

# Key Information for Pilot Light's Feed Your Mind Gala 2021

- Three Chicago dining venues: **avec River North, The Arbory, and Big Star**
- A Pilot Light Founding Chef - **Paul Kahan, Justin Large, Jason Hammel, or Matthias Merges** - at each venue
- **PLUS other celebrity chefs from Chicago at each venue including a pastry chef** (TBD but past participants include Grant Achatz, Rick Bayless, Thai Dang, Joe Flamm, Sarah Grueneberg, Beverly Kim, Carrie Nahabedian, and Erick Williams). Chefs at each venue will collaborate to create an unforgettable culinary experience, so **guests will enjoy a delicious meal prepared by multiple celebrity chefs in one amazing evening!**
- An estimated **200 guests** with strong representation from the 25 – 34, 35 – 44, and 45 – 54 age groups plus 100+ guests attending remotely.
- Average ticket price: \$500
- Founding Chefs' social media (combined): **40,000 followers**
- Pilot Light social media: **9,100 followers** (+5% in 12 months)
- Pilot Light email distribution list (opt-in): **reach = 3,350** (+6% in 12 months)

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## Platinum (Presenting) Sponsor: \$50,000 (1 available)

*Exclusive title as presenting sponsor of Pilot Light's Feed Your Mind Gala across all venues*

- ***Name/logo on backdrop behind stage** where welcome/live auction will be broadcast to all venues and guests watching remotely*
- ***Name at the top of the exclusive Gala menu** distributed to all guests (and likely to be shared widely on social media)*
- *An exclusive **Meet and Greet** with the chefs at the beginning of the evening on the night of the event.*
- *Up to **30-second pre-recorded video** to be shown during the event (an introduction, a welcome, a toast, a connection to Pilot Light's mission, etc. ). You may choose to highlight a service or product (Produced by your company. Content to be mutually agreed upon)*
- *A branded **activation/product display or giveaway** OR Up to **2-minute video** that would be featured on Pilot Light website for a period of one year (Installed/produced by your company. Content to be mutually agreed upon)*
- *One high profile Pilot Light **Program Integration** (see list below)*
- ***Podium recognition** as the Platinum/Presenting sponsor of Pilot Light's 2021 Gala*

- **Full table (6-8 seats)** at the 2021 Gala (seats per table dependent on COVID-19 restrictions and venue availability)
- **Slide with logo in pre-event slideshow** (company ad or sponsorship of a Pilot Light impact slide) playing on screens at all venues and online for guests attending remotely).
- **Social media recognition by Pilot Light Founding Chefs (2 posts - 40,000+ followers)** featuring brand hashtag
- **Two dedicated social media posts** by Pilot Light (9,000 followers) featuring brand hashtag
- **Premium (above title) logo recognition** on save the date email and invitation (deadlines: 6/30/21 for save the date; 7/31/21 for invitation).
- **Premium (above title) logo recognition** on event website (including a link to your company website), auction website, event signage.
- One full year of **recognition as a Core Supporter** (including link and logo) on Pilot Light's website
- **Recognition on all Gala 2021 eBlasts** preceding the event (reach = 3,200)
- **Full-page advertisement** in digital program book in prominent location and name on program book cover

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## **Gold (Course) Sponsor: \$25,000 (3 available)**

Sponsor a single course across **all** Feed Your Mind Gala event venues with exclusivity in your brand's primary category

- **Name listed as sponsor of a course on the exclusive Gala menu** distributed to all in-person guests and likely to be shared widely on social media.
- Up to **30-second pre-recorded video** to be shown during event (an introduction, a welcome, a connection to Pilot Light's mission, etc. ) You may choose to highlight a service or product (Produced by your company. Content to be mutually agreed upon).
- A branded **activation/product display or giveaway at one event venue** (Installed by your company; must meet COVID guidelines. Venue determined by Pilot Light)
- One high profile Pilot Light **Program Integration** (see list below)
- **Podium recognition** as a Gold/Course sponsor of Pilot Light's 2021 Gala
- **Full table (4-8 seats)** at the 2021 Gala (seats per table dependent on COVID-19 restrictions and venue availability)
- **Slide with logo in pre-event slideshow** (company ad or sponsorship of a Pilot Light impact slide) playing on screens at

*all venues and online for guests attending remotely).*

- **Social media recognition by Pilot Light Founding Chefs** (1 post - 40,000+ followers) featuring brand hashtag
  - **One dedicated social media post** by Pilot Light (9,000 followers) featuring brand hashtag
  - **Preferred logo recognition** on save the date email and invitation (deadlines: 6/30/21 for save the date; 7/31/21 for invitation).
  - **Preferred logo recognition** on event website (including a link to your company website), auction website, event signage.
  - One full year of **recognition as a Core Supporter** on Pilot Light's website
  - **Recognition on all Gala 2021 eBlasts** preceding the event (reach = 3,200)
  - **Full-page advertisement** in digital program book
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## **Silver: \$10,000**

- **Podium recognition** as Silver sponsor at Pilot Light's Feed Your Mind Gala 2021
  - **Table (2-4 seats)** at the 2021 (seats per table dependent on COVID-19 restrictions & venue availability)
  - **Slide with logo** in pre-event slideshow (company ad or sponsorship of a Pilot Light impact slide) playing on screens at all venues and online for guests attending remotely).
  - **One dedicated social media post** by Pilot Light (9,000 followers) featuring brand hashtag
  - **Logo recognition** on save the date email and invitation (deadlines: 6/30/21 for save the date; 7/31/21 for invitation).
  - **Logo recognition** on event website, auction website, event signage.
  - **Recognition on all Gala 2021 eBlasts** preceding the event (reach = 3,200)
  - **Half-page advertisement** in digital program book
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## **Bronze: \$5,000**

- **Logo recognition** on event website, auction website, and all event signage
  - **Recognition on all Gala 2021 eBlasts** preceding the event (reach = 3,200)
  - **Half-page advertisement** in digital program book
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# Program Integration Options

*Opportunity to engage with Pilot Light's mission to advance food education. Must comply with COVID restrictions.*

- *Partner on the development of a Pilot Light lesson and participate in the delivery of that lesson at a school with a Pilot Light Food Education Fellow. Pilot Light will write and share a blog post featuring the sponsor and the lesson. Lesson will also be featured on Pilot Light's online Food Education Center (22,000 users in 2020-2021 school year) with "co-authored by" credit.*
- *Present to Pilot Light Food Education Fellows at a monthly professional development session*
- *"Lunch and Learn" event featuring a Pilot Light founding chef at partner's location. Topics could include how they built their businesses, how they have responded to the current crisis/other trends, as well as how the restaurants support the local economy through their sourcing of food and by attracting visitors to Chicago to experience world class dining.*
- *Custom integration (to be mutually agreed upon)*

**Please contact Kathy Argentar, Manager of Institutional Giving at [kathy@pilotlightchefs.org](mailto:kathy@pilotlightchefs.org) for more information**