Downtown Dining Association Sponsorship Opportunities

Support our member restaurants in Downtown South Bend by becoming a sponsor! Due to the ongoing success over the past years, the Downtown Dining Association of South Bend has committed to host multiple culinary events throughout the year. Restaurant owners roll out the red carpet to give diners amazing deals and experiences though events like Restaurant Weeks, Wine Walks and other focused events like Taco & Tequila Trail and Mactoberfest. This is your opportunity to be a part of events that have everyone talking and dining in the heart of South Bend.

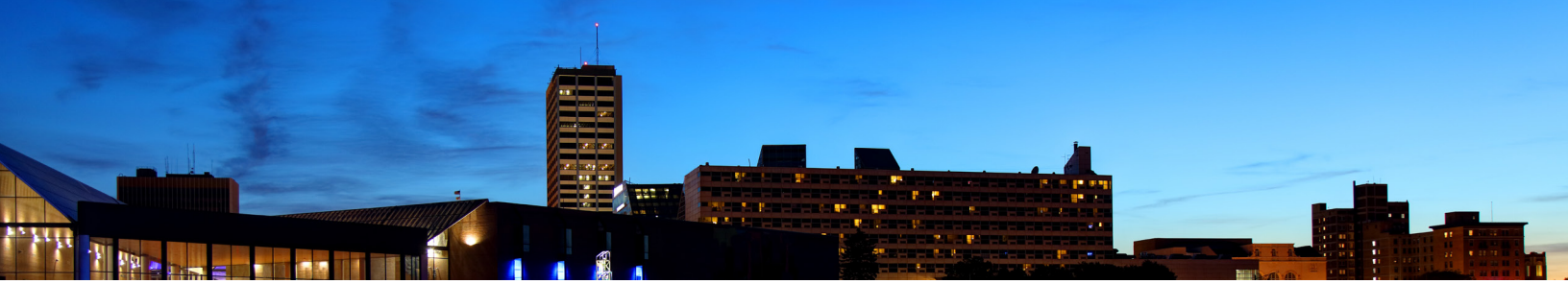
Restaurant Week Sponsorships

Presenting Sponsor | $12,000

- Business logo included as “Presented by” on all printed promotional materials and website
- Logo included on all menus
- Included on outdoor advertising, television & radio promotions
- Social media promotions (Facebook, Instagram & Twitter)
- Logo included on ancillary printed material
- Invites to special events, like our annual Kick Off Industry Event
- Interview opportunities during live radio remotes
- 2 available, 1 per Restaurant Weeks
- Special dining opportunities for your business
- Access to present to Members of the DDA
- Logo included on our ticketing platform
- Breakfast, lunch or dinner for a party up to 6 at a DDA member restaurant of your choice (Some block out dates apply)
- 4 passes each to Taco & Tequila Trail, Wine Walk Series, and Mactoberfest

Gold Plate Sponsor | $6,000

- Business logo included on printed promotional materials and website
- Logo included on all menus
- Recognition granted as Gold Plate Sponsor
- Social media promotions (Facebook, Instagram & Twitter)
- Access to present to Members of the DDA
- Logo included on our ticketing platform
- 2 passes each to Taco & Tequila Trail, Wine Walk Series, and Mactoberfest



Wine Walk Sponsorships

Wine Walk sponsorships present a unique opportunity for businesses to get their brand in front of a special demographic that is high-energy and likes to engage in events. If you'd like additional demographic insights, please let us know. Sponsoring the Wine Walks helps the Downtown Dining Association give our community a very unique dining experience in Downtown South Bend by allowing a ticketed individual to experience many restaurants, their unique fare, and selective wine (or beer) pairings.

Title Sponsor – Wine Walk | $5,000

- Business logo included as "Presented by" on all printed promotional materials and website
- Social media promotions (Facebook, Instagram & Twitter)
- There is one Title sponsorship per event (4 per year)
- Access to present to Members of the DDA
- Logo included on our ticketing platform
- 4 passes to one event; choose from Taco & Tequila Trail, a Wine Walk, or Mactoberfest

Silver Plate Sponsor – Wine Walk | $2,500

- Social media promotions (Facebook, Instagram & Twitter)
- There is one Silver Plate sponsorship per event (4 per year)
- Access to present to Members of the DDA
- Logo included on our ticketing platform
- 2 passes to one event; choose from Taco & Tequila Trail, a Wine Walk, or Mactoberfest

Taco & Tequila Trail Sponsorships

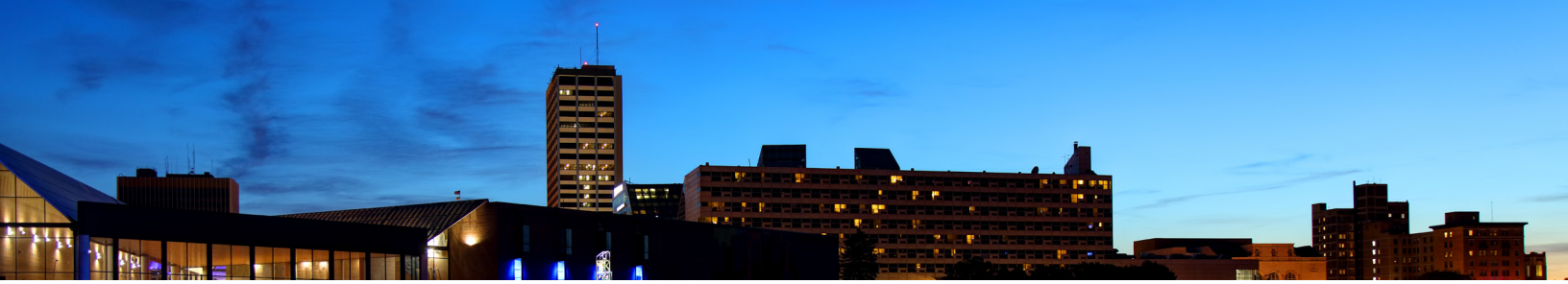
The Downtown Dining Association's Taco & Tequila Trail is a lively, crowd-favorite event that brings hundreds of guests to explore downtown South Bend's restaurants, bars, and breweries. Attendees enjoy signature tacos, creative tequila cocktails, and festive fun while discovering local dining destinations. This event offers sponsors a unique opportunity to connect with an energetic, social audience who loves to eat, drink, and experience downtown. Partnering with the Taco & Tequila Trail puts your brand at the center of one of South Bend's most flavorful and talked-about events.

Title Sponsor – Taco & Tequila Trail | $5,000

- Business logo included as "Presented by" on all printed promotional materials and website
- Social media promotions (Facebook, Instagram & Twitter)
- There is one Title sponsorship per event (1 per year)
- Access to present to Members of the DDA
- Logo included on our ticketing platform
- 4 passes to one event; choose from Taco & Tequila Trail, a Wine Walk, or Mactoberfest

Silver Plate Sponsor – Taco & Tequila Trail | $2,500

- Social media promotions (Facebook, Instagram & Twitter)
- There is one Silver Plate sponsorship per event (1 per year)
- Access to present to Members of the DDA
- Logo included on our ticketing platform
- 2 passes to one event; choose from Taco & Tequila Trail, a Wine Walk, or Mactoberfest



Mactoberfest Sponsorships

Get ready for one of downtown South Bend's cheesiest and most crowd-pleasing events! Mactoberfest brings together local restaurants, bars, and the community for a fun, flavor-filled evening featuring creative mac & cheese dishes and craft beer tastings. This popular ticketed event draws hundreds of enthusiastic food lovers each year—offering sponsors an unbeatable opportunity to showcase their brand, support local dining, and connect with an energetic, engaged audience in the heart of South Bend.

Title Sponsor – Mactoberfest | $5,000

- Business logo included as "Presented by" on all printed promotional materials and website
- Social media promotions (Facebook, Instagram & Twitter)
- There is one Title sponsorship per event (1 per year)
- Access to present to Members of the DDA
- Logo included on our ticketing platform
- 4 passes to one event; choose from Taco & Tequila Trail, a Wine Walk, or Mactoberfest

Silver Plate Sponsor – Mactoberfest | $2,500

- Social media promotions (Facebook, Instagram & Twitter)
- There is one Silver Plate sponsorship per event (1 per year)
- Access to present to Members of the DDA
- Logo included on our ticketing platform
- 2 passes to one event; choose from Taco & Tequila Trail, a Wine Walk, or Mactoberfest

General Sponsorship Opportunities

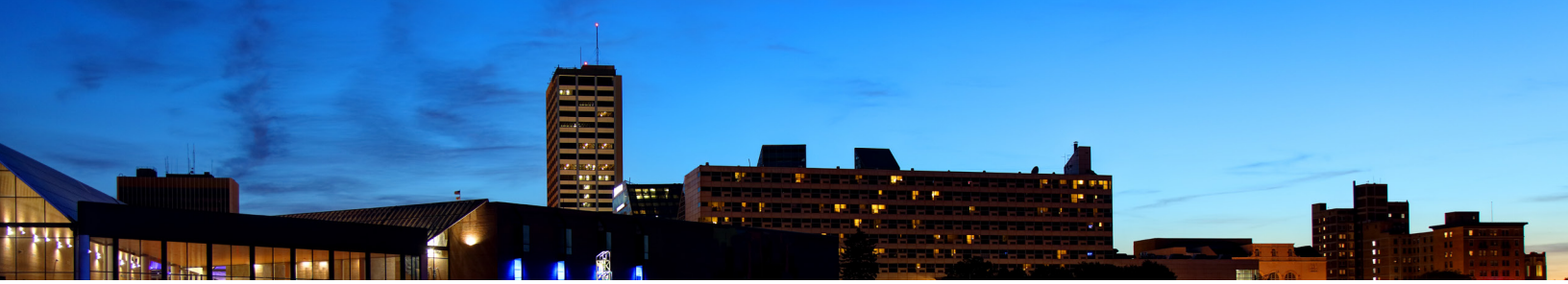
The Downtown Dining Association hosts other events throughout the year, and sponsorships are also available for these events. Please inquire to learn more.

Silver Spoon Sponsor | $500 – $1,000

- Business logo included on website
- Business logo included on occasional event promotional materials
- Social media promotions (Facebook, Instagram & Twitter)

General Sponsor | $150

- Business logo included on website
- Social media promotions (Facebook, Instagram & Twitter)



Sponsorship Form

☐ Winter Restaurant Weeks ☐ Summer Restaurant Weeks > ☐ Presenting ($12,000) ☐ Gold Plate ($5,000)

Wine Walks: ☐ June ☐ July ☐ August ☐ September > ☐ Title ($5,000) ☐ Silver Plate ($2,500)

Taco & Tequila Trail: ☐ Title ($5,000) ☐ Silver Plate ($2,500)

Mactoberfest: ☐ Title ($5,000) ☐ Silver Plate ($2,500)

General: Silver Spoon ($500–$1,000): ☐ _____ ☐ General ($150)

☐ Other: _____

Once signed pledge agreement is received, Downtown South Bend, Inc. (DTSB) will invoice you on behalf of the DDA.

Agreed to and accepted by:

Business Name: _____

Contact Name: _____

Email: _____

Address: _____

City, State, Zip: _____

Phone: _____

Signature: _____

Requirements:

Please email your logo to: Lisa@thinkmarketing.co or any member of the DDA Executive Committee.

File formats accepted: EPS or Press Quality PDF (300 DPI minimum resolution)

Thank you for supporting the Downtown Dining Association!