

SHEET METAL | AIR | RAIL | TRANSPORTATION

SMART MAC N CHEESE THROWDOWN

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

Time to warm up as 30 Cleveland-area restaurants 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 SMART Local 33 Mac 'n' Cheese Throwdown going down on **Saturday, February 23**, the ultimate comfort food festival, presented by Working Animals Giving Service for Kids (W.A.G.S. 4 Kids).

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 this amazing local charity, W.A.G.S. 4 Kids, a 501(c)(3) Non-Profit. #20-5520973**

The SMART Local 33 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 communities, struggling with the challenges of disabilities. With the placement of a specially trained service dog, we lead local families in the communities of Northeast & Central Ohio, toward lives of independence, stability and joy. For nearly 15 years, our Award-Winning ODRC Accredited 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.

2018 Featured Restaurants

In the "Classic Mac" (Veg) Category:

Bistro 185 - Smoked Cauliflower Root Twisted Mac
Café Avalaun - Mac 'n' Cheese Crepe (V)(GF)
Helio Terra Vegan - Smoke and Fire Creamy Rotini (V)(GF)
Luxe - Smoked Gruyere Mac 'n' Cheese w/ Toasted Breadcrumbs
Merwin's Wharf - Mac 'n' Cheese Curds
Wild Eagle Saloon - Mac 'n' Cheese Balls
Willoughby Brewing Co. - Pepper Jack Alfredo Mac

In the "Modern Mac" Category:

2nd & High - Poke Mac 'n' Cheese (GF) (Non-GMO)
BRIM - Smoked Brisket Mac 'n' Cheese
Cocky's Food Truck - Pulled Pork & Mac 'n' Cheese Bagel
Deagan's Kitchen - Smoked Gouda Mac w/ Chicken & Bacon
The Driftwood Group - Chorizo Mac 'n' Cheese
Harry Buffalo - Buffalo Mac 'n' Cheese
Hatfield's Goode Grub - Brown Sugar Bacon Mac 'n' Cheese
Hi + Dry - Mac 'n' Cheese with Prosciutto
Hofbrauhaus - Bavarian Bier Mac 'n' Cheese
Jammy Buggars - Pulled Pork Mac 'n' Cheese
Metropolitan at the 9 - Lobster Mac 'n' Cheese Grilled Cheese
Pier W - Lobster Mac 'n' Cheese
Pub Frato - Braised Short Rib Mac 'n' Cheese
Rocky River Brewing Co. - Johnny's Mac 'n' Cheese
Sol - Cerveza con Queso Mac 'n' Cheese with Chorizo
The Southside - Pierogi Mac 'n' Cheese
Tremont Taphouse - Mac 'n' Cheese A La Carbonara
Two Bucks - Surf 'n' Turf Mac 'n' Cheese

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 a spirit of 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.maccheesethrowdown.com.

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