



SPONSORSHIP & EXHIBITOR OPPORTUNITIES

OCT 4 | PALMER EVENTS CENTER | AUSTIN, TX

Join us for the 2018 Culinary Arts Career Conference for high school students and help inspire the future culinary professionals in Central Texas.



PRESENTED BY THE AUSTIN FOOD & WINE ALLIANCE

About the Culinary Arts Career Conference

On October 4, 2018, the Culinary Arts Career Conference (CACC) will bring over 500 Central Texas high school students to the Palmer Events Center for a day of panels, workshops, culinary competitions and exhibits - all geared toward sharing the vast world of culinary careers with these students before they graduate.

Why We Do It

The Austin Food & Wine Alliance is a nonprofit organization dedicated to fostering awareness and innovation in the Central Texas culinary community through grants, educational programming and events. CACC is an educational conference that prepares the next generation of culinary talent for numerous career paths and possibilities open to them after high school.

CACC can provide your business with:

Community engagement | Product distribution | Brand exposure | Employee engagement

Our CACC audience is:

High school sophomores, juniors and seniors - 500+
Public school teachers - 31
High schools represented - 25
Food and beverage industry professionals - 37
Volunteers - 140

Our Austin Food & Wine Alliance audience is:

Foodies | Austinites | Chefs | Artisan producers | Volunteers
Email subscribers - 12,000
Twitter followers - 9,518
Facebook fans - 5,125
Instagram followers - 12,700
Website viewers (unique views per month) - 1300

Past panelists and keynote speakers include:

AARON FRANKLIN
Franklin Barbecue

CLAYTON CHRISTOPHER
Founder/Former CEO Sweet Leaf Tea Company

KARI UNDERLY
Third-Generation Butcher

CHEF RENE ORTIZ
Lauderette

HOOVER ALEXANDER
Hoover's Cooking

JAE KIM
Chi'lantro

Exhibitor and panelist careers represented:

Author

Blogger

Food Writer/Editor

Public Relations
Manager

Executive Chef

Entrepreneur

Designer

Butcher

Fishmonger

Cheesemonger

Grocery buyer

Recruiter

Human Resources
Professional

Forager

Artisan

Nonprofit Director

Farmer

Rancher

Sponsorship Packages

PRESENTER: \$20,000 (1 available)

All opportunities and options listed under “co-presenter” to one exclusive sponsor.

CO-PRESENTER: \$10,000 (2 available unless Presenter has been fulfilled)

- Listed as co-presenting sponsor (“Austin Food & Wine Alliance’s Culinary Art Career Conference, presented by...”) in official materials, media outreach and online. Logo appearing whenever possible.
- Quote in Press Release, opportunity for media interviews when available
- Includes one event recap / sponsor thank you email to AF&WA subscribers
- Opportunity to address full conference by welcoming address OR introduce / thank keynote speaker
- Full page ad in official CACC mini-program (only ad in program)
- Your logo on lanyards for every panelist and CACC attendee
- Marketing materials / product in student goodie bags (1 item)
- One customized sponsorship opportunity created with Austin Food & Wine Alliance
- Double booth available at expo

OFFICIAL LUNCH SPONSOR: \$5,000 + Product -- SOLD

- Create a lunch experience for CACC students while getting their feedback, doing market research or having them weigh in on new flavors and products.
- Provide lunch for all students, teachers and volunteers at CACC (exact number TBD, roughly 600)
- Official lunch sponsors on all materials, logo appearing whenever possible.
- Includes program guide and event recap / sponsor thank you
- Opportunity to give students a survey to collect feedback, tied to other CACC giveaways (through official event “BINGO” card) or your businesses separate giveaway.
- Opportunity to bring branded vehicle or food trailer onsite
- Marketing materials / product in student goodie bags
- Executive management or CEO on TBD panel
- Opportunity to provide coupons or special offers to all volunteers and teachers
- Booth at expo

DEMO STAGE SPONSOR: \$3,000 (1 SOLD, 1 available)

- Two interactive stages for cooking demonstrations including butchers, fishmongers and chefs.
- Your company name will appear as the name of one demo stage
- Logo on stage signage
- Listing as demo stage sponsor in official materials, media outreach and online
- Opportunity to introduce demos on stage, participate in demo with chefs
- Support in selection of demos (with final approval by Austin Food & Wine Alliance)
- Booth at expo in close proximity to demo stage

CACC SUPPORTING SPONSOR: \$3,000 (unlimited)

- Listed as supporting sponsor on all materials
- Includes program guide and event recap / sponsor thank you
- One customized sponsorship opportunities (based on opportunities still available)
- Materials / product in student goodie bags
- Booth at Expo

EXHIBITOR: \$250 Single Booth/\$500 Double Booth (unlimited)

- Booth(s) at Expo
- Listed in program and on website

Custom Opportunities: Panel Sponsorship, Elevated Exhibit Booth With Workshop, Photo Booth, Bingo Card, Recharge Station For Volunteers, and Teacher’s Lounge, Official Competition Sponsor (**SOLD**)

Thank you for your consideration! We look forward to having you at the 2018 Culinary Career Conference.

Contact mariam@austinfoodwinealliance.org to register.

We are a 501(c)(3) non-profit organization and your fees are tax exempted.
A tax exempted letter will be mailed to you after the conference.

If you have any questions or concerns, please contact
Mariam Parker, AFWA Executive Director
512-659-7153 | mariam@austinfoodwinealliance.org.

Thank you for your support!



@ATXFoodWineAlly



AustinFoodWineAlliance

