

# TASTE of Charlotte

Presented by Food Lion



## 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, 2022 WILL BE THE 23RD 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, SEPTEMBER 30TH, 11:00AM - 11:00PM

SATURDAY, OCTOBER 1ST, 11:00AM - 11:00PM

SUNDAY, OCTOBER 2ND, 11:00AM - 4:30PM

#### EVENT ATTRACTIONS

ENTERTAINMENT STAGE: Free live music concerts and local acts

FOOD: Area restaurants presenting over 80 different dishes

CUPCAKE WALK: run/walk around the bases with cupcakes

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

DEMO KITCHEN: recipes and samples





**Festival Title**

Your business name can have title ownership, becoming "Your company name 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, or Wine Cellar Stage.

**Pink Cupcake Walk**

Taste of Charlotte's Pink Cupcake Walk helps launch Breast Cancer Awareness month with laps around the baseball field and cupcake sampling. Presenting, supporting, and partnership involvement available.

