



For the Love of Chocolate.

Friday, February 11 - VIP Experience
Saturday, February 12 - Ticketed Event

2022 VENDOR & SPONSOR INFORMATION



January 2022

Dear Business Leader –

As the world continues to adjust to the ongoing pandemic, three Chambers in the Indianapolis region – Tipton County, Westfield, and Zionsville have come together to create what is anticipated to become an annual event – the Hoosier Chocolate Fest with a VIP experience on Friday, February 11, and a ticketed event open to the public on Saturday, February 12, 2022, at The Bridgewater Club in Westfield, Indiana.

Like your business, bakeries and chocolate companies across the state have had to shift their thinking, strategy, and resources over the past two years to try and serve their existing customers. Perhaps their most significant shift has come in reaching new customers.

The Tipton County, Westfield, and Zionsville Chambers saw an opportunity to offer a unique event while supporting businesses of all sizes in their effort to grow their customer base. It also helps that Chocolate has always paired well with Valentine’s Day, so what better weekend than Valentine’s weekend in February to hold our event.

We hope to not only introduce Hoosiers to new and old chocolate companies, but we also plan to showcase chocolate winemakers, mixologists, and bakers who will stretch our imaginations on how Chocolate can be used every day.

With your help, we hope to reach a broad audience of chocolate fans. That is why we are reaching out to you. Please take a few minutes to review this packet.

Funds raised through ticket sales and these sponsorship opportunities will help our three Chambers do more good in the community, support all businesses in our respective cities, and help our Chambers raise funds needed to provide leadership training, coaching, and scholarships to Hoosiers of all ages.

There are tickets and sponsorship opportunities for just about everyone in the community to support us somehow. As Chamber leaders who live and work in our growing communities, we ask that you give this sponsorship packet your strongest consideration and that you give your support to this year’s Hoosier Chocolate Fest.

Respectfully,

Kegan Schmicker
Tipton County Chamber

Steve Latour
Westfield Chamber

Allyson Gutwein
Zionsville Chamber



EVENT DETAILS

Date of Event: Friday, February 11, 2022 – VIP Experience
Saturday, February 12, 2022 – Public Ticketed Event

Website: www.hoosierchocolatefest.com

Contact Information: info@hoosierchocolatefest.com

Organized By: Tipton County Chamber of Commerce
Westfield Chamber of Commerce
Zionsville Chamber of Commerce

FOR THE LOVE OF CHOCOLATE

More than 1,500 guests are anticipated to attend the two-day event. They will enjoy a wide range of chocolaty treats, including chocolate-dipped fresh strawberries, chocolate donuts, brownies, fudge, and so much more.

This event includes chocolate cocktails, baking demonstrations, and live music. The perfect date night experience on Valentine's Day weekend. There will be drinks, endless dessert options, live music, and cooking and mixology demonstrations.

The Tipton County, Westfield, and Zionsville Chambers are leading organizations dedicated to serving their respective communities, regional businesses, and community prosperity through advocacy, access to leaders, economic development, connectivity, and business education. The three executive directors, Kegan Schmicker, Steve Latour, Allyson Gutwein, saw a need within the region and wanted to bring attention to this segment of the business community still recovering from the pandemic.

CHOCOLATE FEST AUDIENCE

The Hoosier Chocolate Fest Organizing Committee will use direct mailings, an event website, social media platforms, local and regional media, and our database to reach residents living in Boone, Hamilton, and Tipton Counties. Chocolate fests around the United States have attracted thousands, so our event is a real opportunity to become the regional and state chocolate festival. We will leverage our access as an event hosted by the three Chambers to draw in support from every avenue possible.

Leading up to and during the event, the Organizing Committee will utilize the following communication channels to maximize our exposure to as many individuals as possible. This will be accomplished with targeted emails, social media ads, posts, and links that take individuals directly to our event website.

Former Chocolate Fest Attendees:	None
Targeted Facebook Ads; Potential Audience:	250,000 – 500,000
Tipton County Residential Homes:	7,011
Tipton County Chamber Facebook Followers:	1,478
Tipton County Instagram Followers:	426
Westfield Residential Homes:	12,500+



City of Westfield Facebook Followers:	11K+ (3K increase since 2020)
Westfield Chatter Followers:	11,060
Westfield Chamber Facebook Followers:	4,010
City of Westfield Instagram Followers:	1,707
Westfield Chamber Instagram Followers:	1,451
City of Westfield Twitter Followers:	7,318
Zionsville Residential Homes:	9,865
Zionsville Chamber Facebook Followers:	7,708
Zionsville Chamber Instagram Followers:	2,160
Anticipated Combined Media Impressions:	500,000+

Your exposure to the Hoosier Chocolate Fest audience will depend on your level of sponsorship. The sponsorship opportunities are provided below.

VENDOR/SPONSORSHIP VALUE AND BENEFIT

The Hoosier Chocolate Fest offers your company a unique opportunity to participate in a one-of-a-kind event across three counties with an anticipated reach across the entire Indy area.

Whether it be from your robust social media exposure, the media coverage, or marketing spread throughout the three cities and two counties or mailed directly to the home of residents, your company and brand visibility in the community will be significantly elevated, and your reputation as a great supporter of the community will be well known by its residents and community leaders. You are certain to be remembered.

Additionally, as a sponsor, you can be guaranteed:

- Significant return on investment (ROI). Your participation will put your advertising dollars to work at a fraction of the cost of traditional methods with a far more significant impact.
- Lead Generation
- Social media/website traffic/focused content strategy
- Opportunities for new sales
- Building and/or establishing your brand within the Tipton, Westfield, and Zionsville communities
- Advantage over absentee rivals
- Virtual face time with new/existing client and customer prospects
- Significant brand exposure/visibility to high numbers of valuable potential clients or customers.
- Platform for post-event interactions
- Driving traffic to your company's website or social media platform through event marketing pieces or from the event's website.



ABOUT THE TIPTON COUNTY CHAMBER

Established on August 17, 1961, the Tipton County Chamber of Commerce has been supporting the businesses and residents of Tipton County for 60 years. With nearly 200 members, the Tipton County Chamber of Commerce has become the largest advocacy organization within Tipton County. The Tipton County Chamber of Commerce is excited about leading essential initiatives to help grow the Tipton County community and grow its business community through leadership development, economic development, community marketing, and visioning.

ABOUT THE WESTFIELD CHAMBER

Established in the fall of 1981, the Westfield Chamber has been a staple of the Westfield community for 40 years. The Chamber's membership roster includes businesses large and small including, Abbott, SEP, Riverview Health, and Westfield Steel. The Chamber has more than 450 active members and adds new members every week. The Westfield Chamber aims to build a vibrant and prosperous community through business leadership and is focused on four key areas – member services, economic development, public policy, and community vision.

ABOUT THE ZIONSVILLE CHAMBER

The Zionsville Chamber of Commerce began over 60 years ago with the mission of making Zionsville an economic leader in central Indiana, enhancing our members' success through business advocacy and member benefits, including marketing and networking with potential customers. The Chamber now has over 500+ members from Zionsville and surrounding communities. The Chamber promotes Zionsville's visibility, contributing to its success as a thriving business community, making it a wonderful town to live in and work.



2022 VENDOR OPPORTUNITIES

VENDOR ELIGIBILITY

Only companies that produce, bake, or sell chocolate are eligible to have vendor space at the Hoosier Chocolate Fest. Our goal is to create a date-like atmosphere, limiting the experience to only those companies that can provide samples. Companies that would like to have a presence at the HCF are encouraged to review the sponsorship opportunities available.

VENDOR EVENT SPECIFICS

FRIDAY, FEBRUARY 11

Vendor Booth Set-up	Noon – 5:00 pm
Health Department Inspection	5:00 pm
FRIDAY VIP EVENT	6:00 – 8:30 pm

Booths will be left up overnight at the Bridgewater Club. Access to the event space will be available on Saturday, February 12, beginning at 10:00 am.

Vendor Booth Set-up	10:00 am – 11:30 am
Health Department Inspection	11:30 am
EARLY AFTEROON EXPERIENCE	Noon – 2:30 pm
Break & Re-set	2:30 – 3:00 pm
LATE AFTEROON EXPERIENCE	3:00 – 5:30 pm
Break & Dinner Provided	5:30 – 7:00 pm
EVENING EXPERIENCE	7:00 – 9:30 pm
Clean-up and Tear Down	9:30 – 11:00 pm

CHOCOLATE SAMPLE IDEAS

Brownies	Cup Cakes
Cake / Cake Pops	Donuts
Chocolate Candies (Filled / Unfilled)	Drinks / Milkshakes / Hot Chocolate
Chocolate Fountain / Fondue	Fudge
Cookies	Ice Cream / Yogurt
Covered Fruit	Moose
Covered Meats	Pie
Covered Snacks	Truffles
Covered Sweets	Unique Confections (Hot Coco Bombs)



VENDOR PARTICIPATION OPTIONS & COST

There are a few ways for vendors to participate in the Hoosier Chocolate Fest. We have provided general information below. If you have a specific question, please reach out info@hoosierchocolatefest.com.

Please note; all vendors and sponsors will need to complete a Vendor/Sponsor Agreement. The Agreement is also available on the HCF website.

VENDOR BOOTH & PRIMARY TABLE PARTICIPATION

Vendor Cost & Security Deposit

The HCF Planning Committee has decided to not charge a fee to participate in this event.

We are asking that when you complete your vendor/sponsor agreement that you provide a credit card number to be used as a security deposit. If you cancel without cause or do not show on the day of the event, your card will be charged \$500. This will help the planning committee cover the cost of purchasing additional product to back fill for the items you had planned to bring.

Compensation

For participating the HCF Planning Committee will plan to spend \$200 - \$300 in either a small or large sampler box of chocolate, which will be given to the attendees who purchased the enhanced tickets or in gift cards that will be given away during the evening.

Best In Show

We are going to give each participant a ticket to give to their favorite booth at the end of their session. At the end of the event, you will be asked to count your tickets and turn them in to be recognized as either first, second, or third place 'Best Hoosier Chocolate' table/vendor. The winner will receive an award, bragging rights, and check from the committee. We will encourage participants to pick the table with the best chocolate items, but it would not hurt to dress up your table/booth.

Vendor Booth Activities

You are encouraged to hand out samples (see below), demonstrate something at your booth, and sell product. Our event will be a cashless event, so if you are selling something, please make sure you can take a credit card.

Chocolate Participation

If you have chosen to participate in the HCF and have a 'booth' space, your company will be asked to provide four (4) chocolate samples. Please see the list above for ideas. Please include at least one (1) nut-free and one (1) gluten-free or dairy-free option, if possible. We want the event to be enjoyable to as many guests as possible.



Two (2) samples will be used on the primary display tables. These samples will be turned over to the Bridgewater Staff upon arrival, who will be responsible for maintaining the primary display tables.

The other two (2) pieces/samples would be for your table/vendor booth space. This will give those in attendance an opportunity to engage with you directly and sample additional chocolate face-to-face.

With in-person attendance anticipated at 700 people, we ask you to provide 800 – 900 samples of each item, so 1,800 pieces/samples for the primary table. We recommend having an additional 1,800 – 2,000 samples available at your table.

Vendor Booth Set-up

- Vendor Booth Participants will receive eight (8) tickets to the VIP Event to use for themselves or key clients.
- Wi-Fi access will be provided; encouraged to bring your own hot spot if available.
- 8x12 frame with your company name and logo placed on the vendor table.
- 3x5 frame with your company name and logo placed on the primary table near your chocolate samples.
- 2 6ft. tables with black table clothes; 2 chairs
- Power available, if requested.
- Craft services table with soda, water, snacks. Dinner will be given to vendors on Saturday, February 12, at 5:30 pm.

Optional Participation

You or someone from your company is welcome to present during one (or more) of the chocolate cooking, baking, or mixology demonstrations planned to happen every 25 minutes throughout the day on Saturday. You can indicate your interest and what you would plan to present on the Vendor/Sponsor Agreement.

VENDOR PRIMARY TABLE PARTICIPATION ONLY

Vendor Cost & Security Deposit

The HCF Planning Committee has decided to not charge a fee to participate in this event.

We are asking that when you complete your vendor/sponsor agreement that you provide a credit card number to be used as a security deposit. If you cancel without cause or do not show on the day of the event, your card will be charged \$250. This will help the planning committee cover the cost of purchasing additional product to back fill for the items you had planned to bring.

Compensation

For participating the HCF Planning Committee will plan to spend \$200 - \$300 on gift cards from your company that will be given away during the evening.



Chocolate Participation

If you have chosen to participate in the HCF and would like to only participate in the primary table display, your company will be asked to provide two (2) chocolate samples. The two (2) samples will be used on the primary display tables.

The samples should be delivered to The Bridgewater Club by **no later than 3:00 pm on Friday, February 11**. The Bridgewater Staff will be responsible for maintaining the primary display tables. With in-person attendance anticipated at 700 people, we ask you to provide 800 – 900 pieces/samples of each item, so 1,800 pieces/samples for the primary table.

Included for Participating

- Vendor Primary Table Participants will receive four (4) tickets to the VIP Event to use for themselves or key clients.
- 3x5 frame with your company name and logo placed on the primary table near your chocolate samples.

Optional Participation

You or someone from your company is welcome to present during one (or more) of the chocolate cooking, baking, or mixology demonstrations planned to happen every 25 minutes throughout the day on Saturday. You can indicate your interest and what you would plan to present on the Vendor/Sponsor Agreement.



2022 SPONSORSHIP OPPORTUNITIES

Title Sponsor (\$10,000; 1 Available)

- Hoosier Chocolate Fest Title Sponsor
- Recognition in all Hoosier Chocolate Fest Media Coverage no less than five times
- Twelve (12) Tickets to VIP Hoosier Chocolate Fest Experience
- Twelve (12) Tickets to Public Ticketed Event
- Company Logo included on Primary Step-n-Repeat Banner
- Public Recognition at Hoosier Chocolate Fest during public announcements (speaking opportunity at VIP Event)
- Recognition on HCF Website, mailed pieces, press release, and thank you letters

Social Media Sponsor (\$5,000; 2 Available)

- Recognition in all Hoosier Chocolate Fest Media Coverage no less than three times
- Ten (10) Tickets to VIP Hoosier Chocolate Fest Experience
- Public Recognition at Hoosier Chocolate Fest during Public Announcements
- Recognition on HCF Website and all social media materials

VIP Event Sponsor (\$3,500; 1 Available)

- Recognition in all Hoosier Chocolate Fest Media Coverage
- Eight (8) Tickets to VIP Hoosier Chocolate Fest Experience
- Public Recognition at Hoosier Chocolate Fest VIP Event during public announcements (speaking opportunity at VIP Event)

Chocolate Chef Demonstration Sponsor (\$2,000; 1 Available)

- Recognition in all Hoosier Chocolate Fest Media Coverage
- Chocolate Chef Demonstration Sponsor
- Four (4) Tickets to VIP Hoosier Chocolate Fest Experience
- Signage Recognition at Chocolate Chef Station

Chocolate Mixologist Demonstration Sponsor (\$2,000; 1 Available)

- Recognition in all Hoosier Chocolate Fest Media Coverage
- Chocolate Chef Demonstration Sponsor
- Four (4) Tickets to VIP Hoosier Chocolate Fest Experience
- Signage Recognition at Mixologist Station

Musician Sponsor (\$2,000; 1 Available)

- Recognition in all Hoosier Chocolate Fest Media Coverage
- Two (2) Tickets to Mayor's Hoosier Chocolate Fest Event

Complimentary Valet Sponsor (\$2,000; 1 Available)

- Recognition in all Hoosier Chocolate Fest Media Coverage
- Signage at Valet Station with Company Logo



Large Take-Home Chocolate Sampler Sponsor (\$2,000 or Product; 1 Available)

- Recognition in all Hoosier Chocolate Fest Media Coverage
- Sticker with company logo on take-home sampler
- Signage at event exit

Small Take-Home Chocolate Sampler Sponsor (\$1,000 or Product; 1 Available)

- Recognition in all Hoosier Chocolate Fest Media Coverage
- Sticker with company logo on take-home sampler
- Signage at event exit

Chocolate Fest Decorations Sponsor (\$1,000; 5 Available)

- Recognition in all Hoosier Chocolate Fest Media Coverage
- Signage at Event Entrance with Company Logo

Photographer Sponsor (\$2,000; 1 Available)

- Recognition in all Hoosier Chocolate Fest Media Coverage
- Company name included in email sent to attendees after the event with link to photos.
- Company logo included on photo website.

Swag Bag Sponsor (\$2,000; 1 Available)

- Recognition in all Hoosier Chocolate Fest Media Coverage
- Company Logo Included on Swag Bag

2022 CORPORATE PARTNER OPPORTUNITIES

Hoosier Chocolate Fest Corporate Partner – 8 Tickets (\$75 Value) | \$500

- Company logo included on the HCF Website as a 2022 sponsor.
- Company is welcome to contribute an item to Guest Swag Bag

Hoosier Chocolate Fest Corporate Bronze Partner – 10 Tickets (\$75 Value) | \$650

- Company logo included on the HCF Website as a 2022 sponsor.
- Company is welcome to contribute an item to Guest Swag Bag

Hoosier Chocolate Fest Corporate Silver Partner – 12 Tickets (\$75 Value) | \$800

- Company logo included on the HCF Website as a 2022 sponsor.
- Company is welcome to contribute an item to Guest Swag Bag

Hoosier Chocolate Fest Corporate Gold Partner – 16 + 4 Tickets | \$1500

- Company logo included on the HCF Website as a 2022 sponsor.
- Company name listed in the recap letter and press release distributed to all guests
- Company is welcome to contribute an item to Guest Swag Bag
- Four (4) Tickets to VIP Hoosier Chocolate Fest Experience

Hoosier Chocolate Fest Corporate Platinum Partner – 20 + 8 Tickets | \$3000



- Company logo included on the HCF Website as a 2022 sponsor.
- Company name listed in the recap letter and press release distributed to all guests
- Company is welcome to contribute an item to Guest Swag Bag
- Eight (8) Tickets to VIP Hoosier Chocolate Fest Experience

HOW TO PARTICIPATE

Ready to participate in the 2022 Hoosier Chocolate Fest?!

Complete the 2022 Hoosier Chocolate Fest Sponsorship Agreement and return the Agreement to info@hoosierchocolatefest.com. When we receive your signed Agreement, we will email your company an invoice for the sponsorship fee. We will return a countersigned copy of the Agreement when your sponsorship fee is paid in full. Questions – please email info@hoosierchocolatefest.com.