



# SPONSORSHIP OPPORTUNITIES

Presented by the Meals on Wheels Chicago Associate Board, the Chicago on Tap annual event raises critical funds for MoWC programs. Your support directly impacts our clients and delivers healthy, fresh food right to their door.

Since 1987, Meals on Wheels Chicago has been dedicated to providing nutritious meals and independence to seniors and individuals with disabilities - and we are now serving more people than ever before. Our programs deliver meals to thousands of homebound seniors a week, and provide fresh groceries to other low-income seniors at our monthly pantry. Last year, these programs reached over 22,000 seniors in need. With 65% of our clients living below the poverty line and a majority of living in food deserts, we are committed to providing health and wellness to our neighbors who need it most. We serve:

- Chronically disabled individuals (18-59 years old), of which **72% live on less than \$12,880 per year.**
- Seniors (60 years and older) of which **65% live below the poverty line.**
- Additionally, **68% of our clients are Black and Hispanic.** Both communities are at a greater risk of experiencing food insecurity.



Date: Thursday, April 25, 2024  
Location: Theater on the Lake | Chicago, IL

This annual event brings dozens of local breweries and restaurants together for a night of casual fun - featuring a live band, raffle, games and activities, and an audience vote for the best brew.

**DEMOGRAPHICS:**

More than 400 guests, 25 volunteers, and 40 participating establishments are expected to attend, representing Chicago's professionals and most socially astute foodie and craft beer fans.

44% male, 56% female | Single 29%, Married 71% | Children in Household 54% | Avg Age: 35

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### Swig Sponsor - \$500

Recognition on digital materials  
Signage at event  
Recognition on social media and MoWC website  
2 event tickets

### Growler Sponsor - \$2,500

Recognition on all print and digital materials  
Prominent signage at event with logo  
Recognition on social media and MoWC website  
6 event tickets

### Brewmaster Sponsor - \$10,000

Recognition on all printed and digital materials  
Prominent signage at event with logo  
Recognition on social media and MoWC website  
20 event tickets  
Dedicated space to brand  
Dedicated email blast to MoWC database  
Customized social media campaign

### Draft Sponsor - \$1,500

Recognition on digital materials  
Signage at event  
Recognition on social media and MoWC website  
4 event tickets

### Keg Sponsor - \$5,000

Recognition on all printed and digital materials  
Prominent signage at event with logo  
Recognition on social media and MoWC website  
10 event tickets

**Contact Cory Morris to learn more  
or to sign up!**

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