



For the Love of Chocolate.

January 27 & 28, 2023 - Ticketed Event

VENDOR & SPONSOR INFORMATION



Fall 2023

Dear Business Leader –

Back by popular demand, three Chambers in the Indianapolis region – Tipton County, Westfield, and Zionsville are coming together for the 2nd Annual Hoosier Chocolate Fest! The Hoosier Chocolate Fest is a ticketed event open to the public on Friday, January 27 and Saturday, January 28, 2023, and will be held at the premier event and wedding space of Greater Indianapolis, The Sixpence.

Like your business, bakeries and chocolate companies across the state have had to shift their thinking, strategy, and resources over the past few 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 way to kick off the month of February to host our event.

We hope to not only introduce Hoosiers to new and familiar 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 sponsorship opportunities will help our three Chambers do more for 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: January 27 & 28, 2023 – 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 event. They will enjoy a wide range of chocolaty treats, including chocolate-dipped fresh strawberries, chocolate donuts, brownies, fudge, and so much more!

The event includes chocolate cocktails, baking demonstrations, and live music. 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.

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.



Targeted Facebook Ads; Potential Audience:	250,000 – 500,000
Tipton County Residential Homes:	7,011
Westfield Residential Homes:	12,500+
Zionsville Residential Homes:	9,865
Tipton County, Westfield, and Zionsville Chambers Facebook Followers:	14,000+
Tipton County, Westfield, and Zionsville Chambers Instagram Followers:	5,000+
Westfield Chatter Facebook Followers:	15,900
City of Westfield Instagram Followers:	2,524
City of Westfield Twitter Followers:	7,318
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 Indianapolis area.

Whether it be from your robust social media exposure, media coverage, or marketing spread throughout the three cities 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 over 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 41 years. The Chamber's membership roster includes businesses of all sizes including, Abbott, SEP, Riverview Health, and Westfield Steel. The Chamber has more than 600 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.



2023 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, JANUARY 27

Vendor Booth Set-up	2:00 – 5:00pm
Health Department Inspection	4:30pm
THE VIP EXPERIENCE (INVITE ONLY)	6:00 – 7:00pm
EVENING EXPERIENCE	7:00 – 9:00pm
Close Table	9:00 – 9:30pm

SATURDAY, JANUARY 28

CHOCOLATE BRUNCH EXPERIENCE

	10:00am – 12:00pm
Brunch and Re-set	12:00 – 1:00pm
*Doors open for set-up at 8:00am and vendor booths need to be ready by 9:30am	

EARLY AFTEROON EXPERIENCE

	1:00 – 3:00pm
Break & Re-set	3:00 – 4:00pm

LATE AFTERNOON EXPERIENCE

	4:00 – 6:00pm
Break & Dinner Provided	6:00 – 7:00pm

EVENING EXPERIENCE

	7:00 – 9:00pm
Clean-up and Tear Down	9:00 – 11:00pm

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*

*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.

If you cancel without cause or do not show on the day of the event, you 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

Vendor Booth & Primary Table Participation will receive \$300 from HCF in form of gift card/chocolate box purchases to be used at event.

Vendor Primary Participation Only will receive \$100 from HCF in form of gift card/chocolate boxes to be used at event.

VENDOR BOOTH ACTIVITIES

You are encouraged to hand out samples, 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.

Please note that Hoosier Valentine Package tickets are \$85 per person and will be identified with a sticker. We would like to provide them with the ultimate VIP experience, so we encourage doing something special for these individuals.

CHOCOLATE PARTICIPATION

If you have chosen to participate in the HCF and have a 'booth' space, your company will be asked to provide two (2) chocolate samples. Please see the list above for ideas. If possible, please include at least one (1) nut-free or one (1) gluten-free or dairy-free option as we want to be able to accommodate guests with dietary restrictions.

The two (2) samples you provide will be used on the primary display tables. These samples will be turned over to the Sixpence Staff upon arrival, who will be responsible for maintaining the primary display tables.



We encourage you to bring additional pieces/samples that 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 500+ people, we ask you to provide 400 samples of each item, so 800 – 1,000 pieces/samples for the primary table. We recommend having additional samples available at your table.

HEALTH DEPARTMENT

- Vendors who sell or sample any food for consumption on-site must have a seasonal vendor permit from the Boone County Health Department. Please get in touch with the Boone County Health Department to apply for your permit when you submit your application.
- Foods prepared off-site must be made in a kitchen that meets the Boone County Health Department standards. Products may be made by the Vendor in a certified kitchen or in a home-based kitchen that meets the risk and labeling requirements of the Boone County Health Department.
- For artisanal and ready-to-eat foods, priority is given to vendors who utilize local ingredients. Products may be made by the Vendor in a certified kitchen or in a home-based kitchen that meets the risk and labeling requirements of the Boone County Health Department.

VENDOR BOOTH SET-UP

- Vendor Booth Participants will receive six (6) tickets to the Hoosier Chocolate Fest 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.
- 1 6ft. classroom table with black table clothes; 2 chairs and 1 6ft. classroom table for back stock
- Power available, if requested.
- Craft services table with soda, water, snacks. Dinner will be given to vendors on Saturday, January 28 at 6:00pm.

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.

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 Sixpence by **no later than 2:00pm on Friday, January 27**. The Sixpence 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 two (2) tickets to the Hoosier Chocolate Fest 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.



2023 SPONSORSHIP OPPORTUNITIES

Title Sponsor (\$7,500; 1 Available)

- Hoosier Chocolate Fest Title Sponsor
- Recognition in all Hoosier Chocolate Fest Media Coverage no less than five times
- Twelve (12) Complimentary Tickets to Public Ticketed Event
- Company Logo included on Primary Step-n-Repeat Banner
- Public Recognition at Hoosier Chocolate Fest during public announcements
- Recognition on HCF Website, press release, direct mail pieces, email blasts, and thank you letters
- Top placement logo on the HCF Homepage

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

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

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

- Chocolate Chef Demonstration Sponsor
- Four (4) Tickets to the Hoosier Chocolate Fest Experience
- Signage Recognition at Chocolate Chef Station
- Recognition on HCF Website

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

- Chocolate Chef Demonstration Sponsor
- Recognition on HCF Website
- Four (4) Tickets to the Hoosier Chocolate Fest Experience
- Signage Recognition at Mixologist Station

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

- Two (2) Tickets to Mayor's Hoosier Chocolate Fest Event
- Recognition on HCF Website

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

- Signage at Valet Station with Company Logo
- Recognition on HCF Website

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

- Sticker with company logo on take-home sampler
- Signage at event exit
- Recognition on HCF Website



Chocolate Fest Decorations Sponsor (\$500; 5 Available)

- Signage at Event Entrance with Company Logo
- Recognition on HCF Website

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

- Company name included in email sent to attendees after the event with link to photos
- Company logo included on HCF and photo website

Swag Bag Sponsor (\$3,000; 1 Available)

- Company Logo Included on Swag Bag
- Recognition on HCF Website

General Event Sponsor (\$300; 20 Available)

- Recognition on HCF Website
- One pamphlet or item to be included in Guest Swag Bag



2023 CORPORATE PARTNER OPPORTUNITIES

Hoosier Chocolate Fest Corporate Partner – 8 Hoosier Sweetie Tickets | \$800

- Company logo included on the HCF Website as a 2023 sponsor
- Company is welcome to contribute an item to Guest Swag Bag

Hoosier Chocolate Fest Corporate Ruby Chocolate Partner – 10 Hoosier Sweetie Tickets | \$1,000

- Company logo included on the HCF Website as a 2023 sponsor
- Company is welcome to contribute an item to Guest Swag Bag

Hoosier Chocolate Fest Corporate White Chocolate Partner – 12 Hoosier Sweetie Tickets | \$1,250

- Company logo included on the HCF Website as a 2023 sponsor
- Company is welcome to contribute an item to Guest Swag Bag

Hoosier Chocolate Fest Corporate Milk Chocolate Partner – 20 Hoosier Sweetie Tickets | \$2,000

- Company logo included on the HCF Website as a 2023 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

Hoosier Chocolate Fest Corporate Dark Chocolate Partner – 30 Hoosier Sweetie Tickets | \$3,000

- Company logo included on the HCF Website as a 2023 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

HOW TO PARTICIPATE

Ready to participate in the 2023 Hoosier Chocolate Fest?!

Complete the 2023 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.