TASTE OF HSV REIMAGINED
October 1, 2026

Guests will sample tastes from Huntsville's finest culinarians while strolling through HSV Botanical Garden on a Fall evening.

## WELCOME TO TASTE OF HUNTSVILLE *REIMAGINED*

**CELEBRATING THE 47TH ANNUAL RETURN OF A BELOVED TRADITION**

After a hiatus brought on by the unprecedented challenges of the COVID-19 pandemic and ongoing staffing shortages in the hospitality sector, **Taste of Huntsville was brought back last year — reimagined and revitalized. Due to its success, it is back this year to serve the community once again!**

This iconic event, now in its 47th year, has long been a cornerstone of Huntsville's culinary and social scene. In 2026, Taste of Huntsville *Reimagined* marks a meaningful continuation of this cherished tradition with a fresh format and renewed purpose: **to celebrate and support our resilient local hospitality industry!**

By bringing together restaurants, caterers, beverage vendors, and food lovers, Taste of Huntsville *Reimagined* offers an exciting opportunity to sample the best our city has to offer while giving back to the very industry that flavors our lives and fuels our local economy. **We invite you to be part of this important milestone.** As a sponsor, your brand will align with community pride, culinary excellence, and a heartfelt mission to uplift an industry that's been through so much — and is now ready to thrive once again.

## SPONSORSHIP OPPORTUNITIES *at a glance*

| SPONSORSHIPS | *Booth Opp. at Event | Verbal Recognition at Event | **Choice of Membership Luncheon | *Logo on Map (reusable Fan)* | All VIP Pre-event Marketing +Branding at Tastings | Logo on Plates and Napkins | Signage | ***Branding at Bars + Souvenir Cup | Branding at Seating Area | Musician Signage (x5) | Social Posts | Listed in Presentation | Event Eblast Inclusion | Website Inclusion | Reserved Sponsor Table | VIP Level Ticket |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Presenting: $5,000 Limited to 1 SOLD | • | • | • | • | Name | Name | Name[D1] | Name | Name | Name | • | Logo | Logo | Logo w/ link | 2 | 16 |
| Map Sponsor: $3,500 Limited to 1 | • | • | • | • | | | | | | | • | Logo | Logo | Logo w/ link | 2 | 16 |
| VIP Sponsor: $3,500 Limited to 1 SOLD | • | • | • | | Logo | Logo | Name[D1] | | | | • | Logo | Logo | Logo w/ link | 2 | 16 |
| Cocktail Sponsor: $3,500 Limited to 1 SOLD | • | • | • | | | | | Logo | | | • | Logo | Logo | Logo w/ link | 2 | 16 |
| Harvest Lounge Sponsor: $3,500 Limited to 1 | • | • | • | | | | | | Logo | | • | Logo | Logo | Logo w/ link | 2 | 16 |
| Trail Sponsor: $2,000 Limited to 1 | • | • | • | | | | Logo | | | | • | Logo | Logo | Logo w/ link | 1 | 8 |
| Live Music Sponsor: $2,000 Limited to 1 SOLD | • | • | • | | | | | | Logo | Logo | • | Logo | Logo | Logo w/ link | 1 | 8 |
| Lightning Sponsor: $1,500 | • | • | • | | | | | | | | • | Logo | Logo | Logo w/ link | 1 | 8 |
| Digital Directional Banner Sponsors (6 Avail) : $500 | | • | | | | | **Name[D2]** | | | | • | Logo | Logo | Logo w/ link | 0 | 1 |
| Gold Support: $1,500 | | | | | | | | | | | • | Logo | Logo | Logo w/ link | 1 | 8 |

* An 8' skirted table will be provided and sponsor has opportunity to have marketing/promotional items displayed while interacting with attendees during event.
** Opportunity to choose 1 monthly Membership luncheon to advertise organization at. An 8' skirted table will be provided and sponsor will be able to speak from the microphone for up to 5 minutes during the luncheon.
*** Each guest will receive a Welcome Signature Cocktail in a branded cup.
**** General Admission tickets include unlimited samples throughout the event. The VIP Upgrade ticket allows those ticket holders access to two alcohol pairings (one bourbon + one wine)
**D1** Digital Displays in the VIP area with rotating Sponsor Videos.
**D2** There will be six 6' tall digital banner stations providing directions along the trail. Each will display the name/logo for the sponsor of that sign, along with directions.