

PILOT LIGHT
GALA 2021



*Feed Your
Mind*

SPONSORSHIP OPPORTUNITIES

PILOT LIGHT GALA 2021

Feed Your Mind

FRIDAY, NOVEMBER 5, 2021

Key Information for Pilot Light Gala 2021 “Feed Your Mind”

- Location: **The Arbory**
- Participation from all Pilot Light Chefs—**Jason Hammel, Paul Kahan, Justin Large, and Matthias Merges**
- PLUS other Chicago chefs including **Rick Bayless, Beverly Kim, Genie Kwon & Timothy Flores**, and **Noah Sandoval**. Chefs will collaborate to create an unforgettable culinary experience, so **guests will enjoy a delicious meal prepared by multiple celebrity chefs in one amazing evening!**
- **104 in-person guests** with strong representation from the 25 – 34, 35 – 44, and 45 – 54 age groups plus 150+ guests attending remotely.
- Average ticket price: **\$750**
- 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)

Corporate Sponsors Benefits

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

Exclusive title as presenting sponsor of Pilot Light Gala 2021 “Feed Your Mind”

- **Name/logo on backdrop behind stage** where welcome/live auction will take place and which will be broadcast to 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 Gala 2021
- **One table (8 seats)** at The Arbory
- **Slide with logo in pre-event slideshow** (company ad or sponsorship of a Pilot Light impact slide) playing on screen at event 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 (9,100 followers) featuring brand hashtag
- **Premium (above title) logo recognition** on save the date email and invitation (deadlines: 9/10/21 for invitation; 9/30/21 for program).
- **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 = 3,350)
- **Full-page advertisement** in digital program book in prominent location and name on program book cover

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

Sponsor a single course at Pilot Light Gala 2021 "Feed Your Mind" 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 event** (Installed/produced by your company; must meet COVID guidelines)
- One high profile Pilot Light **Program Integration** (see list below)
- **Podium recognition** as a Gold/Course sponsor of Pilot Light Gala 2021
- **One table (8 seats)** at The Arbory
- **Slide with logo in pre-event slideshow** (company ad or sponsorship of a Pilot Light impact slide) playing on screen at event 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 (9,100 followers) featuring brand hashtag
- **Preferred logo recognition** on save the date email and invitation (deadlines: 9/10/21 for invitation; 9/30/21 for program).
- **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 = 3,350)
- **Full-page advertisement** in digital program book

Silver: \$10,000

- **Podium recognition** as Silver sponsor at Pilot Light Gala 2021 "Feed Your Mind"
- **Slide with logo** in pre-event slideshow (company ad or sponsorship of a Pilot Light impact slide) playing on screen at event and online for guests attending remotely).
- **One dedicated social media post** by Pilot Light (9,100 followers) featuring brand hashtag
- **Logo recognition** on save the date email and invitation (deadlines: 9/10/21 for invitation; 9/30/21 for program).
- **Logo recognition** on event website, auction website, event signage.
- **Recognition on all Gala 2021 eBlasts** preceding the event (reach = 3,350)
- **Half-page advertisement** in digital program book

Bronze: \$5,000

- **Logo recognition** on event website, auction website, and all event signage
- **Recognition on all Gala 2021 eBlasts** preceding the event (reach = 3,350)
- **Half-page advertisement** in digital program book

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 a mutually agreed-upon 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 for more information.