

# TASTE of Charlotte

Presented by Food Lion



# JUNE 5-7, 2020

# MEET



# EAT DRINK



# PLAY

## CHARLOTTE'S LARGEST OUTDOOR FESTIVAL IN UPTOWN CHARLOTTE

THE TASTE OF CHARLOTTE HAS BECOME ONE OF THE LARGEST AND MOST ANTICIPATED EVENTS IN THE AREA CELEBRATING THE BEST OF WHAT CHARLOTTE HAS TO OFFER! THE THREE-DAY FESTIVAL HAS AN ATTENDANCE TREND OF 100,000+ ANNUAL VISITORS.

### EVENT DETAILS

LOCATED IN THE HEART OF UPTOWN CHARLOTTE, 2020 WILL BE THE 22ND YEAR OF THE TASTE EVENT!  
TASTE OF CHARLOTTE HAS BECOME A GREAT MARKETING OUTLET FOR LOCAL BUSINESSES, MOBILE MARKETERS AND NATIONAL BRANDS.

### LOCATION

SET-UP ALONG TRYON STREET, RUNNING FROM TRADE STREET TO STONEWALL STREET

### DATES

FRIDAY, JUNE 5TH, 11:00AM - 11:00PM  
SATURDAY, JUNE 6TH, 11:00AM - 11:00PM  
SUNDAY, JUNE 7TH, 11:00AM - 6:00PM

### EVENT ATTRACTIONS

ENTERTAINMENT STAGE: Free concerts and local acts  
FOOD: Over 30 area restaurants presenting over 100 dishes  
RACE TO THE TASTE: 5K & 1 mile run/walk through Uptown  
MARKETPLACE: Boutique style shopping  
TAVERN AT THE TASTE: Have a drink, be entertained and relax!  
CROSSROADS ACTIVITIES: Located at intersections, fun for all ages  
COMMUNITY STAGE: Local performances with a variety of entertainment



2020 Sponsorship | [tasteofcharlotte.com](http://tasteofcharlotte.com)



**Festival Title**

Your business name can have title ownership, becoming "Your Company's Taste of Charlotte" festival.

**Festival Presenter**

Whenever Taste of Charlotte is mentioned, presenting sponsors are too! The partnership is synonymous with the brand of the entire festival.

**Restaurant**

Showcase 3 of your best menu items to festival tasters, while bringing awareness to you location, brand, and flavor.

**Partner**

Bring brand awareness to your business, product, or company by hosting a space on site to showcase who you are in the Charlotte community!

**Area Presenter**

Support any specialty area at the festival like the Marketplace, Tavern at the Taste, Kids Area, Wine Cellar, Picnic area, Demo Kitchen and more!

**Stage Presenter**

Brand your company's name on any of our 4 area stages with live music and entertainment throughout the festival weekend. Name on Main Stage, Tavern at the Taste, Wine Cellar Stage, or Community Stage.

**Race to the Taste 5k**

Taste of Charlotte's 5k Race with a course designed to go through Uptown Charlotte, starting and finishing at the heart of the festival. Presenting, supporting, and partnership involvement available.

