



# Dallas Chocolate Conference & Festival

*presented by DallasChocolate.org*

October 26, 2013  
Addison Conference Centre

**SPONSORSHIP  
PROPOSAL  
2013**

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# Dallas Chocolate Conference & Festival 2013 ::::::::::::::

Presented by DallasChocolate.org, the Dallas Chocolate Conference & Festival is an annual event in Dallas, Texas, designed to raise awareness and appreciation for the amazing work of local and national fine chocolate craftsmen. Considered Dallas' sweetest event, the Dallas Chocolate Conference & Festival invites attendees to enjoy fine chocolates from many local and delicious purveyors as well the unique opportunity to be educated on all things chocolate. In addition to the opportunities to taste great chocolate there are specialty classes, discussions, and activities led by some of the industry's most reputable experts.

Beginning in 2009 with a limited-seating lecture and dinner featuring American chocolate makers Steve DeVries and Alan McClure, due to popular demand the event has expanded to include local chocolatiers, special events, and activities. **More than 20 chocolatiers were represented in 2012 and the number is set to increase this year.**

## Our Purpose:

In accordance with its primary mission of education, DallasChocolate.org works with other organizations committed to the good that chocolate brings to our lives.

- **Shawn Askinosie's Chocolate University Program:**  
A partnership between Askinosie Chocolate and Drury University, this program aims to improve the lives of impoverished children both in Africa where cacao is harvested, and Missouri where it is turned into fine chocolate.
- **Collin College Culinary Arts Scholarship Program:**  
A annual named scholarship has been created by DallasChocolate.org, which is awarded to a specially selected student enrolled in the college's award-winning pastry program.

Funds from this event also go to continue promoting chocolate to the public with more events and activities.

## Past Participants

Amano Artisan Chocolate  
Askinosie Chocolate  
Patric Chocolate  
Valhrona  
Barry Callebaut USA  
DeVries Chocolate  
Clay Gordon  
Paciugo  
Wiseman House Chocolate  
CocoAndré  
Collin College  
Sublime Chocolate  
Dude, Sweet Chocolate  
Toffee Treats  
Chocolate Secrets  
Elegantly Chocolate  
Dr. Sue's Chocolate  
Oh\*Brownie  
The Mansion  
The French Room  
Le Cordon Bleu  
Taza Chocolate  
Chocolates El Rey  
Rogue Chocolatier

## Media .....



"This past weekend, at the Addison Conference Centre, the brilliant minds behind DallasChocolate.org brought together the most talented group of chocolatiers in Big D.

It was truly a festival for all to enjoy... It was like being transported to the mystical Willy Wonka's Chocolate factory, without those disturbing Oompa Loompas narrating your every move."



"Celebrate Chocolate at the "Chocolate Conference"  
(Live televised chocolate feature segment)

### **The Dallas Morning News**

"The Chocolate Conference is a Chocoholic's dream."

### **DALLAS Observer**

"We've all heard of the meat sweats, but Saturday afternoon, at the Dallas Chocolate Conference at Addison Conference Centre, I experienced my first encounter with what I can only imagine were the chocolate sweats. I haven't seen a doctor, but I believe it resulted from too much of a very, very, very good thing."

#### Continuing to Grow

2009: 50 people

2010: 450 people

2011: 650 people

2012: 675 people

**2013: 1,500 people**

# Sponsorship Opportunities ::::::::::::::::::::::::::::::::::::::

## Platinum: \$5,000

### **All Gold Level benefits plus:**

- Naming rights for either the classroom or exhibition hall
- Special event opportunity with attendees, vendors, etc.
- 20 Conference t-shirts
- 20 full-day admission tickets

## Gold Level: \$3,000

### **All Silver Level benefits plus:**

- Opportunity to display advertising signs in the classroom and to make announcements between classes
- VIP event access to the exhibition hall one before it opens to the general public for up to 10 people
- Coupon/swag bag inclusion insert for all conference attendees
- 10 Conference t-shirts
- Multiple sponsorship features in electronic newsletter
- 10 full-day admission tickets

## Silver Level: \$1,000

- Table in the main hall for information, demo, display, etc.
- Logo inclusion with link to company on DallasChocolate.org and social media
- Logo placement on Conference T-shirts
- Inclusion in all press releases, posters, program and flyers
- Single Sponsorship feature in electronic newsletter
- 6 full-day admission tickets

## Chocolate Friend: \$500

- Inclusion in all press releases, posters, program and flyers
- Logo inclusion with link to company on DallasChocolate.org and social media
- 4 full-day admission tickets

**Custom packages are also available.**