TASTE WALK GLENDALE

The best of Downtown, all at once.

SPONSORSHIP OPPORTUNITIES | MAY 2, 2018

Presented by

glendalearts.org

All NEIGHBORHOOD STROLLS SHOULD COME WITH DESSERT.

Taste Walk Glendale, formally The Taste of Downtown Glendale, offers the best of Downtown Glendale, all at once. Guests explore the Downtown area at their own pace stopping at over 40 restaurants, wine & beer stations, music "stages," and a VIP area. The event activates Downtown Glendale with an anticipated attendance of 1,000 people, strolling along Glendale's ½ mile long Restaurant Row

Proceeds benefit Glendale Arts and the Alex Theatre. Glendale Arts will designate a portion of the proceeds to support the YWCA Glendale's Camp Y Summer Youth Program.

That was so much fun and I met so many new potential customers. Sign me up for next year!

TIFFANY MARTIN, OWNER OF THAI ME UPP

Since our inception, we have made it a priority to create a clean, safe, and pedestrian inviting environment. We are thrilled to experience the buzz and excitement the Taste generates.

RICK LEMMO DOWNTOWN GLENDALE ASSOCIATION PRESIDENT

Our bar sales increased by $5,000 because of the event.

DAMON'S STEAKHOUSE

I enjoyed the entire function. From the food, the environment, the people and what it all stood for. It was a great opportunity for me to get to know the City of Glendale better. We definitely plan on attending next year (with other friends and family)!

2016 PATRON

READY, SET, GORGE!

800+ People in Attendance

46% Men
54% Women

6-65+
Age Range

100
Volunteers

75%
Live in the City of Glendale

45%
Purchased Food + Wine Tickets

$92,760
Average Household Income

55%
Work in the City of Glendale

49%
Purchased Food Only Tickets

WALK IT OFF...

...AND THEN BACK ON

WHY SPONSOR TASTE WALK GLENDALE?

When you participate as a Taste Walk Glendale sponsor, you engage a diverse audience from Glendale and beyond. You educate guests about your brand's innovation through logo placement, social media, product integration and event presence and align your values with the important missions of Glendale Arts, the Alex Theatre, and our designated beneficiary, the YWCA Glendale's Camp Y Summer Youth Program.

MEET ME AT THE CORNER OF SWEET & SAVORY.

BAND SPONSORS
$1,000

CHECK-IN LOCATION
$1,000

BEER/WINE STATIONS
$1,000

ON-SITE BOOTH/TABLE
$750

PHOTO BOOTH
$1,500

VIP LOUNGE (SOLD)
$5,000

TOP CHEF

$5,000

- 12 VIP tickets to event
- Recognition on website
- Flyers and name on goodie bags
- Social media mentions
- Logo on event map
- On-site activation opportunity
- 6 tickets to an Alex Theatre Show

MASTER SOMMELIER

$2,500

- 8 VIP tickets to event
- Recognition on website
- Flyers in goodie bags
- Social media mentions
- Name on event map
- On-site presence
- 4 tickets to an Alex Theatre show

SOUS CHEF

$1,500

- 6 VIP tickets to event
- Recognition on website
- Flyers in goodie bags
- Social media mentions
- Name on event map
- 4 tickets to an Alex Theatre show

SOMMELIER

$750

- 4 VIP tickets to event
- Flyers in goodie bags
- Social media mentions
- Name on event map
- 2 tickets to an Alex Theatre show

BREWMASTER

$250

- 2 VIP tickets to event
- Flyers in goodie bags
- Name on event map

2017 SPONSORS (PARTIAL LIST)

- Beacon Capital Partners
- Bergh Orthodontics
- Capital One
- Downtown Glendale Association
- City of Glendale
- Glendale Adventist Medical Center
- Glendale Kiwanis
- History For Hire
- JLK Rosenberger
- Massage Envy Glendale
- Sadd Velazquez Higashi Shammaa
- Tesla
- The Los Angeles Breakfast Club Foundation
- The Walt Disney Company
- USC Verdugo Hills Hospital
- Whole Foods Market
- Wolfe Foundation

MEDIA PARTNERS

- AM870 The Answer
- LA Weekly
- Pasadena Weekly
- Step Up Media

CRAFT BEER GARDEN & WINE

- Brewyard Beer Company
- Lagunitas
- San Antonio Winery

ENTERTAINMENT

- Calixto Oviedo
- Caesura Youth Orchestra
- CVHS Jazz Band
- Livingmore
- Sean Wiggins & Lone Goat

THANK YOU

Nina Crowe
DIRECTOR OF FUND DEVELOPMENT
& COMMUNITY PARTNERSHIPS

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