

TASTE of Charlotte

Presented by Food Lion

OCTOBER 1-3
2021

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, 2021 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

TRUIST FIELD, HOME OF THE CHARLOTTE KNIGHTS

DATES

FRIDAY, OCTOBER 1ST, 4:00PM - 11:00PM

SATURDAY, OCTOBER 2ND, 11:00AM - 11:00PM

SUNDAY, OCTOBER 3RD, 11:00AM - 6:00PM

EVENT ATTRACTIONS

ENTERTAINMENT STAGE: Free live music concerts and local acts

FOOD: Over 30 area restaurants presenting over 100 dishes

RACE TO THE TASTE: 5K & 1 mile run/walk in Uptown

TAVERN AT THE TASTE: Have a drink, be entertained and relax!

WINE CELLAR: Wine tastings paired with comraderies

MARKETPLACE: Boutique style shopping

FAMILY ACTIVITIES: kid fun for all ages



2021 Sponsorship | tasteofcharlotte.com



Custom SPONSORSHIPS



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 your 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, or Wine Cellar 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.

