



Taste of Carmel

MASQUERADE AT THE MISSION

October 3, 2024

SPONSORSHIP OPPORTUNITIES

2024 TASTE OF CARMEL

About

Carmel's premier culinary and wine event of the year! A spectacular evening featuring local restaurants and wineries, live music, and a silent auction in the historic Carmel Mission courtyard

Date, Time, Location

October 3rd, 2024
6:00pm - 9:00pm (5:00pm VIP early entry)
The Carmel Mission in Carmel, CA

Expected Attendance

500 General Admission
100 VIP Lounge
30 Luxury Hospitality Suites

2024 Theme

Masquerade Ball

Participating Restaurants & Wineries

30+ local restaurants
30+ local wineries



TASTE OF CARMEL PRESENTING SPONSOR

- Company name/logo integrated into Taste of Carmel event logo
- Top billing logo on event page on the Chamber's website
- Recognition as presenting sponsor in all event social media posts
- Recognition as presenting sponsor in Carmel Pine Cone and Carmel Magazine advertisements
- Two (2) targeted e-blasts featuring your company
- Rights to promote partnership via sponsor's marketing channels
- Opportunity to provide branded take home gift to all attendees
- Activation space at event
 - Exact size TBD
- One Hospitality Suite for eight (8) people
- First right of refusal to place logo on Taste of Carmel glassware
- Ticket Opportunity
- Other customizable assets TBD

\$25,000



OFFICIAL AUTO SPONSOR

- Exclusive auto partner of The Taste of Carmel
- Logo inclusion on Chamber's event website
- Recognition in three (3) social media posts
- Recognition in Carmel Pine Cone and Carmel Magazine advertisements
- One (1) targeted e-blast featuring your company
- Rights to promote partnership via sponsor's marketing channels
- Opportunity to provide branded take home gift to all attendees
- Activation space at event
 - Car display (2) Vehicles plus VIP Shuttle service opportunity
 - Data collection opportunity
- Taste of Carmel VIP Shuttle service
 - Opportunity to provide shuttle service from event to destinations within a designated radius inside Carmel
 - TBD number of cars/drivers
 - Shuttle service promoted via
 - Chamber social channels, event website, ticket confirmations
- Other customizable assets TBD
- Ticket Opportunity

\$10,000



OFFICIAL VIP LOUNGE SPONSOR

- Company name/logo integrated into the naming of the Lounge
- Logo inclusion on Chamber's event website
- Recognition as Lounge sponsor in three (3) social media posts
- Recognition as Lounge sponsor in Carmel Pine Cone and Carmel Magazine advertisements
- Two (2) targeted e-blasts featuring your company
- Rights to promote partnership via sponsor's marketing channels
- Opportunity to provide branded take home gift to all Lounge attendees
- Featured pouring table(s) in the Lounge
- Opportunity to have an additional serving station in the General Admission area

\$10,000



OFFICIAL AFTER PARTY SPONSOR

- Exclusive rights to market restaurant as the “Taste of Carmel After Party Destination”
- Logo inclusion on Chamber’s event website
- Recognition as the After Party destination in three (3) social media posts
- Recognition as the After Party destination in Carmel Pine Cone and Carmel Magazine advertisements
- Rights to promote partnership via sponsor’s marketing channels
- Ticket opportunity

\$5,000