



# CELEBRITY CHIEF BALL

MEALS ON WHEELS CHICAGO

SPONSORSHIP OPPORTUNITIES

FRIDAY, OCTOBER 25, 2024  
THE GERAGHTY  
6:00 PM – 11:30 PM

BLACK TIE OPTIONAL

# ABOUT MEALS ON WHEELS CHICAGO



For over 36 years, Meals on Wheels Chicago has provided healthy meals and relief to seniors and individuals with disabilities. Our initiatives serve dignity, independence, and hope to seniors and individuals with disabilities who find themselves in a difficult position – unable to afford and prepare food.

Our programs serve over 22,000 seniors every year. Delivery drivers bring healthy home-cooked meals to thousands of homebound seniors, while also providing important wellness checks. We even deliver meals for holidays when many of our clients are celebrating alone.

The unique Nourish Chicago Pantry offers clean foods of grocery-store quality tailored just for seniors. So many of our seniors live below the poverty level so with the help of donations and volunteers, we have expanded our reach. We now include toiletries, health, and wellness items; healthy cooking demonstrations with a grocery bag full of ingredients; and Pet food for seniors to help keep their loving pets healthy.

## CELEBRITY CHEF BALL IMPACT

The Ball features a cocktail reception, followed by an intimate and unique dining experience for 500 guests. Guests are seated in a “pod” of three tables, each with their own team of three top chefs and a mixologist who prepare a 6-course meal with cocktail pairings and decadent desserts. This goal for this event is to raise funds to provide over 160,000 meals for seniors and individuals with disabilities who are in need.



## WHO IS ATTENDING?

More than 500 guests are expected to attend, representing Chicago's top foodies, philanthropists, corporate sponsors, and business leaders.

60% Urban; 40% Suburban | 55% Female; 45% Male | Average Age: 40  
Average Est. Income: \$160,000

## MARKETING & PR

Advertisements: typically placed in local publications such as TimeOut, Do312, Chicago Magazine.

Earned Media: ABC 7 News, WGN 9 Daytime Chicago, NBC 5 Chicago Today, CS Magazine, Fooditor, Windy City Times, Eater Chicago, Newcity, Men's Book Chicago, Metromix, Yelp, Eventful, The Local Tourist, Do312, Chicago Food Magazine, Windy City Times, Socialife Chicago, BizBash, Where Traveler, Secret Chicago, WGN Radio's Steve Cochran Show, Fox32, and Better.

Total Media Impressions: 416 million



## ACCLAIM

*"The culinary roster is epic."* - Check, Please!

*"One of Chicago's premier culinary events."* - ABC7

*"Foodie Paradise!"* - Chicago Tribune

*"There are a lot of chef-driven charity events in Chicago, but the Meals on Wheels Celebrity Chef Ball is always one of the most spectacular."* - Chicagoist





## **Presenting Sponsor | \$50,000**

IMPACT: provides 16,000 meals

- Three (3) tables – 36 tickets – personal pod
- Personally select the pod for your dining experience
- Exclusive recognition as Presenting Sponsor on digital and print event materials
- Prominent logo placement on all digital and print event-related materials
- Recognition on MoWC's social media, including real-time tagged posts at event
- Full Page Ad in the Event Program
- Host social media contests, presented by your company
- Opportunity to place promotional materials in gift bags
- Custom volunteer experience with MoWC



## **Executive Chef Sponsor | \$25,000**

IMPACT: provides 8,000 meals

- Two (2) tables – 24 tickets
- Prominent logo placement on all digital and print event materials
- Recognition on MoWC's social media, including real-time tagged posts at event
- Half Page Ad in the Event Program
- Host social media contests, presented by your company
- Opportunity to place promotional materials in gift bags

### Sous Chef Sponsor | \$10,000

IMPACT: provides 3,200 meals

- One (1) table – 12 tickets
- Prominent logo placement on all digital and print event materials
- Recognition on MoWC's social media
- Quarter Page Ad in the Event Program
- Host social media contests, presented by your company
- Opportunity to place promotional materials in gift bags

### Sommelier Sponsor | \$5,000

IMPACT: provides 1,600 meals

- Four (4) tickets
- Company logo on all digital and print event materials
- Recognition on MoWC's social media
- Patron Ad in the Event Program
- Opportunity to place promotional materials in gift bags



### Pastry Chef Sponsor | \$2,500

IMPACT: provides 800 meals

- Two (2) tickets
- Company logo on all digital and print event materials
- Recognition on MoWC's social media
- Patron Ad in the Event Program



### In-Kind Donation Sponsorships

Donation of experience, service, tickets or other for Silent or Live Auction, or to benefit the event.

- Company name on related event signage
- Company name in the Event Program

# THANK YOU FOR YOUR CONSIDERATION!

PLEASE CONTACT CORY MORRIS AT  
[CMORRIS@MEALSONWHEELSCHICAGO.ORG](mailto:CMORRIS@MEALSONWHEELSCHICAGO.ORG)  
[www.mowc.org/ccb](http://www.mowc.org/ccb)

