMoFoodie Program or SoMo Restaurant Week. This is a great opportunity to connect with local influential foodies and establish a relationship with them.

About the Program:

SoMo Restaurant Week is June 16-23. All week long foodies will get the opportunity to visit restaurants, go to special foodie events and earn punches. Six punches qualify them to get 3x sheets of tickets, free access to chef events, #SoMoFoodie pin and a swag bag.

\$2,000 Package Includes:

- Mentioned on all marketing materials when #SoMoFoodie or SoMo Restaurant Week is promoted -- including posters, press release, PSA's, etc.
- Opportunity to display signage (DSA can create custom signage if desired)
- Multiple social media shout outs
- Branding on the SoMo Foodie swag bags
- 20 sheets of Taste of SoMo tickets for employees
- 5 Taste of SoMo branded pins
- Have a booth on-site
- Logo on website





Silver Level - 2 of 3x Available

Get your branding in front of the 6,000 local foodies by sponsoring one of the spokes of the square. Sponsors can either sponsor Park Central West (housing all of the food trucks), Park Central East (housing all of the learning stations) or South Street (housing farm stands).

\$1,500 Package Includes:

- Mention on marketing materials that promote programming on either street
- Ability to help shape the name of the street (i.e. Food Truck West, Edible East, etc.)
- Opportunity to display signage at the entrances of either street (DSA can create custom signage if desired)
- Social media shout outs
- 15 sheets of Taste of SoMo tickets for employees
- 3 Taste of SoMo branded pins
- Have a booth on-site if desired
- Logo on website





Bronze Level - 2x Available

Chef's Panel:

Taste of SoMo will be featuring a panel of local chefs making ways in the culinary community. This sponsorship allows a company to provide a moderator for the panel and have signage on our secondary stage on Park Central East.

Volunteer Sponsor:

Support Taste of SoMo and the logistics of hosting this downtown event by being our Volunteer Sponsor. This company's on-site logo presence will be on the back of every volunteer t-shirt.

\$1,000 Packages Include:

- Opportunity to display logo on site
 - DSA can create custom signage if desired
 - DSA produces the volunteer t-shirts
- Social media shout outs
- 10 sheets of Taste of SoMo tickets for employees
- 1 Taste of SoMo branded pin
- Have a booth on-site if desired
- Logo on website



Sponsor Booth



Looking for an opportunity to capture the attention 6,000 local foodies at a lower price point? Consider having a booth at Taste of SoMo to promote your brand and interact with attendees.

\$500 Package Include:

- Opportunity to have a booth on site to interact with event attendees*
- One table and two chairs*
- 5 sheets of Taste of SoMo tickets for employees
- 1x branded enamel pin
- Logo on website

*Sponsors are responsible for any tent and signage needs.





Item in Swag Bags

Get your product/brand in front of local food influencers by putting an item in either our Chef Swag Bag or SoMo Foodie Bag.

About the Chef Swag Bag:

Each of the participating restaurants will receive a swag bag. This is a great opportunity for businesses that are wanting to build wholesale accounts locally by connecting with restaurateurs.

About the SoMo Foodie Bag:

A part of our SoMo Foodie program, these special consumers get 3x sheets of tickets, free access to chef events, #SoMoFoodie pin and a swag bag. This opportunity is a great fit for brand wanting to reach local food influencers.

\$250 Package Includes:

- Opportunity to put sample, coupon or collateral into one of the swag bags
 - Sponsor is responsible for all costs associated with producing items for the bag
- Social media shout out
- Two sheets of tickets
- Logo on website





In-Kind Donation Opportunities

There are also many in-kind sponsorship opportunities with the Taste of SoMo event.

- **SoMo Foodie Prizes (7x available)**
 - Donate one-of-a-kind food-centric prizes to be given away during SoMo Restaurant Week
 - Examples: Pair of tickets to Pop-Up Dinners, High End Coffee Gear, Dinner for 2 & Hotel Room, etc.
 - Need one prize for the restaurants with the most check-ins during the week
 - Example: Free photo shoot for menu
- **Signage/Advertising/Other Services:**
 - Recognize services such as sign production and advertising as in-kind donations

All in-kind sponsors will receive a social media shout out and a logo on the website.





**Sponsorship deadline is
June 1, 2018**

***Email bethany@itsalldowntown.com to reserve your
spot today!***