

**CHICAGO RESTAURANT WEEK  
& FIRST BITES BASH 2027**



**SPONSORSHIP    
OPPORTUNITIES**

**CHICAGO   
RESTAURANT  
WEEK**

**FIRST   
BITES BASH**

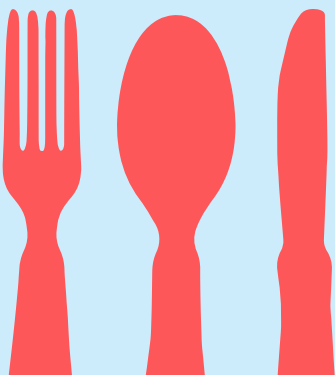
PRODUCED BY

**CHICAGO**  
CHOOSE CHICAGO



# TABLE OF CONTENTS

Chicago Restaurant Week	3
First Bites Bash	4
Sponsorship Packages	6-12
Sponsor Activations	13-14
Event Timeline	15
Contact Information	16





## OVERVIEW

Chicago Restaurant Week is an annual, city-wide program spotlighting Chicago’s culinary scene. Celebrating its 20th year in 2027, the event brings together hundreds of the city’s top restaurants, representing over 38 neighborhoods and a near endless array of cuisines, to offer consumers special prix fixe menus and other exclusive culinary experiences.

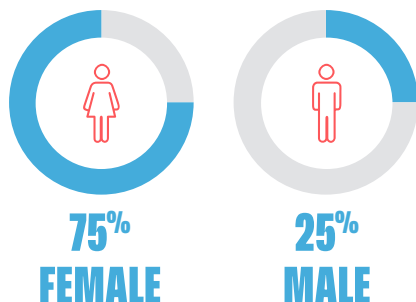
As one of the largest events of its kind in the country, Chicago Restaurant Week is a multi-dimensional platform that enables your brand to reach passionate consumers and participating restaurants.

- Friday, January 22, through Sunday, February 7, 2027
- **552 restaurants** participated in 2026 (including 105 first time participants)
- **564K+ diners** served
- **\$22.1M** in Economic Impact
- Prix fixe menus starting at \$30 for brunch or lunch, \$45 and/or \$60 for dinner

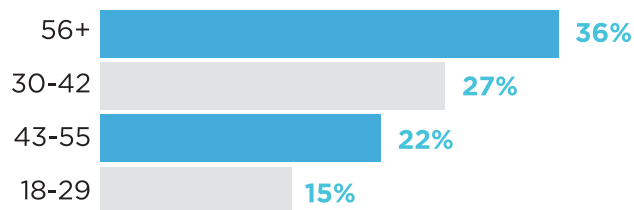
**RECORD  
 BREAKING  
 PARTICIPATION!**

## ATTENDEE DEMOGRAPHICS

### GENDER



### AGE RANGE



### LOCATION





## OVERVIEW

A much beloved tradition for Chicago foodies, First Bites Bash serves as the official kick-off to Chicago Restaurant Week. The evening event welcomes over 2,000+ guests to the iconic Field Museum to enjoy food and beverage tastings from an eclectic mix of restaurants and beverage brands.

As a sponsor of First Bites Bash, your brand will meaningfully engage with a mix of consumers that are passionate about food and drink. The event only allows for a limited number of sponsors to ensure each partner has premium alignment and unique activation opportunities.

- Thursday, January 21, 2027
- Annually **sold-out event**
- Featured **74 restaurants** in 2026
- Hosted by an **acclaimed Chicago Chef**
- Portion of event **proceeds benefit charity**
- **20+** Sponsor Brand Activations

## ATTENDEE DEMOGRAPHICS

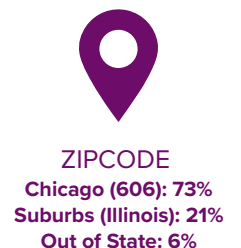
### GENDER



### AGE RANGE



### LOCATION





# METRICS

## WEB PERFORMANCE

**STRONGEST  
WEB ENGAGEMENT RESULTS ON RECORD!**

NEARLY  
**1.3M**  
SESSIONS ON  
CHICAGORESTAURANTWEEK.COM

OVER  
**120K**  
SESSIONS ON  
CHICAGO RESTAURANT WEEK  
BLOG CONTENT

**48K**  
SESSIONS ON  
FIRSTBITESBASH.COM

## SOCIAL MEDIA

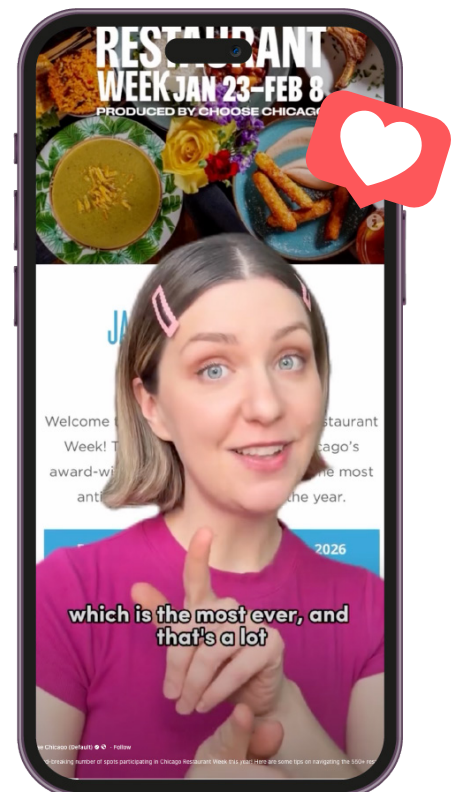
**1.2M**  
IMPRESSIONS ACROSS  
CHICAGO RESTAURANT WEEK  
SOCIAL CONTENT

**217K**  
IMPRESSIONS  
ON FIRST BITES BASH  
SOCIAL CONTENT

## MEDIA IMPACT

**\$158.6M**  
TOTAL EARNED MEDIA VALUE

**10.6M**  
VIEWERS REACHED  
THROUGH BROADCAST  
SEGMENTS AND COVERAGE



# **CHICAGO RESTAURANT WEEK & FIRST BITES BASH 2027**

# **SPONSORSHIP PACKAGES**

*The sponsorship packages included in this document are designed as a foundation for discussion. We welcome the opportunity to tailor each package to best support the individual goals of our sponsors.*



## CHICAGO RESTAURANT WEEK AND FIRST BITES BASH

# PRESENTING SPONSOR

**Investment: \$50,000 | 1 Available**

*An ideal sponsorship for brands seeking ownership and premium integration into Chicago Restaurant Week and First Bites Bash*

### THE PRESENTING SPONSOR WILL RECEIVE THE FOLLOWING BENEFITS:

- **Exclusive designation as the Presenting sponsor of First Bites Bash and Chicago Restaurant Week 2027, with full use of marks**
- **Rights to category exclusivity**
- **Opportunity to create a custom lock-up logo for First Bites Bash and Chicago Restaurant Week, to be included in all promotional materials and marketing campaigns**
- **Line listing as the Presenting Sponsor in the Chicago Restaurant Week and First Bites Bash press release(s) and media alerts, in addition to boilerplate**
- **Premium digital ad placements on the following channels:**
  - Chicago Restaurant Week primary landing page, [chicagorestaurantweek.com](http://chicagorestaurantweek.com)
  - Chicago Restaurant Week Participating Restaurants landing page
  - Chicago Restaurant Week Partner Resources landing page(s)
  - First Bites Bash landing page, [firstbitesbash.com](http://firstbitesbash.com)
  - First Bites Bash Partner Resources landing page
  - First Bites Bash OR Chicago Restaurant Week leisure email
- **Logo inclusion in the following [Chicago Restaurant Week](#) and [First Bites Bash](#) digital and print marketing elements:**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Chicago Restaurant Week primary landing page, <b><a href="http://chicagorestaurantweek.com">chicagorestaurantweek.com</a></b></li> <li>• Chicago Restaurant Week Participating Restaurants landing page</li> <li>• Chicago Restaurant Week Partner Resources landing page(s)</li> <li>• All email communications sent to leisure audience promoting Chicago Restaurant Week reservations</li> <li>• All email communications sent to dining partners encouraging Chicago Restaurant Week participation</li> <li>• Organic and paid media promoting Chicago Restaurant Week or First Bites Bash</li> <li>• Video content created to promote Chicago Restaurant Week or First Bites Bash</li> <li>• Signage used for any on-air cooking demonstrations or in person interviews promoting Chicago Restaurant Week or First Bites Bash</li> </ul> | <ul style="list-style-type: none"> <li>• First Bites Bash landing page; <b><a href="http://firstbitesbash.com">firstbitesbash.com</a></b></li> <li>• First Bites Bash Partner Resources landing page</li> <li>• First Bites Bash ticketing page on Eventbrite</li> <li>• First Bites Bash “Know Before You Go” emails, sent to ticket holders</li> <li>• All email communications sent to leisure audience promoting First Bites Bash ticket sales</li> <li>• All email communications sent to dining partners encouraging First Bites Bash participation</li> <li>• Onsite printed and digital sponsor signage, including the event menu and floor plan, gobos and attendee wristbands</li> <li>• Co-branded step + repeat with First Bites Bash sponsor lock up logo and Choose Chicago logo</li> </ul> |
|--|---|

## CHICAGO RESTAURANT WEEK AND FIRST BITES BASH

### PRESENTING SPONSOR (CONTINUED)

- Mentions and tags as the Presenting Sponsor in all Chicago Restaurant Week and First Bites Bash promotional or thank you social posts
- Dedicated Instagram story series featuring presenting sponsor (3 slides) during Chicago Restaurant Week or First Bites Bash
- Opportunity to collaborate on 1-2 social media giveaways of \$100 restaurant dining gift cards to mutually agreed upon participating restaurants. Giveaway can be a collaborative post on Instagram.
- Brand inclusion on the Chicago Restaurant Week promotional box and insert, sent to 50+ local media and influencers
  - Presenting Sponsor may also include custom collateral or product inside the boxes
- Opportunity for a premium 10x10 onsite brand activation on the main floor of First Bites Bash
  - Two (2) tickets for brand representatives to staff brand activation
  - *Activation costs are the responsibility of the sponsor*
- Fifteen (15) general admission tickets to First Bites Bash
- Custom discount code to purchase additional First Bites Bash tickets
- Access to the First Bites Bash Host Chef to create additional First Bites Bash or Chicago Restaurant Week ancillary events.
- Opportunity to provide gifting to First Bites Bash attendees
- Ten (10) \$100 gift certificates to Chicago Restaurant Week participating restaurants
  - Choose Chicago will make every effort to accommodate requests for specific restaurants
- One (1) custom email sent to the database of your choice, including leisure travelers/diners, or participating restaurants
- Complimentary Choose Chicago Ultimate partnership for one year



## CHICAGO RESTAURANT WEEK AND FIRST BITES BASH

# CULINARY COLLABORATOR SPONSOR

*Investment: \$30,000 | 4 Available*

*An ideal sponsorship for brands seeking full integration in Chicago Restaurant Week and First Bites Bash*

### CULINARY COLLABORATOR SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:

- **Designation as a Culinary Collaborator Sponsor of First Bites Bash and Chicago Restaurant Week 2027, with full use of marks**
- **Opportunity for category exclusivity**
- **Line listing as a Culinary Collaborator Sponsor in the Chicago Restaurant Week and First Bites Bash press release(s) and media alerts**
- **Premium digital ad placement on the following pages;**
  - Chicago Restaurant Week landing page, [chicagorestaurantweek.com](http://chicagorestaurantweek.com)
  - Chicago Restaurant Week Partner Resources landing page(s)
  - First Bites Bash landing page, [firstbitesbash.com](http://firstbitesbash.com)
  - First Bites Bash Partner Resources landing page
- **Logo inclusion in the following Chicago Restaurant Week and First Bites Bash digital and print marketing elements:**
  - Chicago Restaurant Week primary landing page, [chicagorestaurantweek.com](http://chicagorestaurantweek.com)
  - Chicago Restaurant Week Participating Restaurants landing page
  - Chicago Restaurant Week Partner Resources landing pages
  - All email communications sent to leisure audience promoting Chicago Restaurant Week reservations
  - All email communications sent to dining partners encouraging Chicago Restaurant Week participation
  - First Bites Bash landing page; [firstbitesbash.com](http://firstbitesbash.com)
  - First Bites Bash Partner Resources landing page
  - First Bites Bash ticketing page on Eventbrite
  - First Bites Bash “Know Before You Go” email to ticket holders
  - All email communications sent to leisure audience promoting First Bites Bash ticket sales
  - All email communications sent to dining partners encouraging First Bites Bash participation
  - On-site digital signage, printed signage, and event menu and floorplan at First Bites Bash
- **One (1) dedicated Instagram story featuring sponsor during Chicago Restaurant Week or First Bites Bash**
- **Sponsor mention in Chicago Restaurant Week and First Bites Bash thank you posts on LinkedIn**
- **Opportunity for a premium 10x10 onsite brand activation on the main floor of First Bites Bash**
  - Two (2) tickets for brand representatives to staff brand activation
  - Activation costs are the responsibility of the sponsor
- **Eight (8) general admission tickets to First Bites Bash**
- **Custom discount code to purchase additional First Bites Bash tickets**
- **Four (4) \$100 gift certificates to Chicago Restaurant Week participating restaurants**
  - Choose Chicago will make every effort to accommodate requests for specific restaurants
- **Complementary Choose Chicago Choice partnership for one year**



**FIRST BITES BASH 2027**

**SPONSORSHIP  
PACKAGES★**

*The sponsorship packages included in this document are designed as a foundation for discussion. We welcome the opportunity to tailor each package to best support the individual goals of our partners.*

## FIRST BITES BASH

# MAIN COURSE SPONSOR

**Investment: \$10,000 | 5 Available**

*An ideal sponsorship for brands seeking high visibility paired with a premium onsite presence.*

### FIRST BITES BASH MAIN COURSE SPONSORS RECEIVE ALL FIRST COURSE SPONSOR BENEFITS PLUS:

- **Designation as a First Bites Bash Main Course Sponsor**
- **Opportunity for an 8x8 onsite brand activation on the Main Floor of the Field Museum**
  - Two (2) tickets for a brand representative to staff brand activation
  - *Activation costs are the responsibility of the sponsor*
- **Logo inclusion in the following First Bites Bash digital and print marketing elements:**
  - First Bites Bash landing page; [firstbitesbash.com](http://firstbitesbash.com)
  - First Bites Bash Partner Resources landing page
  - All email communications sent to leisure audience promoting First Bites Bash ticket sales
  - All email communications sent to dining partners encouraging First Bites Bash participation
  - First Bites Bash ticketing page on Eventbrite
  - First Bites Bash “Know Before You Go” email to ticket holders
  - On-site digital signage, printed signage, and event menu and floorplan
- **Four (4) general admission First Bites Bash tickets**
- **Sponsor mention in First Bites Bash thank you post on LinkedIn**
- **Complementary Choose Chicago Choice partnership for one year**



## FIRST BITES BASH

# FIRST COURSE SPONSOR

**Investment: \$5,000 | 5 Available**

*An ideal sponsorship for brands seeking high visibility paired with a premium onsite presence.*

### FIRST BITES BASH FIRST COURSE SPONSORS RECEIVE ALL AMUSE/BUCHE SPONSOR BENEFITS PLUS:

- **Designation as a First Course Sponsor of First Bites Bash 2026**
- **Opportunity for an on-site brand activation in the balcony of the Field Museum, limited to a 6-foot table**
  - Two (2) tickets for brand representatives to staff brand activation
  - *Activation costs are the responsibility of the sponsor*
- **Logo inclusion in the following First Bites Bash digital and print marketing elements:**
  - First Bites Bash landing page; firstbitesbash.com
  - First Bites Bash Partner Resources landing page
  - On-site digital signage
- **Two (2) general admission First Bites Bash tickets**
- **Custom discount code to purchase additional First Bites Bash tickets**

## FIRST BITES BASH

# AMUSE-BOUCHE SPONSOR

**Investment: \$3,500 | 4 Available**

*Designed for brands looking to engage attendees through product sampling or service education.*

### AMUSE-BOUCHE SPONSORS RECEIVE THE FOLLOWING BENEFITS:

- **Designation as an Amuse-Buche Sponsor of First Bites Bash 2026**
- **Opportunity for one (1) onsite sampling table in the balcony of the Field Museum, to showcase or sample your product**
  - Choose Chicago to provide (1) 6-foot table with linen, ice, and disposables if required
  - One (1) ticket for a brand representative to staff brand activation
  - *Note: Sampling product cannot be sold inside the Field Museum, however, brands may have QR codes or collateral available to distribute to guests to encourage sales.*



# SPONSOR ACTIVATIONS

*First Bites Bash sponsors use on-site activations to excite and engage guests using all five senses. These interactive opportunities provide a memorable way for brands to create meaningful connections with attendees.*



# CHICAGO RESTAURANT WEEK ★ ★ & FIRST BITES BASH PROGRAM TIMELINE

2026

○ SEPTEMBER

- **Mid September** | Chicago Restaurant Week restaurant registration opens
- **Ongoing** | Choose Chicago and industry partners actively recruit restaurants to participate in Chicago Restaurant Week and First Bites Bash

○ OCTOBER

- **Mid-October** | First Bites Bash restaurant registration opens
- **Late-October** | Chicago Restaurant Week restaurant registration closes

○ NOVEMBER

- **Mid-November** - First Bites Bash restaurant registration closes
- **Ongoing** | Restaurants develop Chicago Restaurant Week menus
- **Late November** | Deadline for restaurants upload Chicago Restaurant Week menus

○ DECEMBER

- **First week of December** | First Bites Bash website, ticket sales and press release launch
- **Second week of December** | Chicago Restaurant Week website, reservations and press release launch

2027

○ JANUARY

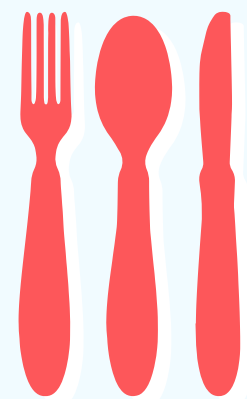
- **21<sup>st</sup>** | First Bites Bash
- **22<sup>nd</sup>** | Chicago Restaurant Week begins

○ FEBRUARY

- **7<sup>th</sup>** | Chicago Restaurant Week ends

○ APRIL

- Sponsor recap deck distributed





# LET'S TALK

To secure your sponsorship,  
please contact Alexa Gallagher.



**ALEXA GALLAGHER**  
Senior Director,  
Partnership Marketing

**T:** 224-619-9879

**E:** [agallagher@choosechicago.com](mailto:agallagher@choosechicago.com)

**CHICAGO**  
**CHOOSE CHICAGO**