

2023 SPONSORSHIP OPPORTUNITIES



LEARN.EXPERIENCE.TASTE.SUSTAIN



INTRODUCING TCOG

Founded in 2016 to manage the designation of Tucson and its Southern Arizona foodshed as a UNESCO Creative City of Gastronomy, the nonprofit Tucson City of Gastronomy (TCOG) has the mission of **"Growing a sustainable desert community by supporting our creative food cultures."**

TCOG leads efforts to use the designation to support Southern Arizona's food system, culinary economy, and tourism industry. It works to raise awareness of our food heritage assets, showcase them on a global stage, and link them to tourism and economic development. This results in positive branding of our region, unique differentiation of Tucson from other cities, new business opportunities, and boosted tax revenues from economic stimulation.

Our work serves Southern Arizona residents and visitors, businesses in the culinary, hospitality, and tourism industries, and groups striving to better our food system.

On 15 December 2015, Tucson, Arizona, became the first UNESCO City of Gastronomy designated in the United States, joining the UNESCO Creative Cities Network (UCCN).



Tucson was recognized for having the "longest agricultural history of any city in the United States," distinctive food traditions, and many innovations in our local food system.



TCOG STAFF & BOARD

JONATHAN MABRY - Executive Director
Focal Point, Tucson City of Gastronomy

JANOS WILDER - President
Owner & Chef, Studio Janos

FELIPE GARCIA - Vice President
CEO, Visit Tucson

CATHERINE STRICKLAND - Vice President
Deputy Director, Office of Attractions and
Tourism, Pima County

LIZ POCOCK - Secretary
CEO, Startup Tucson

JESSICA BARFIELD
Director of Tucson Business Development
Local First Arizona

LAUREL BELLANTE
Assistant Professor/Director of Food Studies,
Assistant Director, Center for Regional Food
Studies, The University of Arizona

GARY CHAVEZ
Community Member

STEPHANIE FEDER
Sr. Director for Business Development,
Andrew Weil Center for Integrative Medicine

ERICA FRANCO
Co-Owner, La Estrella Bakery

JAY GLASS
Owner & CEO, MORA Condiments

TODD HANLEY
Advisor/Founder, Hotel Congress, Maynards,
Agave Heritage Festival



E. LIANE HERNANDEZ
Director, Women's Wellness, Empowerment,
& Leadership Center, YWCA Southern AZ

BARRY INFUSO
Chair, Slow Food Southern Arizona

LANE MANDLE
Chief of Staff to City Manager, City of Tucson

MARTY MCCUNE
Community Member

JEWEL MIDEAU
Academic Director of Hospitality Leadership,
Pima Community College

ERIKA MITNIK
Manager, Marketing & Communication,
FORGE, The University of Arizona

TOM MOULTON
Executive Director, Southern Arizona
Attractions Alliance

WHAT TCOG DOES



Incubates and promotes local food businesses



Certifies and endorses restaurants, food artisans, culinary events, and experiences



Exchanges chef ambassadors worldwide to promote Tucson's food internationally



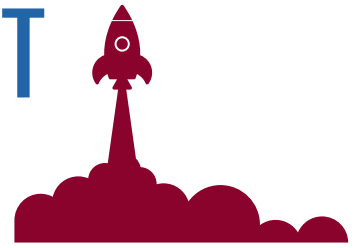
Develops and enhances events through collaborations



Works to strengthen and improve the local food system through advocacy, building connections, and promoting community organizations



TCOG STEERS AN IMPORTANT ECONOMIC DRIVER



THE DESIGNATION IS...

Bringing national and international media attention

Boosting tourism & restaurant spending,

Creating new business opportunities and jobs

Providing a “quality-of-life” talking point for recruiting businesses and talented young professionals

Inspiring new culinary festivals & city-wide promotions

Catalyzing local development projects



TCOG'S SIGNATURE PROGRAMS & EVENTS INCLUDE:



CHEF AMBASSADOR TRAINING



HERITAGE FOOD STARTUP LABS



PUEBLOS DEL MAÍZ FESTIVAL



FOOD HEROES AWARDS



CERTIFICATIONS



COCKTAIL CHALLENGE

WHAT OTHERS ARE SAYING

"It was a great event! So many delicious bites!"

-- Maíz Showcase Dinner attendee

"Such a fantastic event! I was so delighted and honored to be able to participate with my fellow chefs"

--Gastronomic Union of Tucson Chef

"As you approach our front door, you may notice a small sticker on the window. This is our pride and joy. Our Tucson City of Gastronomy certification! Bestowed upon us for our use of local heritage foods.

-- Newly TCOG-Certified Food Business

"Delighted to be in the company of these fantastic chefs and getting to tell the story of Tucson as a City of Gastronomy!"

-- New TCOG Chef Ambassador

"We are thrilled to have TWO Tucson City of Gastronomy certified restaurants in the terminal."

--Tucson Airport Authority

"Tucson has taken its designation as a UNESCO City of Gastronomy to a whole new level, leveraging this distinction to train entrepreneurs, market the destination, and grow its farm-to-table culture with an emphasis on heritage foods and climate adaptation goals."

-- Trade & Industry Development, Sept. 2022

WHY YOUR SUPPORT MATTERS

Our role of ensuring the region fulfills UNESCO's requirements in order to keep the designation, and leveraging the designation to broadly benefit the community, differentiates TCOG from typical non-profits with narrower missions serving specific needs or constituents.

It also means that TCOG relies on funding from an unconventional combination of entities with stakes in the designation, including local governments, tourism agencies, higher education institutions, and businesses.



TAX BENEFITS

Tax breaks are available to sponsors because TCOG is a 501(c)(3) nonprofit.

VALUE TO SPONSORS

The biggest return value to sponsors is the association of their brands with this highly visible international brand that brings media attention and visitors from around the USA and the world. Sponsorships also align the reputations of businesses with the goals of our organization, listed below.



YOUR SUPPORT HELPS TCOG TO:

- Increase recognition of our region's rich agricultural heritage, food traditions, and culinary distinctiveness
- Promote Tucson as a culinary destination and model for food system innovations
- Share experiences, ideas, and best practices for cultural and economic development based on food heritage and culinary assets through international exchanges of knowledge
- Galvanize talents and creativity among chefs, farmers, ranchers, educational institutions, non-profit organizations, and businesses
- Make Tucson the cultural center and destination for Southwest borderland cuisine
- Support local food production and build a more sustainable, resilient, and secure food system



BECOME PART OF OUR CITY OF GASTRONOMY

TCOG offers the following levels of engagement and support to sponsors.

Add-ons are available to Signature- and Partner-level sponsorships and include:

- TCoG chef curation for an event
- Use of TCoG speakers bureau
- Meet visiting international chef
- Custom option

Benefits	Signature (20K +)	Partner (10K +)	Advocate (\$5K +)	Champion (2K+)	Supporter (Under 2K or In-Kind)
Invitation for representative on TCOG Advisory Council	X				
Exclusive announcement at major event of choice	X				
Named sponsorship at major event of choice	X ((\$5K value)				
Private half-day food tour for up to eight persons	X				
Dedicated email blast	X				
Choice of add-ons (see above)	2	1			
Logo in TCoG monthly email newsletter	X	X			
Complementary tickets to exclusive event featuring visiting international chefs	6	4	2		
TCoG signature apron	4	2	1		
Complementary tickets to other TCoG events (spread among 1 - 5 annual events)	8	6	4	2	
Invitations to mixers for TCoG Certified businesses	X	X	X	X	
Social media shoutout at initial partnership	X	X	X	X	X
Logo on Sponsor section of website	X	X	X	X	X

CURRENT ANNUAL SPONSORS

SIGNATURE

\$20,000+



PARTNER

\$10,000+



ADVOCATE

\$5,000+



CHAMPION

\$2,000+



SUPPORTER

UNDER \$2,000





**HELP US MAKE TUCSON AN EVEN
BETTER PLACE TO LIVE, WORK,
VISIT, AND EAT**

Contact Jonathan Mabry at
jmabry@cityofgastronomy.org for more
information on sponsorships and partnerships

tucson.cityofgastronomy.org