

DALLAS CHOCOLATE FESTIVAL



THE MAGIC OF
CHOCOLATE

SEPTEMBER
9-11, 2022



Sponsorship Guide

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The Magic

The Magic of Chocolate is coming to Dallas... and you're invited!

The Dallas Chocolate Festival is back again as an in-person three day event showcasing 'The Magic of Chocolate' from September 9th - 11th. Located at F.I.G. in Downtown Dallas this immersive experience offers Dallasites and DFW visitors a first hand taste into the world of chocolate from the process to the packaging. Featuring local shops and world renowned makers, booths will provide samples, expertise, and sweets-a-plenty to festival-goers.



We are thrilled to offer chocolate lovers a chance to learn, taste, and experience the artistry and craftsmanship that goes into quality chocolate treats!

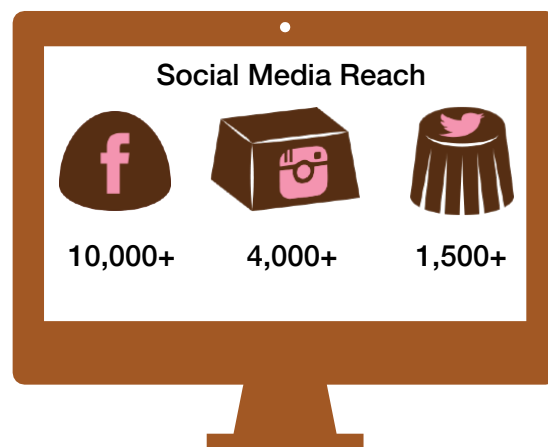
About Us

Established in 2009, DallasChocolate.org continues to invest in educating the community about craft chocolate as well as equipping the next generation of culinary creators. 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 benefitting students with focus in pastry arts and an emphasis on chocolate.

Audience

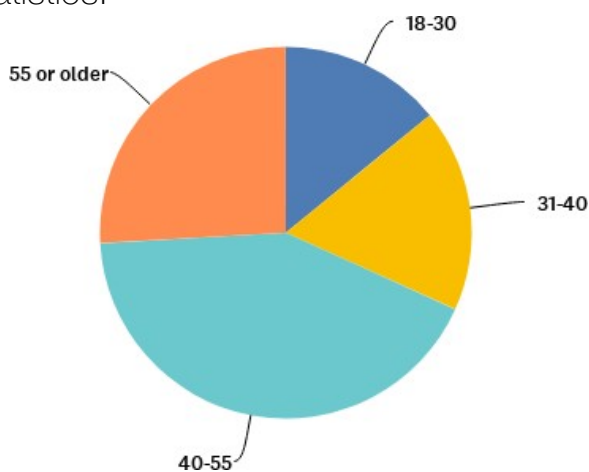
Experience cultivates appreciation; our festival offers a first-hand look into the process and production of talented artisans within the chocolate industry. We have created an event that captures an audience in a meaningful way allowing brands and sponsors to reach an attentive, interested demographic. Our market research shows that our attendees are a savvy group of epicureans that purchase with quality in mind.

Much like craft beer and baking; the artisan chocolate industry is in the midst of a revitalization. We've assembled a network of makers from farmers to local shops that showcase the best of the best. Alongside our personal social footprint we provide sponsor details to all vendors and artists for cross-promotion.



As a result of the pandemic, The Dallas Chocolate Festival gathered virtually in 2020, providing a sold-out event receiving “Virtual Event of the Year” by the DFW Chapter of the National Association for Catering and Events (NACE).

Gathering together again to experience the wonder and whims of chocolate, Dallas Chocolate Festival predicts an attendance of 3,000 over the course of the weekend, based on 2019 event statistics.



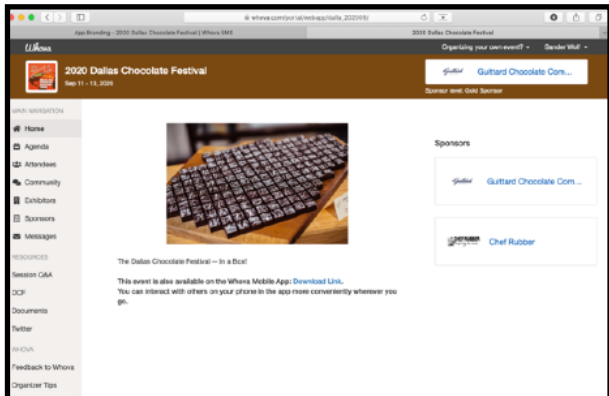
Age of Attendees

Additional demographics available upon request

Events

This year we are targeting unique industries and audiences with a variety of events ranging from an industry trade show to hands-on class experiences. This range and variety offers sponsors the unique ability to engage with a wider scope of consumers. Our goal at Dallas Chocolate Festival is to champion like-minded brands with meaningful connections, purposeful exposure and resonating opportunity.

While Dallas Chocolate Festival is returning to an in-person event, we are still providing online festival experiences through video events and real-time chats. Alongside in-person brand presence, sponsors will be able to reach a national audience through virtual conference software and programming.



Friday, September 9th

Day

Dallas Chocolate Conference
Industry Day

Evening

Dallas Chocolate Festival
VIP Party

Saturday, September 10th

Dallas Chocolate Festival
Main Event

Sunday, September 11th

Dallas Chocolate Festival
Hands-On Experiences

Virtual experiences will be available online via Whova, providing digital presentations, demos and exhibitor booths for those preferring to attend remotely. Whova is a premium event management and virtual conference software used by companies including Pfizer, L'Oréal, Ford, Oracle and the American Heart Association. Whova offers uses a browser-based site as well as a phone app and is accessible world-wide.

Sponsors will have the option to have a physical booth at the in-person event, as well as virtual space with features like auto-play videos, real-time chat, scheduled live video events, coupons, and more.

In the News

Our media and social media teams ensure that our sponsors and exhibitors get the recognition they deserve. The Dallas Chocolate Festival is honored to have been featured in numerous print, broadcast and online articles including the following media outlets:



Sponsorship Levels

Friend of the Festival: \$2,500

- * Single-wide exhibitor booth (optional)
- * Online exhibitor booth for information, demo, display, videos, etc.
- * Logo inclusion with link to company on Dallas Chocolate Festival website
- * Social media post on Facebook or Instagram
- * 5 full-day main event tickets

Silver Level: \$5,000

All Friend of the Festival benefits plus:

- * Logo signage featured in the event venue
- * Coupon/swag bag insert opportunity for all VIP Chocolate Festival attendees
- * Logo placement on Festival t-shirts, flyers, and step-and-repeat
- * Featured announcement at live event
- * 5 tickets to Friday Night VIP Party

Gold Level: \$10,000

All Silver Level benefits plus:

- * Naming rights for either a classroom or an event room
- * Sponsor banner on Virtual Festival main page
- * Featured post on Facebook AND Instagram
- * Upgrade to a Double-wide booth in main hall
- * Special event opportunity with attendees or exhibitors.
- * Upgrade to 10 full-day main event tickets and 10 tickets to Friday Night VIP Party

Presenting Sponsor: \$20,000

All Gold Level benefits plus:

- * Name included in Festival title: "Dallas Chocolate Festival presented by [your name]"
- * Logo included in event logo
- * Logo featured on event website
- * Logo on event poster
- * Logo placement on all advertising
- * Featured placement for Virtual Exhibitor Booth
- * Featured in an email sent to all attendees

Speciality Sponsorship

The Dallas Chocolate Festival strives to create a unique presence for each sponsor. In addition to our outlined sponsor levels we also offer unique packages that can best represent your brand.

Unique sponsorships opportunities include:

- * Exhibitor Lounge Sponsor
- * Parking/Valet Sponsor
- * Alcohol/Beverage Sponsor for VIP Party
- * In-Kind Donations
- * Children's Area Sponsor

Have another sweet idea in mind? Let us know!

Previous Sponsors

Whole Foods Market
Central Market
The Adolphus
The Fairmont Dallas
InterContinental Dallas
CocoTerra
Guittard Chocolate Company
Callebaut
TCF Sales
Culture Map
D Magazine
Ecole Chocolat
Smirnoff
CocoaTown
Valrhona
...and more!