

THE CHEF SERIES

MAY – OCTOBER 2008



The Event

Since its premiere in 1985, the Chef Series has motivated tens of thousands of visitors to use garden-fresh produce in innovative, creative ways. Each year, 40 of Chicago's renowned chefs share their favorite recipes. The Chef Series has become a Saturday and Sunday tradition for Chicago-area food lovers, who enjoy learning about great foods from chefs in a colorful, inspirational location.

The Setting

Chicago chefs create food demonstrations twice a day every Saturday and Sunday at the Regenstein Fruit & Vegetable Kitchen – located on a 3-acre island of fruit and nut orchards. Attendees enjoy an unobstructed view into the state-of-the-art chef's kitchen from a tiered, outdoor amphitheater.

The Attendees

The Chef Series attracts lovers of food and drink, with a passion for cooking and entertaining. Attendees enjoy fine dining and hosting sumptuous dinner parties and events.

Visitors are a mixture of suburban and city residents, with most attendees in the 25 to 45 age range. Typical attendees also enjoy traveling, especially to locations known for fine dining and unique cuisine.

The Opportunity

For companies looking to reach lovers of food, drink and entertaining, the Chef Series is an ideal venue for product sampling, product placement and demonstrations. Visitors come to the Series looking for new trends and innovations, new products and new twists to cooking and entertaining. Visitors enjoy reading about cooking, making the site an exceptional location for author tours and book signings. The venue also is a great place to get products into the hands of influential chefs and culinary experts looking for the latest in cookware, kitchen utensils and equipment.

The Sponsorship

Presenting	\$50,000
Major	\$35,000
Supporting	\$20,000
3-Year Presenting	\$140,000
Kitchen naming opportunity	\$450,000