

Coral Gables Chili Cook-off 2022

Chili  Chillin'

Sponsorship Opportunities

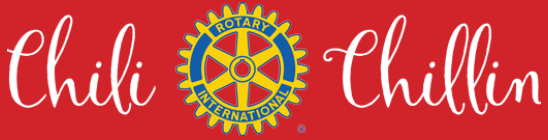


**PUT YOUR
BRAND
IN FRONT OF
3,000 PEOPLE
JUST CHILLIN'**

WHILE BUILDING A BETTER COMMUNITY!

Sunday, October 30, 2022 | Fred B. Hartnett Ponce Circle Park

Presented by the Rotary Club of Coral Gables



The Rotary Club of Coral Gables will hold its fifth annual Coral Gables Chili Cook-Off on Sunday, October 30, 2022. In just its first five years, the cook-off attracted an estimated **15,000 people and raised nearly \$35,000 for its Foundation**, which provides approximately **\$35,000 per year in charitable giving, including \$20,000 in scholarships to local high school students.**

Teams from the South Florida community will again compete to see who makes the best chili. In the Open division, chefs will compete in two categories, best meat chili and best vegetarian chili. Winning teams will receive cash prizes, and trophies will be awarded to the best of each division to display for the entire year! Prizes and trophies will also be awarded for the Best Decorated Booth, as well as The People's Choice Award where attendees weigh in on their favorites. Contestants will be judged by a panel of local culinary experts.

This event will help the Rotary Club of Coral Gables raise money for its charitable projects, while providing a fun event for the community. Our Coral Gables Chili Cook-off will take place on Sunday, October 30, 2022, from 1:00 p.m. until 5:00 p.m. at Fred B. Hartnett Ponce Circle Park which is located in downtown Coral Gables, south of Miracle Mile. Contestants from local high schools, restaurants,

continued

Sponsorship Opportunities

PEQUIN PEPPER SPONSOR \$10,000

We invite you to become the Pequin Pepper Sponsor at the 5th annual Rotary Club of Coral Gables Chili Cook Off. It's our version of TITLE SPONSOR - the hottest pepper. There are a number of direct marketing opportunities for promotional events connected with this sponsorship. More than 3,000 people are expected to attend the 2022 Chili Chillin Event.

Sponsor's corporate logo or product identification will be included in:

- All print advertising including The Miami Herald and Neighbors, New Times,
- Community Newspapers and Coral Gables Magazine.
- 36 radio spots on WLRN Radio (NPR Miami).
- Clear Channel Digital Billboard located on S.W. 37th Avenue and Bird Road.
- Banner ad in "Gables Insider" Digital Newspaper received by 50,000 Coral Gables residents to their inbox three times a week.
- 5,000 flyers
- Feature story and 1/2 page ad in Community Newspapers, distributed.

Additional Benefits Include:

- Exclusive product sponsorship.
- Exclusive event sponsorship (media sponsors will receive secondary billing).
- Product sampling and/or exclusive product sales on site.
- Banner placement on performance stage (provided by sponsor 4'x 16').
- Inclusion in all event related marketing materials and on the Chili Chillin Website
- Product Display Table at the Event
- Name & logo as "PRESENTED BY" on the event t-shirt
- 20 Tasting Tickets
- 10 Event T-Shirts

RETAIL ADVERTISING VALUE IN EXCESS OF \$20,000

HABANERO PEPPER SPONSOR \$5,000

Sponsors' corporate logo or product identification will be included in:

- All print advertising including The Miami Herald and Neighbors, New Times,
- Community Newspapers and Coral Gables Magazine
- Clear Channel Digital Billboard located on S.W. 37th Avenue and Bird Road
- Banner Ad in "Gables Insider" Digital Newspaper received by 50,000 Coral Gables residents to their inbox three times a week.
- 5,000 flyers

Additional Benefits Include

- Exclusive product sponsorship
- Product Display Table at the Event
- Banner placement on performance stage (provided by sponsor 3'x 10')
- Inclusion in all event related marketing materials and on the Chili Chillin Website
- Name & logo on the event t-shirt
- 15 Tasting Tickets
- 8 Event T-Shirts

RETAIL ADVERTISING VALUE IN EXCESS OF \$15,000

CAYENNE PEPPER SPONSOR \$2,500

Sponsors' corporate logo or product identification will be included in:

- All print advertising including The Miami Herald and Neighbors, New Times,
- Community Newspapers and Coral Gables Magazine
- Banner Ad in "Gables Insider" Digital Newspaper received by 50,000 Coral Gables residents to their inbox three times a week.
- 5,000 flyers
- Additional Benefits Include
- Product Display Table at the Event
- Inclusion in all event related marketing materials and on the Chili Chillin Website
- Name & logo on the event t-shirt
- 10 Tasting Tickets
- 5 Event T-Shirts

RETAIL ADVERTISING VALUE IN EXCESS OF \$10,000

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and even fire departments will be joining us from around South Florida.

The Coral Gables Chili Cook-Off is free to attend, and tickets will be available for purchase for those who want to taste the chili. There will be entertainment for the whole family, with live music, bounce houses, and other kids activities. All are invited to come out and enjoy the fun and the food and support the local “chefs”. There will also be food and a variety of beverages for sale, including a beer garden featuring local craft beers.

Fred B. Harnett Ponce Circle Park is located at 2800 Ponce de Leon Blvd.

FOR MORE INFORMATION
frankmediator@aol.com
(954) 394-8640
chilichillin.com
facebook.com/RotaryCoralGables
facebook.com/
RotaryCoralGablesChiliCookoff

SERRANO PEPPER SPONSOR \$1,500

Sponsors' name will be included in:

- All print advertising including The Miami Herald and Neighbors, New Times, Community Newspapers and Coral Gables Magazine
- Banner Ad in “Gables Insider” Digital Newspaper received by 50,000 Coral Gables residents to their inbox three times a week.
- 5,000 flyers

Additional Benefits Include

- Inclusion in all event related marketing materials and on the Chili Chillin Website
- Name on the event t-shirt
- 18 Tasting Tickets
- 13 Event T-Shirts

RETAIL ADVERTISING VALUE IN EXCESS OF \$7,500

JALAPENO PEPPER SPONSOR \$1,000

Sponsors' name will be included in:

- All print advertising including The Miami Herald and Neighbors, New Times, Community Newspapers and Coral Gables Magazine
- Banner Ad in “Gables Insider” Digital Newspaper received by 50,000 Coral Gables residents to their inbox three times a week.
- 5,000 flyers

Additional Benefits Include

- Inclusion in all event related marketing materials and on the Chili Chillin Website
- Name on the event t-shirt
- 5 Tasting Tickets
- 2 Event T-Shirts

RETAIL ADVERTISING VALUE IN EXCESS OF \$5,000

PEPPERONCINI SPONSOR \$500

Sponsors' name will be included in:

- All print advertising including The Miami Herald and Neighbors, New Times, Community Newspapers and Coral Gables Magazine
- 5,000 flyers

Additional Benefits Include

- Inclusion in all event related marketing materials and on the Chili Chillin Website
- Name on the event t-shirt
- 3 Tasting Tickets
- 1 Event T-Shirts

RETAIL ADVERTISING VALUE IN EXCESS OF \$2,500

YELLOW RED OR GREEN BELL PEPPER SPONSOR \$250

Sponsors' name will be included in:

- 5,000 flyers
- Inclusion in all event related marketing materials and on the Chili Chillin Website
- Name on the event t-shirt
- 1 Tasting Tickets
- 1 Event T-Shirts

RETAIL ADVERTISING VALUE IN EXCESS OF \$1,000