



Tasttlig

Presents:

Kodede! (Go Eat!) Multi-National Food Festival

A Food for Social Change Event

Sponsorship Proposal



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KODEDE (Go Eat!) MULTI-NATIONAL FOOD FESTIVAL

Quick Facts About This Food for Social Change Event

Kodede (Go Eat!) Food Festival bridges the gap between newcomer and established Canadians through the sharing and enjoyment of food.

The festival will bring together over 30 food-certified newcomer chefs from countries all over the world, who will share their homeland dishes with Kodede festival guests.

The evening will also feature games, live music, DJ, arts, dance performances, talks, Interviews and the platform launch of Kodede, [Go Eat!] Web and Mobile App.

Kodede (Go Eat!) Food Festival will draw crowds from all over the Greater Toronto Area, particularly the downtown core. Target audiences is everyone interested in food, especially international food.

Event Details:

Date: Friday, September 20, 2019

Location: Daniels Spectrum Building
Main Floor and Courtyard
585 Dundas Street East

Time: 5pm to 10pm

Registration: Free at Kodede.com |
[Eventbrite](https://www.eventbrite.com) | [Facebook](https://www.facebook.com) | [Meetup.com](https://www.meetup.com)

Food Cost: \$4 per ticket, each ticket purchases
one sampling of food from a vendor

VIP Pass: \$20 for 6 tickets.

About Tasttlig

Our History

Our debut event on September 17, 2018 introduced Canadians to culture through cuisine from around the world. We offered tastes from Egypt, Ghana, Nigeria, Kenya and South Africa.

Since then, we have acquainted Canadians with Filipino, Afghanistan, Ethiopian, Sri Lankan, Bangladesh, Somalian, Lebanese, Tunisian, Angolan, Ethiopian, Indian and Trinidadian culture by leveraging the chefs and restaurants who make them. We intentionally break down social and economic barriers for both our guests and hosts by building these event-based platforms.

Our Mission

Our mission is to showcase the nations of the world in the best possible light. We do this by offering vibrant food festivals where newcomer Canadians debut authentic foods from their homelands. At these events, established Canadians discover new food, arts and entertainment while chefs proudly showcase their national dishes. By offering these experiences, we are able to break social, economic and cultural barriers which might impede our collective sense of community, and bridge the opportunity gap on all sides.

REACH

How will we promote your brand?

Online:

- Your logo will be featured on all online marketing materials, including website, Eventbrite, social media, etc.
- Email blasts to ticket holders will feature your logo

Event Platform:

- Special mention during speeches at the event.
- Certain sponsorship levels provide an opportunity to speak at the event

Onsite Impressions:

- Brand name and logo prints on banners and signage.
- Live mentions throughout the event

Who will your message reach?

- A wide variety of people who enjoy food, live music entertainment, and local festivals.
- Average attendees are 30 years old with an estimated income of over \$50,000.
- An estimated 10,000 people will see postings for the event online drawing attendees to the event.
- Premium marketing opportunity on the festival grounds with live mentions throughout the event reaching a broad audience

Marketing at Events such as *Kodede Go Eat!* Multi-National Food Festival has considerable influence and branding potential.

EMAIL US: info@tasttlig.com

Sponsorship Opportunities

Face time is important.

Get in front of your customers for a more personal approach to targeting audiences.

Main Stage Title Sponsor- \$5,000

- 6 VIP Passes
- 10 Alcohol Tent Passes
- Name Recognition online and in social media
- Featured logo recognition on print materials & sponsor banner
- Live mentions throughout event

Premier Sponsor- \$2,500

- 4 VIP Passes
- 6 Alcohol Tent Passes
- Name Recognition in social media
- Prime logo recognition on sponsor banner
- Live mentions throughout event

Associate Sponsor- \$1,000

- 2 VIP Passes
- 4 Alcohol Tent Passes

Beverage Tent- \$2,500

The alcoholic beverage tent is the center crossroads of the festival. This prime sponsorship location is a place to enjoy a drink, eat some great food and socialize. Sponsorship will include a sponsor banner in the tent and other sponsorship benefits.

Community Sponsor- \$500

- 1 VIP Pass
- 1 Alcohol Tent Pass
- Logo recognition on sponsor banner.

New Chef Sponsorship - \$250

- 1 VIP Pass
- 1 Alcohol Tent Pass
- Logo recognition on sponsored chef's table
- Name Recognition in social media



Kodede [Go Eat] Multi-National Food Festival Agenda

3:00 pm – 4:00pm – Event staff setup space

4:00 pm – 5:00 pm – Vendor Setup Food

- Play list in Daniel Spectrum Lounge
- Play list in Ada Slight Hall
- Acoustic in Courtyard

5:00 pm – Doors open

5:30 pm – Festival Opening Ceremony and Remarks

7:30 pm – Festival Closing Ceremony and Remarks

8:00 pm – Vendor Food Area

8:00 pm – MC welcomes everyone to Kodede Launch Party

8:15 pm – 8:30 pm Kodede Launch Demonstration

8:30 pm – 10:00pm Launch Party Celebration with DJ and
Live music performances