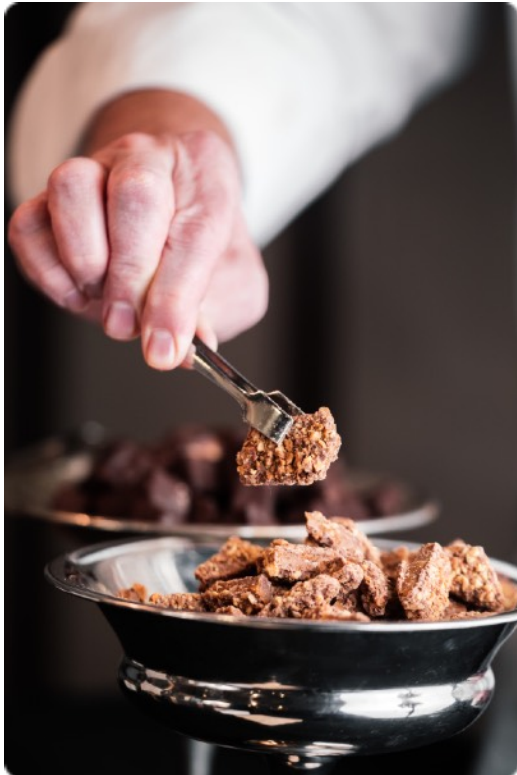




September 11-13, 2020

- Online -

Sponsorships



# Dallas

The World of Chocolate is coming to Dallas... and your company should be there too.

For its 11th year, in light of all the safety concerns about large gatherings, the Dallas Chocolate Festival will go virtual. From September 11-13, 2020, the event will be live online. After the weekend, the site will continue to hold recordings of presentations, and demos plus exhibitor booths for at least a month.

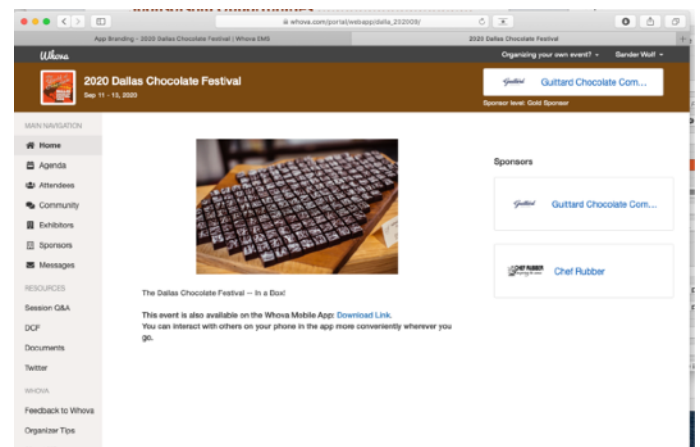
Hundreds of people will be in attendance over the weekend to learn, taste, and experience the artistry and craftsmanship that goes into quality chocolate treats. Local favorites and world renowned makers will bring their "A Game," with plenty of samples to taste available in the accompanying Festival box.

Our market research shows that our attendees are a savvy group who enjoy the finer things in life and appreciate quality in the things that they buy.

# The World

For the online version of the Dallas Chocolate Festival we have invested in the Whova platform. This premium event management and virtual conference software is used by Pfizer, L'Oréal, Ford, Oracle, and the American Heart Association among others. It includes a browser-based site as well as a phone app. Both versions are accessible world-wide.

**As a sponsor you will be able to customize your virtual space with features like auto-play videos, real-time chat, scheduled live video events, coupons, and more.**



# About Us

Established in 2009, DallasChocolate.org continues to be invested in educating the community about craft chocolate... one bar at a time. We find when people learn about the creativity, ingenuity, and hard work that chocolate artisans put in to creating their unique, quality products then they appreciate the chocolate even more.

We are a small organization, and the Festival is the primary vehicle for our outreach efforts. Much like craft beer, right now the artisan chocolate industry is in the midst of a renaissance. There is so much good work being done — from farms around the world to mom and pop businesses all over the USA — and we look forward to sharing that with the chocolate lovers of Dallas at our Festival.



# Education



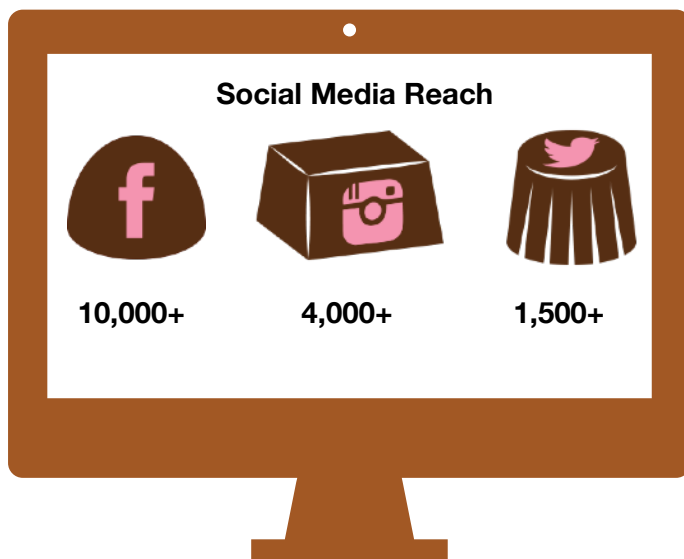
DallasChocolate.org is committed to chocolate education. While this certainly includes educating the public about the creativity and precision required to craft artisan chocolate, it also means supporting up and coming culinary arts students who share our passion for all things chocolate.

Over the past ten years, DallasChocolate.org has provided more than \$20,000 in scholarships to local culinary programs including the Institute of Hospitality and Culinary Education at Collin County Community College and the Dallas College Culinary Arts Program for students focusing on pastry arts with an emphasis on chocolate.



# Media

Our Media and Social Media teams ensure that our sponsors and exhibitors get the recognition they deserve. The Dallas Chocolate Festival has been featured in dozens of TV interviews and numerous print and online articles.



# Sponsorship Levels

## Silver Level: \$1000

- Online exhibitor booth for information, demo, display, videos, etc.
- Logo inclusion with link to company on Dallas Chocolate Festival website and social media
- Option to enclose item on Festival Sample Box

## Gold Level: \$1,750

### *All Silver Level benefits plus:*

- Sponsor banner on Virtual Festival page
- Option to take over our Instagram or Facebook feed for a day

## Platinum Level: \$2,500

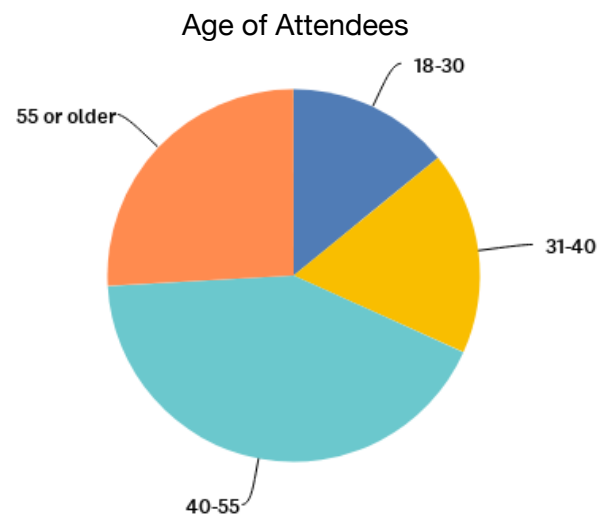
### *All Gold and Silver Level benefits plus:*

- Sponsor banner on Virtual Festival main page
- Logo placement on all advertising and Festival Sample Box
- Featured placement for Virtual Exhibitor Booth
- Featured in an email sent to all attendees

## Have another idea? Sweet!

We love to make unique sponsorship packages that best represent your brand.

Give us a call and let's find a special place to make your brand shine.



Additional Demographics available upon request