

DEKALB CHAMBER OF COMMERCE

130 West Lincoln Highway, Ste. 200, DeKalb, IL



Taste of the Town 2026

Taste of the Town is a digital campaign celebrating members who serve food and drinks in our community. The campaign runs October 5 - October 16 across Facebook, Instagram, YouTube, and our website, dekalb.org.

Building on last year's campaign, this year's videos will continue to feature guest appearances from DeKalb Chamber Board members and staff. They'll be shown enjoying the signature food and beverage items each participating business is known for — or wants to highlight. First-person voiceovers will bring viewers into the experience of visiting each location. To give the campaign a fresh feel, the 2026 videos will adopt a more personal, day/week-in-the-life vlog style that puts viewers right in the moment at each destination. The campaign will also continue to feature Taste of the Town signage at participating locations to boost visibility and reinforce brand recognition.

Who Can Participate? Registration is exclusive to DeKalb Chamber members in good standing who specialize in food or drink.

Sponsorship opportunities are open to all members, including non- food/drink businesses.

What's Included? Depending on your registration choice, you can be featured on our website, highlighted in photos on social media, or showcased in personalized videos reaching thousands of views.

- Video recording (Presenting Sponsors, Supporting Sponsors, and Tasty Stop! Video+ participants): Must be available for filming on September 21 - 25 or September 28 - October 2.

Registration deadline Friday, September 18.

See videos from last year's campaign on [Facebook](https://www.facebook.com/dekalbchamber), [Instagram](https://www.instagram.com/dekalbchamber), or [YouTube](https://www.youtube.com/dekalbchamber).

Participation Levels & Pricing:

Tasty Stop! Video Feature+ (Limit 15, includes sponsors): \$175 + 2-4 food and/or drink items total

- Featured as a 20-30 second stop in a video shared on Facebook, Instagram, and YouTube with other food/drink related businesses
- Your choice of video clips or photos shot by chamber staff to keep
- Taste of the Town Signage for visibility (Chamber staff will post and pick up)
- Listed on Taste of the Town landing page with logo
- Access to Taste of the Town digital marketing materials for your use

Looks Good! Photos+: \$75

- Facebook & Instagram post of your food or drink photos (limit 2, provided by you, professional quality is encouraged but not required) and your logo.
- Taste of the Town Signage for visibility (Chamber staff will post and pick up)
- Listed on Taste of the Town landing page with logo
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Listing & Logo: \$25

- Listed on Taste of the Town page with logo
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- Access to Taste of the Town digital marketing materials for your use

Sponsorship Opportunities

Presenting Sponsors (Limit 1): \$750 + 2-4 food and/or drink options total (applies to food & drink business sponsors)

- Logo on all digital advertising:
 - campaign videos
 - E-blasts
 - social media post
 - marketing materials
- Primary logo on campaign website
- Ability to record promo video for campaign
- [if non-food or drink business] opportunity to be part of a campaign video
OR [if food or drink business] featured as a stop in campaign video & brief restaurant preview video
 - Exclusive social media post and e-blast
 - [if food or drink business] Your choice of video clips or photos shot by chamber staff to keep
- Taste of the Town Signage for visibility (Chamber staff will post and pick up)
- Premier listing on Taste of the Town landing page with logo
- Access to Taste of the Town digital marketing materials for your use

Supporting Sponsors (Limit 2): \$300 + 2-4 food and/or drink options total (applies to food & drink business sponsors)

- Logo on select digital advertising
 - E-blast
 - social media post
 - marketing materials
- Priority Logo on campaign website
- [if non-food or drink business] opportunity to be part of a campaign video
 - OR [if food or drink business] featured as a stop in campaign video & brief restaurant preview video
 - Shared supporting sponsor social media post and e-blast
- Taste of the Town Signage for visibility (Chamber staff will post and pick up)
- Priority listing on Taste of the Town landing page with logo
- Access to Taste of the Town digital marketing materials for your use

Register at dekalb.org. or contact Communications & Engagement Coordinator, Alexis Aviles at alexis.aviles@dekalb.org with questions.