



**November 13 & 14, 2010**  
**Arlington Park Racecourse**  
**Sponsorship Programs**

Contact Todd Lazzarotto - (847)212-5266 or email to [tlazz@thecookingexpo.com](mailto:tlazz@thecookingexpo.com)

### **Presenting Sponsor - \$10,000**

- Exclusivity in category and recognition as presenting sponsor
- Free Festival Booth (up to 500 sq. ft).
  - Booth includes up to: 5 - 6' draped tables, 5 company ID signs, 10 chairs and 24 hour security
- Recognized from Culinary Stage before and after each Cooking Performance
- Prominent banner display of company logo at Show Entrance 3' x 6'
- Additional 2 company banners hung in hall. (Sponsor to provide all banners)
- Lead positioning of corporate name/logo as "Presenting Sponsor" on Great American Cooking Expo website.
- 6 Linked Cubed Website Ads – Home, News and Updates, Chef's Demo, Exhibitor List, Sponsors and Buy Tickets Pages
- 150 Great American Cooking Expo Attendee Passes

#### **Logo Placement in Media Campaign**

- Up to 60 second TV spot looped continuously in hall on Arlington Park internal closed circuit TV Station (Sponsor to provide spot)
- Chicago Tribune in paper ads, 2+ pages
- Daily Herald in paper ads 1+ pages
- Sun Times half page flyer insert
- 14 - 15 second/3 weeks spots on WGN and CBS TV
- 14 - 15 second/3 weeks spots on WGN Radio
- 8 - 15 second/2 weeks spots on WBBM AM Radio
- 8 - 15 second/2 weeks spots on 105 Fresh FM Radio
- 8 - 15 second/2 weeks spots on US 99 Country FM Radio
- 300,000+ impressions across ChicagoTribune.com, WBBM Radio.com, Daily Herald.com
- Sponsor inclusion in all press releases and media alerts

### **Culinary Stage Sponsor - \$5,000**

- Exclusivity in category and recognition as Culinary Stage Sponsor
- Free Festival Booth (up to 400 sq. ft).
- Booth includes up to:
  - 4- 6' draped tables, 4 company ID signs, 8 chairs and 24 hour security
- Recognized from Culinary Stage before and after each Cooking Performance
- Prominent banner display of company logo on Culinary Stage up to 4' x 8'
- Additional company banner hung in hall. (Sponsor to provide all banners)
- 5 Linked Cubed Website Ads – News and Updates, Chef's Demo, Exhibitor List, Sponsors and Buy Tickets Pages
- Corporate name/logo as "Culinary Stage Sponsor" on Great American Cooking Expo website.
- 100 Great American Cooking Expo Attendee Passes

#### **Logo Placement in Media Campaign**

- Up to 30 second TV spot looped continuously in hall on Arlington Park internal closed circuit TV Station (Sponsor to provide spot)
- Chicago Tribune in paper ads, 2+ pages
- Daily Herald in paper ads 1+ page
- Sun Times half page flyer insert
- 8- 15 second/3 weeks spots on WGN Radio
- 8- 15 second/2 weeks spots on WBBM AM Radio
- 8- 15 second/2 weeks spots on 105 Fresh FM Radio
- 8- 15 second/2 weeks spots on US 99 Country FM Radio
- Sponsor inclusion in all press releases and media alerts



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#### **Automotive Sponsor - \$4,000**

- Exclusivity in category and recognition as Automotive Sponsor
- Free Festival Booth (up to 400 sq. ft).
- Booth includes up to:
  - 4- 6' draped tables, 4 company ID signs, 8 chairs and 24 hour security
  - Recognized from Culinary Stage before and after each Cooking Performance
  - Prominent display of 5 vehicles throughout the hall
  - 2 company banners hung in hall. (Sponsor to provide all banners)
  - 5 Linked Cubed Website Ads – News and Updates, Chef's Demo, Exhibitor List, Sponsors and Buy Tickets Pages
  - Corporate name/logo as "Automotive Sponsor" on Great American Cooking Expo website.
  - 75 Great American Cooking Expo Attendee Passes

#### **Logo Placement in Media Campaign**

- Up to 30 second TV spot looped continuously in hall on Arlington Park internal closed circuit TV Station (Sponsor to provide spot)
- Chicago Tribune in paper ads, 2+ pages
- Daily Herald in paper ads 1+ page
- Sun Times half page flyer insert
- 8- 15 second/3 weeks spots on WGN Radio
- 8- 15 second/2 weeks spots on WBBM AM Radio
- 8- 15 second/2 weeks spots on 105 Fresh FM Radio
- 8- 15 second/2 weeks spots on US 99 Country FM Radio
- Sponsor inclusion in all press releases and media alerts

#### **Supporting Sponsor- \$2,500**

- Free Show Booth (up to 200 sq. ft – Peninsula Booth 2, corners).
- Booth includes up to: 2- 6' draped tables, 2 company ID signs, 4 chairs and 24 hour security
- Recognized from Culinary Stage 4 times each day
- Corporate name/logo as "Supporting Sponsor" on Great American Cooking Expo website.
- Company banner hung in hall. (Sponsor to provide all banners)
- 50 Great American Cooking Expo Attendee Passes

#### **Logo Placement in Media Campaign**

- Up to 15 second TV spot looped continuously in hall on Arlington Park internal closed circuit TV Station (Sponsor to provide spot)
- Chicago Tribune in paper ads, 2+ pages
- Daily Herald in paper ads 1+ pages
- Sun Times half page flyer insert
- Sponsor inclusion in all press releases and media alerts

Great American Cooking Expo  
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Glenview, IL  
847-486-9005 – 847-212-5266