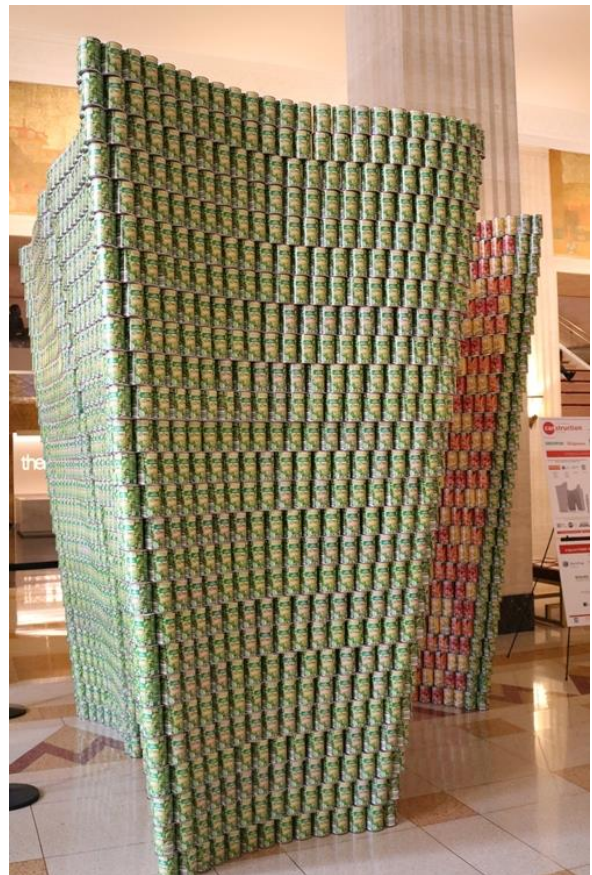




## 2017 SPONSORSHIP OPPORTUNITIES

Benefiting the Greater Chicago Food Depository  
August 9 – September 5, 2017



## JOIN THE MOVEMENT

### **Canstruction® Chicago Sponsorship Opportunities**

Canstruction® Chicago, benefiting the Greater Chicago Food Depository, respectfully seeks a sponsorship commitment for the 11<sup>th</sup> Annual event taking place August 9 – September 5, 2017.

Canstruction® is a unique charity which hosts competitions, exhibitions and events showcasing colossal structures made entirely out of full cans of food. After the structures are built, the creations go on display to the public as a giant art exhibition. At the end of the event, all food is donated to local hunger relief organizations. 2017 marks the 11<sup>th</sup> year of creating art to benefit those in need of food assistance in the Chicago community.

***Every can used to create the one-of-a-kind structures will be donated to the Greater Chicago Food Depository to provide food to those struggling with hunger in Cook County.***

As the event takes place in August and September, it will serve as a cornerstone of the Greater Chicago Food Depository's engagement leading up to Hunger Action Month, highlighted by a night of celebration at the ChicagoCAN Awards Reception, Thursday, August 17, 2017 at the Merchandise Mart.

In 2016, the canned goods used to create the 16 artistic masterpieces representing Canstruction® Chicago were ultimately donated to the Greater Chicago Food Depository to feed hungry people throughout Cook County. The 2016 event resulted in the donation of more than 109,000 cans (90,000 pounds) of food, the equivalent of over 75,000 meals.

The artists sculpting these works are Chicago's leading architects, engineers and construction professionals giving their time and industry expertise to aid in this critical cause.

This event also serves to educate Chicagoans on the mission of the Food Depository – “providing food for hungry people while striving to end hunger in our community.” For nearly four weeks, the one-of-a-kind, can-sculpted works of art will be on display in the lobby of the Merchandise Mart and will attract an audience of more than one million during the exhibit.

### **About the host venue – The Merchandise Mart**

- The largest commercial building in the world, visited by over 25,000 people each day.
- Home to 15 major trade and consumer shows as well as hundreds of meetings and special events; in total, nearly 10 million people visit the Mart each year.
- Home of the corporate headquarters for dozens of company offices including innovative technology firms, creative advertising firms and various government agencies.
- The Merchandise Mart's most active entrance/exit point is the CTA train station on the east side of the second floor. Nearly 12,000 CTA riders pass through the Merchandise Mart station each day, and 3.4 million riders pass through the station each year.

## Capstone Sponsor

\$12,500  
2 opportunities

The Presenting Sponsor of the 2017 Canstruction® event benefit from exclusive branding opportunities and seamless integration into event promotion and logistics.

### BRANDING PRESENCE

#### Logo Recognition

- Premium logo placement in all advertising and promotion on all event signage and materials
- Company logo on event guides strategically placed throughout the Merchandise Mart from August 9 – September 5, 2017 – **available until August 1, 2017**
- Logo placed on signage stationed at each art installation
- Company logo displayed on Sponsor Page at [chicago.canstruction.org](http://chicago.canstruction.org) with link to corporate website
- Inclusion in the Food Depository's media buy with the Merchandise Mart (to include a combination of interior and exterior placement)

#### Media and Online Recognition

- Inclusion in targeted press release announcing event
- Recognition in all event advertisements and communication including newsletters and emails to participants
- Facebook ([www.facebook.com/chicanstruction](http://www.facebook.com/chicanstruction)): Event focused posts mentioning sponsor/logo- minimum 5
- Twitter (@chicanstruction): Event focused tweets mentioning sponsor- minimum 5
- Instagram (@FoodDepository) Event focused posts mentioning sponsor/logo- minimum 5

#### Access

- Invitation for 6 guests to attend the ChicagoCAN Awards Reception, exclusively for sponsors, judges and teams, at the Merchandise Mart prior to the general cocktail reception, on August 17<sup>th</sup>
- Opportunity to have a senior corporate leader serve as a judge
- Opportunity to have corporate leader present an award during the Awards Reception
- 6 complimentary tickets to the general cocktail reception (\$240.00 value)
- Use of Canstruction® Chicago logo and the Greater Chicago Food Depository logo (prior to the 2017 Canstruction event) in Sponsor's advertising and promotion (prior approval required)

#### Category Exclusivity

- Product / service category exclusivity. No other company in the same industry category will be permitted to sponsor the event at any level
- **Groupon**, in 2016
- **Walgreens**, in 2016
- **Whole Foods Market** held the Grocery Retailer designation, in 2015
- **JPMorgan Chase** held the Banking & Financial Services designation, in 2015

## Keystone Sponsor

\$5,000  
5 opportunities

The Foundation Sponsor of the 2017 Canstruction® event benefit from priority sponsor designation and seamless integration into event promotion and logistics.

### BRANDING PRESENCE

#### Logo Recognition

- Foundation Sponsor will receive targeted logo placement in advertising and promotion on event signage and materials.
- Company logo on event guides strategically placed throughout the Merchandise Mart from August 9 – September 5, 2017 – **available until August 1, 2017**
- Logo placed on signage stationed at each art installation
- Company logo displayed on Sponsor Page at [chicago.canstruction.org](http://chicago.canstruction.org) with link to corporate website

#### Media and Online Recognition

- Inclusion in targeted press release announcing event
- Recognition in all event advertisements and communication including newsletters and emails to participants
- Facebook ([www.facebook.com/chicanstruction](http://www.facebook.com/chicanstruction)): Event focused posts mentioning sponsor/logo- minimum 3
- Twitter (@chicanstruction): Event focused tweets mentioning sponsor- minimum 3
- Instagram (@FoodDepository) Event focused posts mentioning sponsor/logo

#### Access

- Invitation for 4 guests to attend the ChicagoCAN Awards Reception, exclusively for sponsors, judges and teams, at the Merchandise Mart Lounge prior to the general cocktail reception
- Opportunity to have senior leader present an award during the Awards Reception
- 4 complimentary tickets to the general cocktail reception (\$160.00 value)
- Use of Canstruction® Chicago logo and the Greater Chicago Food Depository logo (prior to the 2017 Canstruction event) in Sponsor's advertising and promotion (prior approval required)

## Cornerstone Sponsor

\$2,500 financial support or “in-kind” support  
10 opportunities

The Event Support of the 2017 Canstruction® event benefit from sponsor designation and seamless integration into event promotion and logistics.

### BRANDING PRESENCE

#### Logo Recognition

- Company logo on event guides strategically placed throughout the Merchandise Mart from August 9 – September 5, 2017 – **available until August 1, 2017**
- Company logo displayed on Sponsor Page at [chicago.canstruction.org](http://chicago.canstruction.org) with link to corporate website

#### Media and Online Recognition

- Facebook ([www.facebook.com/chicanstruction](http://www.facebook.com/chicanstruction)): Event focused posts mentioning sponsor/logo- minimum 2
- Twitter (@chicanstruction): Event focused tweets mentioning sponsor- minimum 2
- Instagram (@FoodDepository) Event focused posts mentioning sponsor/logo

#### Access

- Invitation for 2 guests to attend the ChicagoCAN Awards Reception, exclusively for sponsors, judges, teams and the CANsculpture Award Sponsor, at the Merchandise Mart Lounge prior to the general cocktail reception
- 2 complimentary guest tickets to the general cocktail reception (\$80.00 value)
- Use of Canstruction® Chicago logo and the Greater Chicago Food Depository logo (prior to the 2017 Canstruction event) in Sponsor's advertising and promotion (prior approval required)

## Canstruction Program Ads

- Each year, participants' "Cansculptures" are on display throughout the first floor of the Merchandise Mart as a giant art exhibition. Chicago's Merchandise Mart sees more than 38,000 visitors each business day. One thousand copies of the program booklet will be available alongside the "Cansculptures" between August 9<sup>th</sup> and September 5<sup>th</sup> and distributed to guests at the ChicagoCAN cocktail reception on August 17<sup>th</sup>. The program will also be available for download at [chicago.canstruction.org](http://chicago.canstruction.org).

Ad sizes (based on a 5.5" x 8.5" full-color booklet, no bleeds)

- |   |          |
|---|----------|
| • Full Page (5"x8") – Portrait Orientation        | \$900.00 |
| • Half Page (5"x4") – Landscape Orientation       | \$500.00 |
| • Quarter Page (2.5" x 8") – Portrait Orientation | \$300.00 |

**All ads must be received and paid for by Friday, July 28, 2017 to appear in this year's program.**

Please contact Erik Graves for more information: [egraves@gcfd.org](mailto:egraves@gcfd.org)

## Last year's Canstruction® Chicago Sponsors

*Presenting (Capstone) Sponsors:*



*Event Supporters/In-Kind Sponsors (Cornerstone):*



*Benefiting:*





2017 Sponsorship

**For more information on sponsorships,  
please contact:**

Paul Le Beau, Director, Events  
Greater Chicago Food Depository  
(773) 843-7777  
[plebeau@gcfd.org](mailto:plebeau@gcfd.org)