

Garden Chef Series

May – October



The Event

The Garden Chef Series is a six-month-long event that engages our visitors in lively demonstrations on how to use seasonal, garden-fresh produce in innovative and creative ways. Each year, 40 of Chicago's top chefs share their culinary expertise, preparing a signature dish with garden-fresh ingredients during two demonstrations each weekend day. The Garden Chef Series has become a weekend tradition for visitors who love food and enjoy learning from talented chefs in a setting filled with natural beauty, blooming flowers, and fruits and vegetables.

The Setting

More than 10,000 visitors enjoy watching the chefs work their magic in the Regenstein Fruit & Vegetable Garden kitchen's open-air amphitheater. The Garden Chef Series takes place in the Fruit & Vegetable Garden, which is filled with more than 400 different varieties of edible plants, vegetables, herbs, fruits, and nuts. The free demonstrations take place at 1:30 and 2:30 p.m. on Saturdays and Sundays.

The Attendees

The Garden Chef Series attracts a diverse range of visitors who enjoy learning about food, nutrition, and healthy eating. Visitors are a mix of suburban, city, and national/international visitors. The Garden brings in one million visitors a year.

The Opportunity

For companies looking to interact with lovers of food, drink, entertaining, and healthy lifestyles, the Garden Chef Series is an ideal venue for product sampling, product placement, and demonstrations. Visitors come to the Garden Chef Series to experience new food trends, innovations, new products, and new ideas for cooking and entertaining. The Series offers an exceptional opportunity for one-on-one engagement with people who hunger for new ideas relating to food and cooking. It also provides an exceptional venue for author tours and book signings.

The Sponsorship

Presenting	\$50,000
Major	\$35,000
Supporting	\$20,000
Weekend Food Festival	\$15,000
Three-year presenting	\$140,000
Kitchen naming opportunity	\$450,000



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