

FirstEnergy[®] MAC 'N' CHEESE THROWDOWN

Presented by SMART

Event Statistics

Attendance:

2500-3000

78% Women

22% Men

Age

7% 24 & Under

22% 25 - 34

28% 35 - 44

25% 45 - 54

13% 55 - 64

5% 65+

451k Unique Visits

80% Spend 2-3 Hrs

20% Spend 4+ Hrs

75%

Rated the event as
"8" or above.

On a scale of 1-10.



A Federal 501 (c)(3)
Tax ID # 20-5520973



Overview

The Mac is BACK! Like...back, back. After reinventing itself last year we are making our way back indoors to The Madison on **Saturday, April 9th**, as 30 Cleveland-area restaurants & foodtrucks throw down for the ultimate title in comfort food. Three local celebrity judges and YOU will decide who ultimately gets the title of Cleveland's "Best Mac 'n' Cheese" at The Mac 'n' Cheese Throwdown, the ultimate comfort food festival.

The Mac 'n' Cheese Throwdown celebrates the rise of the Cleveland food scene, highlighting numerous local businesses. **Proceeds from The Mac 'n' Cheese Throwdown benefit local charity & organizer, W.A.G.S. 4 Kids, a 501(c)(3) Non-Profit.** #20-5520973

The Mac 'n' Cheese Throwdown Cleveland's Mac 'n' Cheese Throwdown is currently seeking and selecting **sponsors in order to cover the costs of this epic annual charity festival event.** Innovative Sponsorships deliver the greatest marketing impact possible, aligning brands with The Mac 'n' Cheese Throwdown leading up to, during and after the events. **Identity** and **Exposure** will be at a maximum. Event sponsorship and Cause Related Marketing (CRM) is the most dynamic promotional technique to emerge.

Partner Impact

W.A.G.S. 4 Kids empowers families in our local community, living with the challenges of disabilities. With the placement of a specially trained service dog, we lead local families in the communities of NE & Central Ohio, toward lives of independence, stability and joy. For 18 years, our Award-

Winning ODRC Accredited Apprenticeship Service Dog Training Program has improved the future of communities all over Ohio, preparing inmates as productive members of society through this workforce re-entry initiative. Your participation will enable W.A.G.S. 4 Kids to continue its work into the next decade.

2021 Featured Restaurants

Cheesy Dave's - The Buffalo
Cleveland Clinic/Aramark - Classic Gouda Mac
Fungry - Chorizo Mac 'n' Cheese
Hatfield's Goode Grub - Tomato Basil Mac
Manna Truck - Truffle Mac
MODbites - Roasted Poblano Mac 'n' Cheese
Pink Piggy BBQ - Brisket Bite Mac
Sprinkles and Milk - Caramel, Crazy, Cream (Sundae)
Wild Spork - Fakin' Bacon Ranch Bites

The Mac 'n' Cheese Throwdown works closely with sponsors to:

- Reach target demographics
- Integrate sponsor offerings
- Achieve marketing objectives
- Draw the attention of influential industry figures
- Provide opportunities to reach tens-of-thousands of general consumers



Partner Benefits Overview

W.A.G.S. 4 Kids offers a variety of sponsorship and in-kind donation opportunities to benefit your business:

- Increase public awareness and enhance brand image.
- Demonstrate commitment to the community through a tax-deductible sponsorship.
- Generate media interest and new sales opportunities with on-site sampling and displays.
- Build camaraderie among employees by forming a volunteer team, donning "your company" T-shirts for further brand awareness, or offering comp tickets to the event.

For more information on the event, visit our website at www.macncheesethrowdown.com.

Please contact Sera Nelson, Executive Director at 216-586-5853 ext. 2 or e-mail sera@wags4kids.com with any questions.