



2016 MENU

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DIG IN IS A NOT-FOR-PROFIT THAT CONNECTS HOOSIERS WITH LOCALLY GROWN AND PRODUCED FOODS.

Dig IN exists to promote Indiana food, agriculture, and beverages to the benefit of both our community and the economy. Each year, Dig IN holds the Taste of Indiana, the only statewide event bringing farmers together with outstanding chefs who showcase the quality of fresh Indiana grown food. Guests come for tastes of 40 Indiana dishes, certified Indiana Artisan products, and wines and beers from around the state. Beyond their fill of food and drink, guests leave with an experiential education on Indiana products, where to find them, and what to do with them. An educational stage provides a platform for our chefs to demonstrate cooking and talk about using fresh ingredients. Farmer displays and conversations tell Hoosiers the story behind our food, encouraging them to seek it out and put it on their table more often. Connections made in this vibrant and convivial atmosphere lead to new ventures and further economic development for our Hoosier Heartland.

Farm to fork is not just current trend, it's a way of life that many educated, professional, and especially younger citizens are adopting. The presence of Dig IN in Indiana displays a commitment to the availability of local foods, not just for some, but for all who desire it. Visitors and prospective residents can find like minded individuals and businesses through Dig IN, the website, and the programming, making our city more attractive.

Dig IN is not just a festival or a series of monthly events, but a culture and a way of life which builds community. When people connect over food, they become part of a growing network which strengthens our community and health more every day. Financial partners of Dig IN will help us continue to provide educational resources for agriculture, culinary arts, and local food endeavors in Indiana.

STARTERS

ENTRÉES

DESSERTS

LE GRAND

\$2,500 PARTNERSHIP (MULTIPLE AVAILABLE)

Our Supporting Sponsors will be visible to all festival attendees, with logo placement at the Taste of Indiana entrances on our “thank you to our sponsors” signage. The logo will also be included in the festival guide, as well as the sponsors section of the website. Partnership sponsors receive entry for two individuals, whether to attend the event or to staff an information booth or giveaway in one of our tents at the event.

\$5,000 TENT PRESENTER (AVAILABLE FOR EACH TENT)

From chefs to Artisans, brewers to vintners, the Taste of Indiana participants are housed in a dozen or more tents around the venue. The tent will include exterior signage with the name and logo of the sponsor, and the event map will feature the sponsor as the tent name. Tent presenters will have space for an informational booth or giveaway within their sponsored tent, and receive entry for up to four individuals to enjoy the event and staff the booth.

\$5,000 EDUCATION STAGE SPONSOR (1 AVAILABLE)

Attendees at Taste of Indiana are foodies and locavores who enjoy a great meal but also want to grow, cook, and serve their own food to friends and family. The mission of Taste of Indiana is to educate our attendees on how to purchase and prepare Indiana grown food, increase consumption of healthy and local fare, and keep more dollars in the local economy. By presenting cooking skills and nutritional wisdom, Dig IN serves up lessons to those hungry for information. The education series will be named for these sponsors, with name and logo representation on the banner, in the festival program, and on the schedule signage posted at the event. Education Sponsors may contribute literature and have a booth space for outreach.



STARTERS

\$7,500 PARTNERSHIP SPONSOR (MULTIPLE AVAILABLE)

Partnership Sponsors help Dig IN with a significant investment to achieve our mission of promoting Indiana food, agriculture, and beverage. At this level, sponsors receive all the benefits of the Tent Presenter, with two early entry tickets and two VIP tickets. The Partnership Sponsor logo will be featured prominently on the sponsor section of our website, in the program, and on our “thank you” signage at the park entrance.

ALL SPONSORS GET:

- Access to our special discounted sponsor ticket rate
- Logo on our “Thank you to our sponsors” signage
- Logo on the sponsor section of our website



ENTRÉES

\$10,000 CHEF JACKET SPONSORSHIP

In partnership with the sponsor, each chef will be presented with a short sleeved chef jacket to wear during the event, branded with the sponsor logo and the Dig IN logo. The chefs are a highlight of the event, and our attendees look to see their favorite ones behind the serving table. Chefs around the park will be sporting a white short sleeved chef coat, bearing that logo, whether at their booth, at the chef competition, or doing a demonstration.

Many chefs take the jackets to their businesses and wear them year round, and we ask that they be worn during public appearances and media promotions. The Chef Jacket sponsor will be featured on all signage thanking sponsors, at the Dig IN website, and in the passport program for the day. This sponsor will receive four early entry and two VIP tickets.



ENTRÉES

\$25,000 BENEFACTOR SPONSOR (2 AVAILABLE)

The nonprofit Dig IN exists for the promotion of Indiana food, agriculture, and beverages, by providing thousands of dollars of Indiana ingredients to be prepared with care and craft by chefs, and sampled for the enlightenment and education of Hoosiers. Our Taste of Indiana event is a promotion of all of the great Indiana products and business serving our state. Benefactor sponsors are critical to Dig IN carrying on this important work at Taste of Indiana and all throughout the year.

IN ADDITION TO THE BENEFITS AVAILABLE TO ALL SPONSORS, BENEFACTORS ALSO RECEIVE:

- A feature interview or post on the Dig IN newsletter and website
- Company credited in press releases
- Logo inclusion in all print marketing
- Logo on the hundreds of volunteer t shirts at the event
- Ability to conduct an on-site giveaway, contest, or information booth
- Mentions on social media chatter during the event
- Ticket benefits include four early entry tickets, and four VIP tickets



DESSERTS

\$100,000 PRESENTING SPONSOR

The Taste of Indiana Presenting Sponsor receives the highest visibility and exposure of any level. "(Your Organization) Presents Dig IN, a Taste of Indiana" will be featured on all printed promotional materials and tickets, print and web advertisements, and mentioned in radio promotions. These words will also be featured on the website, in the front of the festival program, and prominently at the entrance.

IN ADDITION TO THE BENEFITS MENTIONED ABOVE THE PRESENTING SPONSOR WILL RECEIVE:

- Ability to provide a guest blog post for the Dig IN website
- A feature interview or post on the Dig IN newsletter and website
- Company credited in press releases
- Logo inclusion in all print marketing
- Logo on the hundreds of volunteer t shirts at the event
- Ability to conduct an on-site giveaway, contest, or information booth
- Mentions on social media during the event lead up and promotions, as well as mentions on social media chatter during the event
- Ticket benefits to include six early entry tickets, and six VIP tickets



LE GRAND