

World Dumpling Fest

A day long festival of food, performance and art that celebrate Chicago's cultures

When: Sunday, September 23rd, 1:00-7:30pm

Where: Navy Pier's Polk Bros Park

World Dumpling Fest is a **FREE** public event that brings together over 35 cultural communities. The event includes:

- **Dumplings of the World** - 10 cherished Chicago ethnic restaurants converge to cook up old and new versions of cultural "dumplings" from the samosa to the gyoza and everything in between. Food and Drink tickets will be available for purchase.
- **Performance Stage** - Catch global acts that you can't see anywhere else on the Polk Bros Park stages at Navy Pier.
- **Cultural Market** - Diverse Chicago-based artists and makers sell contemporary and traditional art, jewelry and pieces for the home, in an eclectic cultural market interspersed between the food and performance.
- **Family Activities** - Join Chicago Cultural Alliance heritage museums and engage in activities for all ages while learning about cultural traditions and rituals.
- **Interactive Info Booths** - Don't miss out on events throughout the year - check out these booths to learn more about upcoming events at Cultural Heritage Museums and Centers in Chicagoland.

Presented in Partnership by:



CHICAGO
CULTURAL
ALLIANCE



CHOOSE
CHICAGO



City of Chicago
Mayor Rahm Emanuel

CHICAGO DEPARTMENT OF
DCASE
CULTURAL AFFAIRS & SPECIAL EVENTS

World Dumpling Fest by the numbers

World Dumpling Fest is an opportunity to have fun enjoying Chicago's diverse culture, and also learn and build understanding, supporting cultural heritage museums and centers across Chicagoland.



World Dumpling Fest was shared on Facebook over 3,000 times and reached over 750,000 people organically on Social Media.



Over 6,000 people attended throughout the day on October 7th 11am-5pm



34 cultures were represented at World Dumpling Fest, through performers, restaurants and art vendors.

81% of survey respondents left World Dumpling Fest with an increased understanding of cultural heritage in Chicago



39% of attendees to World Dumpling Fest were under 35 years of age. Attendees of all ages represented the diversity of the Chicagoland area and came from diverse geographic areas in the region.



Before World Dumpling Fest, 58% of attendees knew 3 cultural heritage centers or LESS.

Before going to WDF

After going to WDF

After attending World Dumpling Fest, 82% expressed increased interest in visiting a cultural heritage center.

Become a World Dumpling Fest Partner

World Dumpling Fest's target audiences include diverse communities in the neighborhoods as well cultural consumers throughout Chicagoland. The festival in Polk Bros Park at Navy Pier will invite attendees to explore diverse cultural communities around the world and right here in Chicago.

Our core audiences are cultural explorers. World Dumpling Fest puts them in the navigator seat, offering them a cultural journey to all of the city's arts, conversation, and food beyond downtown in a fun, interactive way.

Facebook Following & Event Reach: 750,000+

Facebook Event Share Organic Rate: 3,000+

Twitter Following: 6,000+

E-Newsletter: 7,000+

Total Audience Reach (between producing partners): 2 Million+



Presenting Partner - \$15,000

- Opportunity to brand World Dumpling Fest event space (signage provided by partner)
- Brand inclusion on all digital or print advertising
- Brand inclusion on event signage
- 6 Social Media mentions
- 20 food tickets to World Dumpling Fest
- 3 Mentions throughout World Dumpling Fest by Emcee
- Opportunity to include company press release in the official event press kit
- Brand inclusion and link to your website on event page on Chicago Cultural Alliance website

Collaborating Partner - \$10,000

- Brand inclusion on digital and print advertising
- Brand inclusion on event signage
- 10 tickets to World Dumpling Fest
- 4 Social media mentions
- Mention at World Dumpling Fest by Emcee
- Brand inclusion and link to your website on event page on Chicago Cultural Alliance website

Participating Partner - \$5,000

- Brand inclusion on event signage
- Brand inclusion on digital or print advertising
- 5 Food tickets to World Dumpling Fest
- Brand inclusion and link to your website on event page on Chicago Cultural Alliance website

Advocating Partner - \$2,500

- Brand inclusion on digital advertising
- 5 Food tickets to World Dumpling Fest
- Brand inclusion and link to your website on event page on Chicago Cultural Alliance website

Questions about Partnering with the Chicago Cultural Alliance on World Dumpling Fest?
Contact Emily Reusswig, ereusswig@chicagoculturalalliance.org or call 312-846-6814 x101