

# **Soup Cook off**

**★ SPONSORSHIP  
OPPORTUNITY ★**

**MARCH 1, 2020  
CARLISLE EXPO CENTER  
WWW.THESOUPCOOKOFF.COM**

**11AM-4PM / 717.508.SOUP / TheSoup@TheSoupCookOff.com**

**IT'S NOT JUST SOUP  
IT'S AN EXPERIENCE**

**PENNSYLVANIA'S LARGEST  
SOUP COOK OFF**



# INTRODUCE YOUR BRAND TO A NEW WORLD

Join the Soup Cook Off family and become a part of our growing customer base. Introduce your brand to thousands of Foodies who join us at every event.



"I went to the Soup Cook Off to celebrate their 10 years and wow, what a crowd. The event was filled with a ton of people and a great variety of soups..."



"The 10th Annual Soup Cook Off was awesome! The attendace was incredible! Maddie and Sami passed out over 900 samples each..."

HARRISBURG MAGAZINE  
**Readers'**  
Choice  
**H**2018

**Soup**  
**Cook off**

# Presenting Sponsor

Your Company Name Will Be Attached To Event Logo  
"Soup Cook Off Presented by "YOU"

The presenting sponsor is the sponsorship level that gives your brand and company the maximum level of exposure. This is a completely customizable package. Your name will be attached to all our marketing material for this event, including multiple radio ads.

**Platinum Level** - This package also includes all the benefits of the Platinum level of sponsorship, which features exclusive benefits for this sponsorship level.

**\$5000.00**

# Soup Cook off

Presented by  
**"YOU"**

## Table Sponsor



When you become a Table Sponsor at this event, you will benefit from high exposure to every guest. You will have a table tent card placed on every table at the event. You can even leave a little gift or card at each seat. Over 400 seats will be available. Soup Cook Off attendees will fill their trays with soup and then find a nice table to sit and eat. Imagine having your brand, your marketing materials, and your promotional items right in front of new eyes.

**Gold Level** - This package also includes all the benefits of the Gold Level Sponsorship Package.

**\$2500.00**

## Refreshment Sponsor

It has become a Soup Cook Off tradition to distribute complimentary refreshments. You will see your company's logo and message on 1440 bottles of water. That's 60 cases of water. As a bonus, you will have signs featuring your company at our concession stand and water stations. Allow us to put your business directly into the hands of hundreds of people with this interactive sponsorship package. At this event, your employees can be the smiling faces handing out your unique water bottles.

**Gold Level** - This package also includes all the benefits of the Gold Level Sponsorship Package.



**\$1750.00**



# CUSTOM PACKAGES

717.508.SOUP - [TheSoup@TheSoupCookOff.com](mailto:TheSoup@TheSoupCookOff.com)





# SPONSORSHIP FORM

717.508.SOUP - TheSoup@TheSoupCookOff.com

## The Soup Cook Off - Soup Tasting Event

Sunday, March 1, 2020 // 11:00 AM - 4:00 PM // Carlisle Expo Center

We treat our sponsors like partners. We work with you to help you get the best return on investment. Become a sponsor today and introduce your brand to our loyal and continuously growing fan base. We value your contribution to this event and look forward to building a great relationship with you.

THE SOUP COOK OFF . COM

### Sponsorship Levels

#### **Platinum: One Presenting Sponsor Only**

- Full page ad in event brochure
- Your company name and 5 second spot at end of radio ads for event.
- Recognition on social media pages with logo, business write up and link to your website.
- A banner and posters to be displayed at event\*
- Vendor booth at event
- 15 complimentary VIP Event Tickets
- Distribution of marketing material at event\*
- Recognition in our Newsletter at least 2x
- Logo and link to your website will be displayed on our website sponsor page

#### **Gold: \$1000.00**

- Full page ad in event brochure
- Recognition on social media pages with link to your website
- Posters or Flyers to be displayed at the event\*
- Vendor Booth at Event
- 10 Complimentary VIP event tickets
- Recognition in our newsletter at least 2x
- Logo and link to your website will be displayed on our website sponsor page

#### **Silver: \$500.00**

- Half page ad event brochure
- Recognition on social media pages
- 8 Complimentary VIP event tickets
- Vendor Booth at Event
- Recognition in our newsletter at least 1x
- Company name and link on our website sponsor page

#### **Bronze: \$350.00**

- Company name and booth number in event brochure
- 4 Complimentary Event Tickets
- 10x10 Vendor Booth at Event
- Company name and link on our website sponsor page

### Payment Form

- \$5000 - Presenting Sponsor
- \$2500 - Table Sponsor
- \$1750 - Refreshment Sponsor
- \$1000 - Gold Sponsor
- \$500 - Silver Sponsor
- \$350 - Bronze Sponsor

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**Company Name**

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**Contact Name**

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**Phone Number**

**EXT**

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**Email**

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**Address**

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**City**

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**State**

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**Zip Code**

### Payment Information

Checks - Make Payable To The Soup Cook Off, 5217 Woodlawn Dr, Harrisburg PA 17109  
Credit Card - 2.5% processing fee applies. To pay by card call 717.508.7687

\*Poster, banners marketing material and flyers to be provided by sponsor

**WHAT OTHERS SAY!**

***Soup Cook Off Facts***

- The first event had 150 guests in attendance.
- The 10th annual event had over 800 guests in attendance.
- The Soup Cook Off is celebrating it's 11th anniversary.
- The Soup Cook Off features a wide variety of unique soups, chili, chowders, bisques and more.
- Over 3400 gallons of soup have been served to date.

***Event Demographics***

- 65% Female**
- 45% Ages 25-45**
- 800+ Attendees per event**
- 10-14 Professional chefs per event**
- 12-16 Amateur chefs per event**

***Awards & Appearances***



" The soup was amazing. The people were friendly! The Soup Cook Off did an amazing job! "



" What a wonderfully organized event for such a great cause! You'll leave with a full stomach.... "



" We have gone to this event two times every year for the past couple years, and enjoyed it very much. "



1,800 Page Likes



1,400 Followers



6,600 Video Views

**2,000 Loyal  
E-Newsletter Subscribers**

**700+ Unique  
Website Visits/Month**

**\$45,000 +  
Average Household Income**



Upon arrival, each guest will get a spoon, voting card and brochure. Chefs will serve soup in 2-3 oz portion cups and attendees can walk around the room sampling all the delicious soup. Some people challenge themselves to try all forty soups. Others may stick to their favorites, going back for seconds and thirds. Tickets include complimentary snacks and drinks. There is a cash bar for those 21 years of age and older.

After they are finished sampling, guests can cast their ballots to determine which chefs will receive the coveted soup bowl trophies. Our secret ballots allow guests to choose their top three soups in each division. Votes are tallied based on a point system using a computer program created specifically for this event.

1st Place vote - 3 points  
 2nd Place vote - 2 points  
 3rd Place vote - 1 point



For our 10th annual event, we are excited to have added a third division. In addition to amateur and professional chefs, we are now featuring a junior division. We are inviting young chefs to compete on behalf of the charity of their choice. The junior division is open to chefs 17 and younger. This is a great opportunity for parents to get their children involved in charity at a young age.

The Soup Cook Off has grown so much over the last eleven years. In 2015, the Camp Hill Soup Cook Off outgrew its original venue and moved to its current location at the Carlisle Expo Center. In 2015, a second Soup Cook Off was introduced in the fall at the Best Western Premier, making it a bi-annual event. In 2019, we had our biggest year ever with over 800 guests at our events.



[thesoup@thesoupcookoff.com](mailto:thesoup@thesoupcookoff.com)

[www.TheSoupCookOff.com](http://www.TheSoupCookOff.com)

[@SoupCookOff](https://www.instagram.com/SoupCookOff)

Over 250 Gallons  
Served Per Event

3 Chef Divisions  
Professional, Amateur, Junior

11 Years  
Of Amazing Soup