



SPONSORSHIP OPPORTUNITIES

★ FOR OUR ★

TENTH ANNIVERSARY

☆ BROAD APPÉTIT ☆

RICHMOND'S FOOD SCENE

It is incredible to think this little "locals-only" food festival will celebrate ten years in 2017. Launched in the frenzy of an fast-growing food scene in RVA in 2008, Broad Appétit has quickly become an annual winner/placer in **Best of** polls in STYLE Weekly, Richmond magazine and Virginia Living Magazine. Broad Appétit also ranks as having the most food and beverages at one event on one day, according to the Virginia Health Department. If you eat, you come to Broad Appétit.

From the beginning, Broad Appétit has always aimed to promote the amazing locally-owned restaurants and food producers that make Richmond, Virginia a great place to live and visit, while highlighting an exciting and growing part of downtown. Broad Appétit's 10th year promises to fulfill even the most curious and demanding appetites of its 40,000+ expected attendees and we'll unveil special happenings Spring 2017. Hosted by Downtown Neighborhood Association, Broad Appétit continues to benefit FeedMore.

A BARGAIN DAY OF FINE DINING

The 2017 event takes place on Sunday, June 4th and caps off a great weekend for Broad Street that begins Friday with First Fridays ArtWalk. Admission to this foodie paradise is free and for just \$3 per sample, the public can taste signature dishes from over 60 of Richmond's finest local restaurants, including fine dining, family-friendly, trendy and up-and-coming establishments.

From 11 until 6 PM, four blocks (from Henry to Adams) of West Broad Street will serve up outstanding prepared food in addition to fresh Virginia produce, meats, cheeses, herbs, artisan breads and confections straight from local organic farms and specialty food providers. The event also will feature several of Virginia's finest wineries and breweries.

Between sampling some of Richmond's most craved dishes, there is plenty of music, cooking demos, and a kid's area featuring fun with food entertainment activities.

Broad Appétit is a wonderful way to support over 100 local businesses by providing what one participating restaurateur said was his "single best day of marketing all year." Broad Appétit is proud to bring attention to the continued redevelopment along Historic Broad Street, in Historic Jackson Ward and in the City Center area of Downtown. The Broad Street Corridor and Jackson Ward neighborhoods are filled with an eclectic mix of entrepreneurs, architects, designers, actors, musicians, art galleries, restaurants, artists and, of course, residents. Downtown Neighborhood Association invites you to explore downtown Richmond and reconnect with a part of your past.

SPONSORSHIP INFORMATION

Broad Appétit is an event created to showcase Broad Street and downtown Richmond through its phenomenal restaurants, art galleries and musicians. Truly a smorgasbord in the streets, Broad Appétit has something for everyone's palate, and it's all local! We hope you will consider a partnership with us!

EVENT DETAILS

Broad Street from Henry to Adams

June 4, 2017 from 11-6 PM

40,000+ attendees throughout the day

Benefits may include the following:

- Presenting naming rights
- Category exclusivity
- Media exposure & advertising*
- Demo Stage sponsorship
- Music Stage sponsorship
- Children's Area sponsorship
- Hospitality tent access
- Name/logo on promotional materials – poster, table tents
- Cross promotional opportunities with other events
- Name/logo on credentials and volunteer t-shirts
- Website exposure
- On-site sampling
- On-site booth
- Stage announcements
- Signage opportunities
- Awards presenter
- Tickets to special weekend events



Special Anniversary activities and contests will be announced throughout the spring and we will give additional exposure to sponsors as these opportunities come to fruition.

The demographic of our attendees is very diverse and based largely on 21-55 year olds who are college-educated food lovers, who are environmentally-conscience and community-oriented. Folks from all of the surrounding counties and families with all ages of children are part of the fastest growing event in Richmond.

*Broad Appétit has advertised through digital billboards and building banners, Richmond magazine, Richmond Times Dispatch, STYLE Weekly, Richmond Free Press, Flavor Magazine, Virginia Living, Edible Blue Ridge, Cox Radio, PBS/NPR, Comcast (Food Network, FNL, msnbc, HGTV, etc.), Richmond Eats and other food blogs, You've Got Supper, Richmond.com, Weekly Rant, Constant Contact, Facebook and Twitter.



SPONSORSHIP LEVELS

Sponsorship opportunities range from 40k for the presenting position to value-in-kind opportunities. For more information or to obtain a customized package, please contact Tracey Leverty at tracey@echelon-events.com.

Presenting Sponsor –\$ 40,000

- Category exclusivity
- Incorporation into the name of the event
- Logo placement on all pages of the website
- Prominent feature in constant contact email and social media campaign
- Premier logo placement in all print advertising
- Name inclusion where sponsors are featured on business materials and press releases
- Premier logo inclusion on event promotional print pieces – poster, card, table tents, etc.
- Premier recognition on-site - Thank You banner, event map, announcements, credentials, volunteer t-shirts, 10x40 space
- Honorary judge spot on judging panel
- 50 passes to special event seating
- 8 tickets to OFF Broad

5 Star Sponsor – \$25,000

- Category exclusivity
- Logo placement on all pages of the website
- Feature in constant contact email and social media campaign
- Prominent logo placement in all print advertising
- Name inclusion where sponsors are featured on business materials and press releases
- Prominent logo inclusion on event promotional print pieces – poster, card, table tents, etc.
- Prominent recognition on-site - Thank You banner, event map, announcements, credentials, volunteer t-shirts, 10x30 space
- Honorary judge spot on judging panel
- 35 passes to special event seating
- 6 tickets to OFF Broad

4 Star Sponsor – \$15,000

- Logo placement on sponsor page of the website
- Feature in constant contact email and social media campaign
- Premier logo placement in all print advertising
- Name inclusion where sponsors are featured on business materials and press releases
- Prominent logo inclusion on event promotional print pieces – poster, card, table tents, etc.
- Prominent recognition on-site - Thank You banner, event map, announcements, credentials, volunteer t-shirts, up to 10x20 space
- 20 passes to special event seating
- 4 tickets to OFF Broad

3 Star Sponsor – \$10,000

- Logo placement on sponsor page of the website
- Feature in constant contact email and social media campaign
- Premier logo placement in all print advertising
- Name inclusion where sponsors are featured on business materials and press releases
- Prominent logo inclusion on event promotional print pieces – poster, card, table tents, etc.
- Prominent recognition on-site - Thank You banner, event map, announcements, credentials, volunteer t-shirts, up to 10x20 space
- 10 passes to special event seating
- 3 tickets to OFF Broad

2 Star Sponsor – \$5,000

- Logo placement on sponsor page of the website
- Mention in constant contact email and social media campaign
- Logo/name placement in all print advertising
- Name inclusion where sponsors are featured on business materials and press releases
- Name/logo inclusion on event promotional print pieces – poster, card, table tents, etc.
- Recognition on-site - Thank You banner, event map, announcements, credentials, volunteer t-shirts, up to 10x10 space
- 5 passes to special event seating
- 2 tickets to OFF Broad

Kid's Area Sponsor OR Demo Stage Sponsor OR Healthy Dish Award Sponsor

\$7,500 - each category

- Name association in all mentions regarding chosen area
- Logo on sponsor page of web site
- Feature in constant contact email and social media campaign
- Logo placement in all print advertising
- Name inclusion where sponsors are featured on business materials and press releases
- Logo inclusion on event promotional print pieces – poster, card, table tents, etc.
- Recognition on-site - Thank You banner, event map, announcements, credentials, volunteer t-shirts, up to 20x20 space
- 8 passes to special event seating
- 2 tickets to OFF Broad

BFF of the Chef – \$5,000

- Logo placement on sponsor page of the website under CHEF SPONSOR
- Mention in constant contact email and social media campaign
- Logo/name placement in all print advertising
- Name inclusion where sponsors are featured on business materials and press releases
- Name/logo inclusion on event promotional print pieces – poster, card, table tents, etc.
- Recognition on-site - Thank You banner, event map, announcements, credentials, volunteer t-shirts, up to 20x20 space
- 5 passes to special event seating – some Chefs visit at the end of the day for a beer/cider
- Information/Catalog inclusion in gift bag given to each booth
- Message inclusion in official email packet to restaurants
- 2 tickets to OFF Broad

On Street Sampling Partner - \$3500

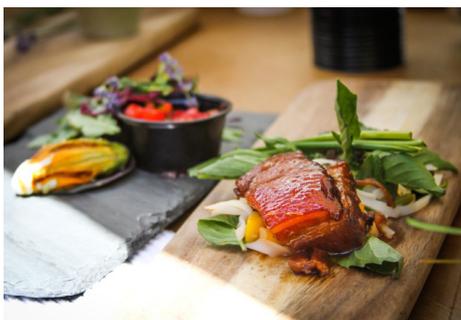
- Logo placement on sponsor page of the website
- Mention on event map to be distributed for on-site use
- Name inclusion where sponsors are featured on business materials and press releases.
- Trailer/sampling space in a prime location - 10x20
- Verbal recognition through emcee announcements from the Demo Stage
- Name/logo inclusion on credentials to be worn by VIPs, volunteers and staff

Friend of the Chef - \$2500

- Logo placement on sponsor page of the website
- Mention on event map to be distributed for on-site use
- Name inclusion where sponsors are featured on business materials and press releases.
- Verbal recognition through emcee announcements from the Demo Stage
- Name/logo inclusion on credentials to be worn by VIPs, volunteers and staff
- Information/Catalog inclusion in gift bag given to each booth.

We are very happy to work with sponsors to leverage their involvement further. We encourage sponsors to bring ideas, resources and partnership enhancing campaigns to the table for added value through the marketing and on-site phases of the event.

Thank you and we look forward to hearing from you!





TOP 5 REASONS TO SUPPORT BROAD APPÉTIT!

1

Broad Appétit benefits FeedMore! Although Broad Appétit is a free to the public event which allows participating restaurants to keep all of their proceeds, the event has managed to donate over 35k in the five short years since we began our partnership. Sponsorships account for a huge part of the event budget which allows us to provide a quality event to the 40,000+ attendees with great food offerings, musical and cooking entertainment, activities for all ages and of course a nice donation to FeedMore.



2

Broad Appétit now features OFF Broad! OFF Broad is a kick-off event that debuted in 2012 and features amazing chefs in the farm to table arena on the Friday evening prior to Broad Appétit. One hundred special guests pack Pasture each year to share small plates with the likes of Sean Brock, Ed Lee, Jen Carroll, Ashley Christensen, Walter Bundy, Rob Newton and Jacques La Merde . All time is donated by the chefs and food is provided by local food sources. Foodies salivate for these tickets!



3

Broad Appétit supports local restaurants and chefs! Broad Appétit only allows locally owned restaurants to participate on the street which means it truly is a Taste of Richmond. The event provides what one restaurant owner stated as “the single most important and exciting marketing day of the year” for his establishment. Broad Appétit is proud to serve only Virginia wine and brews, and is committed to supporting and promoting locally operated restaurants, farms and businesses. **Broad Appétit continues to win “Best Food Festival” Awards from Virginia Living, Richmond magazine and STYLE Weekly’s readers which proves that RVA LOVES TO SHOP LOCAL!**



4

Broad Appétit is so much more than just delicious food! The event has continually nurtured and grown its extra curricular activities beyond the gastronomical kind to include two jam-packed music stages and a demo stage that featured a panel discussion with OFF Broad guest chefs and a Chef Showdown in the Street chef competition. We entertain kids with edible education, movement fun and storytelling, as well as a play area made completely of recycled components. So when the stomach needs a rest, there is plenty to do and see!



5

Broad Appétit is committed to sustainability and continues to innovate! Broad Appétit is highly committed to green practices and has been Virginia Green certified since it's first year. The event provides chefs with biodegradable serving supplies, and we separate trash, recycling and compostable materials at stations throughout the event. To save on ballots for the People's Choice award, we use a QR code for voting and have a mobile-enhanced site with a map of the event to reduce printed maps on-site. We will always explore ways to be more energy efficient and environmentally conscience.

