



VENDOR PROPOSAL

Thursday, December 2, 2010
Hilton Chicago

Presented by

AIDS FOUNDATION OF CHICAGO 25^{YEARS}

A FORCE FOR CHANGE SINCE 1985

WORLD OF CHOCOLATE

World of Chocolate is the AIDS Foundation of Chicago's (AFC) annual holiday fundraising event held in commemoration of World AIDS Day. At this festive event, guests will sample scrumptious chocolate creations from 30 of Chicagoland's finest restaurants, caterers, and chocolatiers.

Chocolate vendors creating the delicacies will compete for top honors in several categories as judged by local celebrities. Other components of the evening include entertainment, a raffle, an open bar, and a light buffet.

Event Overview

- Date & Time:** Thursday, December 2, 2010
5:00 p.m. to 6:00 p.m. – *Private Sponsor Reception*
6:00 p.m. to 10:00 p.m. – *World of Chocolate*
- Location:** Hilton Chicago
720 South Michigan
Chicago, IL 60605
- Guests:** More than a 1,700 attendees representing a cross section of conscientious and charitable consumers from the Chicago metropolitan area.
- Ticket Prices:** \$100 Individual tickets in advance
\$125 Individual tickets at-the-door
\$150 Red Ribbon Tickets
Individuals who purchase at this level receive a red ribbon lapel pin and acknowledgement in the program book.
- Beneficiary:** Funds raised through *World of Chocolate* support AFC's grantmaking, policy, and public education programs. Since 1988, AFC – the largest source of HIV/AIDS philanthropic support in the Midwest – has awarded more than \$18 million to area HIV/AIDS prevention, care and advocacy projects. To learn more about AFC, visit our website at www.aidschicago.org.

For further Information concerning vendor opportunities contact Katie O'Malley, Development Coordinator, at (312) 334-0935 or komalley@aidschicago.org.

AIDS FOUNDATION OF CHICAGO 25^{YEARS}

A FORCE FOR CHANGE SINCE 1985

The mission of the AIDS Foundation of Chicago is to lead the fight against HIV/AIDS and improve the lives of people affected by the epidemic.

Founded in 1985 by community activists and physicians, the AIDS Foundation of Chicago (AFC) is a local and national leader in the fight against HIV/AIDS. We collaborate with community organizations to develop and improve HIV/AIDS services; fund and coordinate prevention, care, and advocacy projects; and champion effective, compassionate HIV/AIDS policy.

To further prevent the spread of this epidemic, we concentrate our work in four major areas:

- **Building a Comprehensive System of HIV/AIDS Care**
The AIDS Foundation of Chicago is responsible for the administration, ongoing development, and evaluation of a coordinated HIV case management system that serves more than 6,000 men, women, and children living with HIV. AFC also distributes and manages federal funds for primary medical care, housing, substance abuse, food, mental health treatment, and other services, reaching an additional 2,000 people affected by HIV/AIDS. In addition, AFC convenes the Service Providers Council, a coalition of more than 135 AIDS prevention and care agencies that provides leadership in coordinating the metropolitan area's growing and complex system of AIDS services.
- **Protecting the Rights of and Securing Resources for People Affected by HIV/AIDS**
The AIDS Foundation of Chicago is Illinois' leading advocate for people living with HIV/AIDS and the organizations on which they depend. Working with policymakers at all levels of government, AFC fights for increased public funding for AIDS prevention and care programs, for expanded AIDS services, and for an end to discrimination against people affected by the epidemic.
- **Educating Service Providers and the Public on HIV/AIDS Issues**
The Service Providers Council of the AIDS Foundation of Chicago provides training events and technical assistance for hundreds of providers and case managers throughout the year on topics directly related to the ongoing care and assistance of HIV-positive individuals and those at-risk for HIV disease. Conferences and workshops are also planned each year on issues of particular importance to the HIV/AIDS service community.
- **Funding Community-Based Prevention and Care Programs**
Since the AIDS Foundation of Chicago began its grantmaking program in 1988, it has awarded over \$18 million to support HIV/AIDS prevention and care activities across the metropolitan area. In its most recent grantmaking cycle, completed in June 2007, AFC awarded more than \$1.2 million dollars to local HIV/AIDS programs. More than half of all community-based organizations funded this year are serving and governed by communities of color.

WORLD OF CHOCOLATE

VENDOR TESTIMONIALS



"In 2004 we were honored to be contacted by the AIDS Foundation of Chicago to participate in their annual *World of Chocolate* event. We felt it was the perfect venue to express our desire to give back to an organization whose mission is vital to us all. Much to our surprise the event catapulted us forward in a way we had not expected or imagined. Through exposure to more than 1500 people that night, as well as various television segments, Terry's Toffee has added to our wonderful client base through the *World of Chocolate*."

~Terry Opalek – Founder, *Terry's Toffee*

www.terrystoffee.com



Kendall College
RIVERWORKS CAMPUS • CHICAGO

"*World of Chocolate* sparked a great deal of enthusiasm with the Pastry Chefs of Kendall College, who collaborated to create the theme of the *World of Chocolate* juxtaposed against the world of HIV/AIDS. This event was a great way to inspire the students in our Baking and Pastry program; to show them how food can help bring people together and raise money to benefit our community. Watching the excitement in the students as they represented their food and Kendall College with so much pride was indeed a unique and stimulating experience for all the faculty who were associated with the planning of the event. We would like to thank the AIDS Foundation of Chicago for this opportunity and look forward to their 25th commemorative year."

~Siddharth Mangalore – Instructor, *Kendall College*

www.kendallcollege.edu



"*World of Chocolate* is by far my favorite event of the year! It is so wonderful to see the look on people's faces when they bite into a piece of my candy and to know that we have made something unique and amazing. I am a strong believer in giving back to my community and this event is the best place to do it. Working the AIDS Foundation of Chicago staff is just incredible and I can't imagine going into the holiday season without being at *World of Chocolate*!"

~Cyndy Keene – Owner, *Cyndy's Sweet Treats*

www.cyndysweettreats.com

WORLD OF CHOCOLATE

OVERALL CHOCOLATE VENDOR BENEFITS:

- Visible commitment to the fight against HIV/AIDS on a local level
- Association with the global movement to fight HIV/AIDS
- Image-building opportunity in association with a vital cause
- Extensive exposure through print and electronic media coverage. Potential to be featured on local morning news shows
- Cause-related marketing opportunities such as public relations, hospitality, and brand awareness
- On-site exposure to more than 1,700 expected guests
- Additional post-event recognition for award-winning vendors

NAME EXPOSURE:

- Name included on all printed materials, including paid advertising and event program book (1,700+)
- Name recognition on the AIDS Foundation of Chicago website
- On-site recognition signage and projection screen display of your logo

AWARD CATEGORIES:

Our celebrity judges will sample your creations and award prizes for top culinary and decorative delights. Each judge will hand out their own "Judge's Award" for their personal favorite treat, as well as evaluate all vendors in each of the following categories:

- Hot Chocolate Award — Altogether tastiest chocolate treat at *World of Chocolate*
- Loco Cocoa Award — Most creative use of chocolate as an ingredient
- Sweetbooth Award — Best presentation (table dressing, signage, and décor)
- Chocoholic's Dream Award — Artistry award for the most visually enticing treat
- The People's Choice Award — All around favorite vendor selected by *World of Chocolate* guests

WORLD OF CHOCOLATE

FREQUENTLY ASKED QUESTIONS

VENDORS & SPACES

Why was my business/company asked to participate as a vendor for *World of Chocolate*?

We are seeking the highest-quality caterers, restaurants, chocolatiers, and food service establishments to participate.

How many vendors will participate in *World of Chocolate*?

Space is limited. No more than 30 vendors will be permitted and all vendors will be accepted on a first-come, first-served basis.

How much space will each vendor have?

All vendor areas will be the same size: 8 feet x 8 feet. Location of your designated space will be determined by AFC.

Are there limitations for the design/decor of my vendor space?

Vendors may use anything to decorate their respective spaces as long as all decor is contained within your designated 8 x 8 area. However, nothing (including signage) may be attached or secured to the walls or ceiling of the event venue. Signage and other additional decorations must be freestanding.

What materials should I supply for my vendor space? What will be supplied by AFC and the Hilton Chicago?

Each vendor will be supplied with an 8-foot table, including linen and drape, a classroom table, as well as two chairs (if needed). The vendor must bring in all additional supplies and decorations for his/ her space. In addition, if a vendor's culinary creation requires a special serving dish or eating utensil, the vendor must supply such materials. Finally, AFC must know in advance if you have electrical or other special requirements so that appropriate arrangements can be made.

Will I be able to sell products at my vendor space?

Since *World of Chocolate* is a fundraising event for the AIDS Foundation of Chicago, no outside products may be sold during the event.

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CULINARY CREATIONS

Are there limitations on what my culinary creation can be?

Culinary creations should fall into one of two categories: Sweet (dessert items) or Savory (non-dessert items). The only requirement is that each creation must compliment the chocolate experience or contain some form of chocolate as an ingredient. Other than that, use your imagination!

What quantity of my culinary creation should I bring to *World of Chocolate*?

Based on past attendance, we expect 1,700 guests at *World of Chocolate*. However, you should plan on supplying **approximately 1,000 units of product** for the crowd. To allow vendors to adequately plan, a crowd estimate will be given one week prior to the event.

In addition to guests sampling your chocolate creations during the event, AFC will be selling small candy boxes for guests to fill toward the end of the evening with remaining vendor items. You do not need to bring additional food to accommodate take-home requests.

PUBLIC RELATIONS

What public relations effort is being implemented to promote *World of Chocolate*?

Previous *World of Chocolate* events have received unprecedented media attention. A comprehensive media plan will be implemented for 2010.

How can I help promote *World of Chocolate*?

Promoting your business' involvement in *World of Chocolate* is a great way to emphasize your commitment to help a great cause within our community. There are several ways vendors can promote *World of Chocolate*:

- Add the *World of Chocolate* logo and/or link to your website or newsletter
- Include inserts with *World of Chocolate* event information in shopping bags or client mailings
- Print a POS message on your receipt

WORLD OF CHOCOLATE

2010 WORLD OF CHOCOLATE VENDOR CONTRACT

____ Yes! We'll be happy to participate as a vendor at the 9th annual *World of Chocolate* on Thursday, December 2, 2010.

Please list us as:

Company: _____

Contact: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Our culinary creation will be:

_____ **Sweet** (dessert)

_____ **Savory** (non-dessert)

Please provide a brief description of your culinary creation:

____ We are unable to participate as a vendor this year, but we would like to donate an item or \$_____

Please provide a description of the item you will donate:

____ We are unable to participate this year. Please keep us in mind for next year's event.

For Program Book inclusion, the Vendor Contract must be received by Wednesday, September 1, 2010

Please submit this form via email, fax, or mail to Katie O'Malley at:

Mail: AIDS Foundation of Chicago, 200 W. Jackson, Suite 2200, Chicago, IL 60606

Fax: (312) 922-2916

Email: komalley@aidschicago.org