



SPICE UP YOUR BRAND



Reach Your Audience

VIBRANT WORKING-AGE CROWD:

65% ages 25-54

HIGH-EARNING ATTENDEES:


Average household income **\$84-89K**

PROUDLY LOCAL: 54% from

Tompkins County—your neighborhood customers

COLLEGE ENERGY: 20% students

from local colleges



Feel Your Impact

10,000+ event-goers in person—real people, real conversations, real impact

200,000+ digital impressions amplifying your brand

Multi-channel media exposure, including local news, TV, influencer features, and high-engagement social coverage

Gain **brand visibility** and awareness

Hyper-targeted digital ads reaching your ideal customers

8,000+ event page visits putting your brand where interest turns into action

The **Downtown Chili Cook-Off** isn't just a signature Ithaca tradition—it's a **prime opportunity for your brand to connect, engage, and shine**. As the only major fundraising event for the Downtown Ithaca Alliance, this high-energy, **high-traffic** celebration draws thousands of residents, students, and visitors eager to support local businesses and savor the best flavors in town.

Sponsoring the Chili Cook-Off puts your business at the center of one of Ithaca's most anticipated events—**delivering unmatched visibility, face-to-face engagement with your target audience**, and meaningful community impact. With flexible sponsorship levels designed to meet your **marketing goals and budget**, this is your chance to amplify your brand and help strengthen Downtown Ithaca.

Social Media Analytics

FACEBOOK: 25,000+ current followers, campaign posts reached over 9.5K accounts

INSTAGRAM: 14,000+ current followers, campaign posts had over 43K views

NEWSLETTER: 9,500+ impressions and 3,500+ interactions for previous campaign



SPONSORSHIP PACKAGES

Be a Part of Ithaca's HOTTEST Winter Event

GHOST PEPPER SPONSOR

\$10,000

(Presenting Sponsor — Limited to One)

Includes all Habanero & Jalapeño benefits, plus:

- Exclusive event presenting rights
- Industry exclusivity
- Premium anchor-location booth for consumer engagement
- Opportunity for live stage recognition or brief remarks
- Dedicated sponsor spotlight on social media
- Logo featured as Presenting Sponsor on all event materials
- 3 week feature advertisement in our newsletter
- Option to provide branded merchandise or experience activation
- Inclusion in post-event sponsor impact recap
- **6 VIP Tasting & Fast-Pass Packages***

Our most visible and prestigious partnership—your brand leads the event.

HABANERO SPONSOR

\$5,000

Includes all Jalapeño benefits, plus:

- Enhanced logo placement in print & digital promotions
- Featured exposure on our BrightR interactive map and voting platform
- Sponsor spotlight mention in social media campaign
- 1 week advertisement in our newsletter
- **3 VIP Tasting & Fast-Pass Packages***

Stand out as a premier supporter with elevated visibility and engagement.

JALAPEÑO SPONSOR

\$2,500

- Logo on event website with link
- Logo included on print materials, banners, event signage, and digital promotions
- Standard booth space for attendee engagement
- Optional judge representation
- **40 Tasting Tickets***

A strong, high-value brand presence and direct customer engagement opportunity.

* exclusive to sponsor level indicated

BELL PEPPER SPONSOR

Varies

Custom packages available. Examples: Warming Tent, Entertainment Support, Themed Photo Booth, Event Tabling. Activation must be coordinated and approved with the DIA.

Ready to become a sponsor? Contact Corrie at events@downtownithaca.com or 607-277-8675 to discuss your sponsorship options and secure your spot. Don't miss this opportunity to connect with a passionate audience and boost your brand visibility!