

DEVOUR *Indy*

INDY'S CITY WIDE DINING EXPERIENCE



Partner With Indy's
Premier Dining Event

SPONSORSHIP GUIDE

DEVOURINDY.COM

DEVOUR *Indy*

ABOUT DEVOUR INDY

Originally developed by the Indianapolis Downtown Restaurant and Hospitality Association (IDRHA) in conjunction with the Indiana Restaurant & Lodging Association (InRLA), Devour Downtown began in 2005 with less than 25 restaurants and grew to more than 90 eateries in 11 years within the downtown mile square.

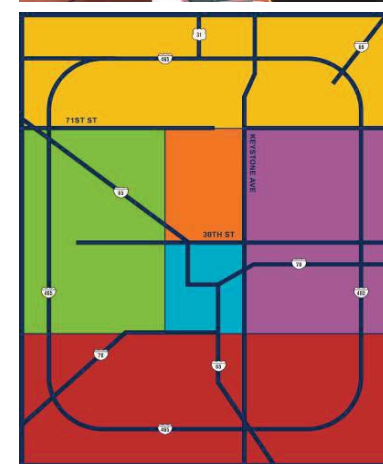
Looking to grow into a regional experience, we transformed our three famous restaurant week events, Devour Downtown, Northside Nights and Chow Down Midtown into one combined city-wide restaurant event – Devour Indy, which ran for the first time in January 2017. Devour Indy runs twice a year, once in the winter and once in the summer, which will run from Monday, Aug. 21 - Sunday, Sept. 3.

During Devour Indy, participating eateries offer three-course, value-priced menus bringing in more than 500,000 diners. Expanding to a city-wide restaurant week event has allowed restaurants from all areas of greater Indianapolis, including surrounding counties, to participate. Dining options include an eclectic mix of local favorites, farm-to-table options and well-known establishments. We anticipate more than 225 participating restaurants for Devour Indy Summerfest 2017.

Proceeds from Devour Indy benefit the Indiana Hospitality and Tourism Foundation, which focuses on empowering and benefitting the companies and individuals who drive hospitality and tourism. For example, we will offer scholarships to individuals wanting to pursue a degree in culinary studies.

Indy's ability to attract and retain talent often comes down to a community's quality of life. Devour Indy provides an opportunity for us to join together and showcase Indianapolis as a thriving region.

Our goal is to bring in unique and exclusive events to be held prior to and during the weeks of the event to feature the best in culinary, mixology and entertainment in greater Indianapolis.



SOCIAL & EARNED MEDIA

Through extensive surveying, we've learned that many of our current diners are young professionals, empty nesters, diners in large groups, families celebrating a special occasion in addition to culinary tourists – aficionados looking to indulge in Indy's best restaurants. Basically, our diners are just as eclectic as the list of participating eateries.

HERE ARE THE STATS:

207 participating restaurants in Devour Indy Winterfest 2017

3,228,279 page views from December 1, 2016 – April 15, 2017
*per Google Analytics

5:54 average amount of time spent on the Devour Indy website
*per Google Analytics

9.2 pages visited per website session *per Google Analytics

37,600+ likes on Facebook (@DevourIndy)

32,000 reached via email blasts

>\$304,000 earned TV and radio coverage in 2015

5,700+ followers on Instagram (@DevourIndianapolis)

21,200+ followers on Twitter (@DevourIndy)



DEVOUR *Indy*

SPECIAL EVENTS

COCKTAIL CONTEST

During Devour Indy, we invite bartenders and servers from any participating eatery to enter our signature cocktail competition. Each region (downtown, eastside, midtown, northside, southside and westside) hosts a live cocktail competition featuring all of the entries judged by media personalities and internationally recognized drink experts. With a bracket style contest, cocktails are narrowed down per region – allowing contestants from different sides of town to collaborate with others. The winning drinks per liquor brand category will be deemed the Official Drinks of Devour Indy.

PROGRESSIVE MEDIA DINNER

To expose the media to the vast culinary scene and generate additional awareness of Devour Indy, we host progressive lunch (two dining stops) and dinner (three dining stops) events. Targeted, key local and regional media are invited to taste what various restaurants are offering and attendees are encouraged to share their experiences through media segments/stories and social media. Each Devour Indy region hosts a lunch and/or dinner.

PROMOTIONAL BAGS FOR KEY MEDIA

Each region of Indy is assigned a day to provide food sample items to be included in a media drop bag. The prepared items are sorted into bags that are hand-delivered to key local and regional media contacts. Items from sponsors are also included in these bags delivered to key influencers.

EARNED AND SOCIAL MEDIA

In order to promote our event and sponsors, we secure multi-format earned media (print, television, radio, food and tourism bloggers/reporters and social media) to feature our participating restaurant chefs, bartenders and sponsors. This includes in-studio TV appearances, on-air radio interviews, online ads, social media posts and other unique promotions.

Currently, we also engage the public with special opportunities and experiences, like chances to win an exclusive dinner prepared by a top chef, “Diner of the Day” gift card giveaways, dinner with an on-air personality and more.



SPECIAL FEATURES

EVENTS

Our goal with Devour Indy is to showcase the Circle City as a prime location to live, play and work. In doing so, this entails featuring exclusive events, such as:

- Cocktail contests to witness the best mixologists and bartenders Indianapolis has to offer
- Wine tasting and food pairings
- Cooking demonstrations by top chefs for an up-close look on making Indianapolis a foodie destination
- Taste events to provide a sneak peek into what Devour Indy is about and a chance for consumers to sample food from multiple participating restaurants and some cocktails from the winning contestants

We welcome all thoughts, ideas and collaboration on new events to enhance the restaurant week experience.



SPONSORSHIP LEVELS

Devour Indy offers several different sponsorship levels. We will work with you to create a sponsorship that meets your sponsorship goals while keeping brand standards. Please talk to us about unique opportunities.

EXECUTIVE CHEF SPONSOR (Exclusive Title - \$40,000)

Branding

- Name included in event logo (branded logo)
- Branded logo included on all advertising materials including posters, check presenters & print advertisements
- Linkable company logo included on website listed as title sponsor
- Branded logo included on all email blasts
- Company branded website banner ad featured above the scroll (unlimited number of impressions)
- Company branded ad to be included in five Devour email blasts
- Company logo and information included in all menu binders given to local hotels
- Branded logo promotional materials distributed to transportation partners (potential ex. Blue Indy & IndyGo)
- Branded logo included in Open Table email blast(s) promoting Devour
- Use of title sponsor name or terms associated with the title sponsor's business used in the names of drinks specifically created for the Cocktail Contest
- Attend restaurant planning meetings (one in each region) to provide information about company

Media Promotion

- News release announcing title sponsorship
- Title sponsor recognition in all news release and media advisories
- Printed tablecloth with branded logo used for in-studio TV interviews and other events where applicable
- Invitation for four people to attend the media progressive lunch and/or dinner events
- Guest judge position during Cocktail Contests
- Insert included in media promotional bags hand-delivered to key contacts in the market
- News release and promotion for pop up dinner
- Product placement during media interviews, if applicable

Social Media

- Branded social media posts on Facebook, Instagram and Twitter (at least 12 posts per social site) before, during and after Devour
- At least three :15 videos will feature the branded logo or a specific message from the title sponsor
- Sponsor of "Diner of the Day" feature promoting one Devour diner who was randomly selected to receive a free gift card to a participating restaurant (14 Facebook, 14 Twitter and 14 Instagram posts during the event)
- Blog promotion (content must be submitted by the sponsor)

Other

- Dinner for up to eight guests at a Chef's Table at a participating eatery in each region before, during or after Devour
- Three food and cocktail crawl events for up to 20 people at five Devour locations

SPONSORSHIP LEVELS

SOUS CHEF SPONSOR (Not Exclusive - \$20,000)

Branding

- Banner ad included on website
- Linkable company logo included on website listed as presenting sponsor
- Company logo included on posters and check presenters
- Company branded banner ad included in one Devour email blast
- Company logo on materials distributed to transportation partners (potential examples Blue Indy and IndyGo)
- Attend restaurant planning meetings (one in each region) to provide information about company

Media Promotion

- Inclusion of sponsor name in at least one news releases or media advisory
- Invitation for two people to attend each media progressive lunch and/or dinner event
- Insert included in media promotional bags hand-delivered to key contacts in the market
- Product placement during media interviews, if applicable

Social Media

- Branded social media posts on Facebook, Instagram and Twitter (at least eight posts per social site, during 2017) before, during and after Devour
- At least two :15 videos will feature the presenting sponsor logo, brand or product
- Blog promotion (content must be submitted by the sponsor)

SPONSORSHIP LEVELS

GOLD PLATE SPONSOR (Not Exclusive - \$10,000)

Branding

- Linkable company logo included on website listed as gold sponsor
- Company logo included on posters
- Company branded banner ad included in one Devour email blast before, during or after the event
- Company logo on materials distributed to transportation partners (potential examples Blue Indy and IndyGo)

Media Promotion

- Insert included in media promotional bags hand-delivered to key contacts in the market

Social Media

- Social media posts on Facebook, Instagram and Twitter (at least two posts per social site during 2017) before, during and after Devour
- At least one :15 video will feature the presenting sponsor logo, brand or product
- Blog promotion (content must be submitted by the sponsor)

SILVER SPOON SPONSOR (Not Exclusive - \$5,000)

Branding

- Linkable company logo included on website listed as silver sponsor
- Company logo on posters

Social Media

- Social media posts on Facebook, Instagram and Twitter (two post per social site during 2017) before, during and after Devour

CONTRIBUTING SPONSOR (Not Exclusive - \$2,500)

- Company logo on website listed as contributing sponsor

Note: Devour Indy will create online banner ads or accept completed files from sponsors.

PARTNERSHIP AGREEMENT FORM

Name _____

Phone _____ Fax _____

Email Address _____

Organization _____

PARTNERSHIP PACKAGES

- Executive Chef Silver Spoon
 Sous Chef Contributing Sponsor
 Gold Plate We are unable to partner, please accept our donation
\$ _____

Please Check Appropriate Box:

- I have enclosed a check payable to Indiana Restaurant and Lodging Association.
 Please send me an invoice.
 Please call for credit card information.
 Please bill the credit card provided below.
 Visa MasterCard American Express Discover

Name on Card _____

Account Number _____ CCV _____

Expiration Date _____

Signature _____ Date _____

QUESTIONS: Contact Susan Decker:
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317.400.1983

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