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CAT
Special Power



DINING OUT EVENTS



TOP TACO RECAP

Top Taco has proven to be the premier food competition in New Orleans. Every year, we strive to dazzle and delight our guests with a fun and creative experience that is talked about all over town. Despite all the challenges of hosting an event in the city this past year, we managed to pull off a remarkable festival. 40 Restaurants, 20 Spirits, 3000 Patrons, and 400 Staff gathered at Lafreniere Park for the battle of the year.

2021 RECAP

75 Tequilas/ 20 Spirits
40 Restaurants & Bars
3000 Patrons/1000 VIPs
40 Celebrity Judges
\$30,000 Donated to the PLEASE Foundation

TOP TACO 2021

This year's Top Taco moved to LaFreniere Park in Metairie which gave us the best opportunity to put on the kind of event that our fans expect. The Al Copeland Meadow at LaFreniere provided ample room to accommodate a larger audience, more competitors, and additional sponsors and entertaining activations. 40 of the most popular restaurants in New Orleans competed for Top Taco honors, including awards for Top Creative Taco, Top Traditional Taco, Top Creative Tequila Cocktail, and Top Traditional Margarita (Judge's Choice & People's Choice).

Over 25 brands showcased fine spirits at tasting tables and creative pop up bar areas and lounges.

Sponsored VIP area offered premium tequila samples, a private VIP area featuring Dickie Brennan & Co. serving signature tacos and cocktails, gourmet desserts, plus live music from New Orleans' best local bands.

Top Taco has already distinguished itself as one of the best culinary events in the city. With a combination of media partnerships (print, radio and social), event marketing, and engaging sponsorship opportunities, we carefully craft a wildly entertaining experience to offer your brand perfect exposure to an upscale demographic.

INTRODUCING FOOD FIGHT

Top Taco's success has given us the opportunity to introduce a new and exciting event to New Orleans this spring. Food Fight is a culinary competition featuring the best local chefs and restaurants competing to see who can create the Top New Orleans' dishes. Our fans, sponsors, and restaurant partners can expect a first-class event that will exceed their expectations.



2022

PROJECTIONS

50 Spirits & Cocktails

40 Restaurants & Bars

3000 Patrons/1000 VIPs

40 Celebrity Judges

\$40,000 Donated to the PLEASE Foundation

FOOD FIGHT 2022

Food Fight will take place on the Thursday before Memorial Day at Crecent Park on the New Orleans' waterfront with panoramic views of downtown. 40 of the most popular restaurants in the city will compete for Food Fight honors, including awards for Top Creative Dish, Top Traditional Dish, Top Vegetarian Dish, Top Traditional Cocktail, and Top Creative Cocktail (Judge's Choice & People's Choice).

Brands will showcase fine spirits at tasting tables and creative pop up bar areas and lounges.

Sponsored VIP area offers premium spirit samples, a private VIP area featuring additional tastings and cocktails, gourmet desserts, plus live local music from New Orleans' best bands.

Food Fight will be the can't-miss event of the Spring. With a combination of media partnerships (print, radio and social), event marketing, and engaging sponsorship opportunities, we aim to be the premiere New Orleans' food competition featuring local dishes and local ingredients. We expect a sell-out crowd because our fans trust that we will put on a night to remember.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

\$25,000 Includes:

- Public acknowledgement in placement within our event logo in all print and digital materials, including posters, postcards, t-shirts, website, social media, tickets, etc.
- Company logo in all marketing and advertising including radio, digital and print
- Prominent branded banner placement at Dining Out event
- Customized area with reserved premiere festival placement
- Dedicated logistics and planning support to meet equipment, power, rental needs
- 10 VIP Tickets and 10 First Tasting Tickets
- 50% discount for up to 20 additional First Tasting Tickets
- Announcements from the stage
- Complimentary Parking for up to 2 vehicles



VIP AREA SPONSORSHIP

\$10,000 Includes:

- Company naming nights for VIP area
- 8 VIP and 8 1st Tasting tickets and additional staff tickets to meet your needs
- 50% discount code for up to 10 additional tickets
- Exclusive product placement in VIP area
- Customized Vending Area within VIP area
- Dedicated logistics and planning support to meet equipment, power, rental needs
- Premium logo placement on all applicable printed and digital material
- Exclusive signage in the VIP area
- Assistance with multiple restaurant partnerships (at your option, we will pair you with one or more participating restaurants to offer exclusive food or drinks in the VIP)
- Complimentary Parking for up to 2 vehicles

SPONSORSHIP OPPORTUNITIES

STAGE SPONSOR

\$10,000 Includes:

- Company logo in all marketing and advertising including digital and print
- Prominent Branded Banner placement on the main stage
- Customized Area with Placement near Stage
- Dedicated logistics and planning support to meet equipment, power, rental needs
- 6 VIP Tickets, 6 First Tasting Tickets, and up to 6 Staff Tickets
- 50% discount for up to 20 additional First Tasting Tickets
- Announcements from the stage
- Complimentary Parking for up to 2 vehicles



PRESENTING SPONSOR

\$5,000 Includes:

- Company logo on all print and digital materials
- Social Media Boosted Post featuring your company as Top Taco sponsor
- Optional 10x10 Vending Tent with tables and linens
- 4 VIP tickets, 4 First Tasting Tickets, and up to 4 Staff Tickets
- 50% discount code for up to 10 additional 1st Tasting Tickets
- Complimentary Parking for 1 vehicle

TENT SPONSOR

\$2,500 Includes:

- Company logo on all digital materials
- 10x10 Vending Tent with tables and linens
- 2 VIP tickets, 2 First Tasting Tickets and up to 4 Staff Tickets
- 50% discount code for up to 4 additional 1st Tasting Tickets
- Complimentary Parking for 1 vehicle

TABLE SPONSOR

\$1,000 Includes:

- Dedicated area with 2- 6' tables and linens
- 2 Staff Tickets plus 2 additional VIP tickets
- 50% discount code for up to 2 additional tickets
- Company logo on banner within event
- Opportunity to sell/market/giveaway your product at your table



SPIRIT VENDOR PACKAGES

ALL SPIRIT PACKAGES INCLUDE:

- Logo Inclusion on Our Website
- 4 Staff Tickets (for those working the table)
- Presentation Table(s) with Linen(s)
- Branded Signage for your tent
- Ice and volunteer runners
- Discount code for 50% OFF Additional Tickets (VIP, GA, 1st Tasting)

Customized Activation Space (20 x 30 or larger)

Inquire About Pricing

Includes:

- Assistance with restaurant partnership (At your option, we will pair you with one or more of the participating restaurants to create a custom cocktail).
- Dedicated Social Media Posts
- Secondary Event Promotion and Coordination at your Restaurant Partner's Location
- Additional Event and Staff Tickets tbd

10x30 or 20x20 Activation Space

\$4,000

Includes:

- Assistance with restaurant partnership (At your option, we will pair you with one of the participating restaurants so you can create a custom cocktail).
- 1 Dedicated Social Media Post
- Includes 4 VIP and 4 1st Tasting Tickets and Additional Staff Tickets if necessary

10x10 or 10x20 Activation Space

\$2,250

Includes:

- Assistance with restaurant partnership (At your option, we will pair you with one participating restaurant so you can create a custom cocktail).
- Includes 2 VIP and 2 1st Tasting Tickets

Tasting Table

\$1,000

Includes:

- Dedicated 8ft Table Space for Tasting Samples
- 2 Complimentary 1st Tasting Tickets

Additional Useful Data

- Spirit Suppliers reported an average of (4) 6pk cases of depleted product at their sponsored Restaurant Tents, varied based on the recipes.
- Spirit Tents should expect an average of (6) 6pk cases depleted per brand/expression with a variance based on whether or not the product was sampled straight.



EDUCATING FUTURE LEADERS

ALL FOR A GREAT CAUSE



The PLEASE Foundation provides mentoring, leadership training, and scholarships to at-risk students in New Orleans. The Foundation provides all the tools necessary for students to attend and succeed in college preparatory high schools. The ultimate goal is for each student to be accepted into college and achieve their greatest potential.

SPONSORSHIP AGREEMENT

Company Name _____ Contact Name _____

Contact Phone _____ Email _____

Billing Contact/Address: _____

Top Taco Sponsorship Type:

_____ Title Sponsor \$ _____

_____ VIP Sponsor \$ _____

_____ Stage Sponsor \$ _____

_____ Presenting Sponsor \$ _____

_____ Table Sponsor \$ _____

_____ Media Sponsor \$ _____

_____ Tasting Table \$ _____

_____ Tasting Tent \$ _____

_____ Customized Area \$ _____

_____ Other _____ \$ _____

Total Sponsorship Amount \$ _____

Total Sponsorship \$ _____

Multi Event Discount _____ %

Food Fight Sponsorship Type:

_____ Title Sponsor \$ _____

_____ VIP Sponsor \$ _____

_____ Stage Sponsor \$ _____

_____ Presenting Sponsor \$ _____

_____ Table Sponsor \$ _____

_____ Media Sponsor \$ _____

_____ Tasting Table \$ _____

_____ Tasting Tent \$ _____

_____ Customized Area \$ _____

_____ Other _____ \$ _____

Total Sponsorship Amount \$ _____

Final Total Due \$ _____

Notes: _____

Sponsor Signature: _____ Date _____

Print Name _____ Title _____

Dining Out/ Please Foundation representative _____ Date _____





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For more info, please check out:

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<http://instagram.com/toptaconola>

<http://www.facebook.com/toptaconola>

<https://pleasefoundation.org>

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