



SABOREA

CHICAGO'S LATINO GOURMET

FOOD, WINE & SPIRITS FESTIVAL

SEPTEMBER 12, 2026

BAR · SOL

 **NAVY PIER**

SABOREA CHICAGO

2nd Annual Chicago Latino Food Wine and Spirits Festival

Indulge in the Irresistible Flavors of Latin America!

Prepare for a culinary journey like no other as Chicago, hailed as one of the nation's culinary gems, set the state for the dazzling **2nd Annual Chicago Latino Food, Wine and Spirits Festival, "Saborea."** Get ready to savor the vibrant and exquisite tastes of Latina America, all while supporting a noble cause – the **Illinois Transplant Fund.**

Saborea, a Spanish word meaning "Sabor," is the epitome of Latino gastronomy in the heart of Chicago. In 2024 Saborea is poised to make Mother's Day Weekend unforgettable by celebrating the exceptional talents of Chicagoland's Latina Chefs on Saturday, May 11.

Join us for a delectable experience that transcends flavors, offering a unique fusion of food, wine, spirits, and a captivating bodega marketplace where you can acquire your favorite Latino treasures. Saborea Chicago will tantalize your taste buds and ignite your passion for Latino cuisine.

Chicago boasts a diverse Latino culinary scene, mirroring the rich tapestry of the United States. From mouthwatering Mexican delicacies to the iconic Puerto Rican Jabarito sandwich, from the renowned flavors of Peru, Cuba, Colombia, and Central America to the irresistible Caribbean delights, the Windy City has it all. Discover the hidden gems crafted by talented Latina Chefs who have brought these unforgettable flavors to our city.

Behind the gastronomic extravaganza stands Imagen Marketing Consultants, a Chicago based powerhouse multicultural marketing agency, with over two decades of expertise in creating unforgettable experiences. Imagen Marketing has orchestrated some of Chicagoland's most iconic festivals, concerts, and events, and now we bring you Saborea Latino Gourmet Food, Wine, and Spirits Festival.

Saborea will immerse you in the essence of Latin America, inviting you to embrace a festival filled with culture, live music, artisanal beverages, and, of course, the most delightful flavors you can imagine.

We extend a warm invitation to your company to be a part of this sensational event. Enclosed is a comprehensive sponsorship overview with various options to align with your budget and promotional objectives.

Get ready to embark on a culinary voyage that will leave your senses tingling and your taste buds dancing. Saborea- where the heart and soul of Latin America come alive the heart of Chicago.



SPECIAL INVITED GUEST CHEF **NATALIA BOA**

2023 WINNER
CIAO HOUSE IS LIKE TOP CHEF ITALY VERSION

Natalia Boa, a Puerto Rican native, was introduced to the world of cuisine at an early age while growing up in the Conquistador Hotel in Fajardo, Puerto Rico. Her close friendship with the hotel's Executive Chef's daughter exposed her to kitchen culture and the art of food preparation. This early fascination led to dream of becoming a chef from the age of 5.

Her culinary journey expanded when her family relocated to Mexico during her teenage years. Natalia fell in love with the diverse flavors, ingredients, and cooking techniques of the country, promoting her to pursue culinary education there. She completed Le Cordon Bleu's Le Gran Diplome, earning six diplomas in cuisine and pastry. Subsequently, she obtained a Bachelor's Degree in Culinary Arts and Restaurant Management.

Natalia has since worked with renowned chefs in Mexico and the United States, including Elena Reygadas, Bricio Dominguea, Pablo Salas, and the Alinea Group under Grant Achatz. She also contributed to a collaborative cookbook benefiting struggling cooks in Mexico during the pandemic. Natalia has appeared on various TV shows, including Chopped NextGen Chefs, Beat Bobby Flay, and Ciao House, where she became the first Puerto Rican to win the international competition.

Currently, Natalia serves as a Private Chef in Chicago, catering to private events and fundraisers in the Us, Mexico, and Central America. She is also working on a home cookbook reflecting her culinary journey from Puerto Rico to Mexico and actively volunteers with Kitchen Possible, a Chicago non-profit teaching cooking to underserved children.



TITLE SPONSOR NAME RECOGNITION \$10,000

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TITLE SPONSOR LOGO ON THE 8FT TALL CUSTOMIZED MAIN STAGE
COOKING SPOONS

COMPANY NAME ON ALL PRESS RELEASES

RECOGNITION AS SPONSOR ON BROCHURES, POSTERS AND WEBSITE

ADVERTISING DISTRIBUTED TO A DATA BASE OF OVER 40,000

TITLE LOGO ON SABOREA DIGITAL PROGRAM GUIDE

TITLE LOGO ON FESTIVAL STEP & REPEAT

THIRTY: 30 /: 30 SEC COMMERCIAL RUN-ON STAGE PROJECTION SCREENS

A MINIMUM OF 10 CORPORATE SPONSOR MENTIONS

TITLE NAME RECOGNITION IN 40/: 30 SEC TELEVISION COMMERCIALS

FULL PAGE COLOR AD IN OURLATINXMAGAZINE.COM DIGITAL MAGAZINE

LOGO INCLUSION IN ALL PRINT MEDIA OUTLETS

LOGO ON THE FESTIVAL STORI CAM (CUSTOMIZE PHOTO FRAME)

COMPANY LOGO WITH DIRECT LINK TO THE WEBSITE COMPANY

LOGO ON 20K FULL COLOR FLYERS AND 500 POSTERS

COMPANY LOGO ON ENTRANCE WELCOME BOARDS

OPPORTUNITY TO ADDRESS AUDIENCE

LOGO ON EMAIL BLAST (3 WEEKS PRIOR TO - 40K SUBSCRIBERS)

COMPANY LOGO FEATURE ON SABOREA CHICAGO'S LATINO GOURMET

ONLINE PHOTO GALLERY

20 X 20 CORPORATE SAMPLING BOOTH SPACE

10X10 BODEGA MARKETPLACE SPACE TO SELL YOUR PRODUCTS



PREMIER SPONSOR NAME RECOGNITION \$7,000

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PREMIER SPONSOR RECOGNITION

COMPANY NAME ON ALL PRESS RELEASES

RECOGNITION AS SPONSOR ON BROCHURES, POSTERS AND WEBSITE

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TITLE LOGO ON SABOREA DIGITAL PROGRAM GUIDE

TITLE LOGO ON FESTIVAL STEP & REPEAT

15: 30 / : 30 SEC COMMERCIAL RUN-ON STAGE PROJECTION SCREENS

A MINIMUM OF 10 CORPORATE SPONSOR MENTIONS

PREMIER NAME RECOGNITION IN 40/: 30 SEC TELEVISION COMMERCIALS

HALF PAGE FULL COLOR AD IN OURLATINXMAGAZINE.COM DIGITAL MAGAZINE

LOGO INCLUSION IN ALL PRINT MEDIA OUTLETS

COMPANY LOGO WITH DIRECT LINK TO THE WEBSITE COMPANY

LOGO ON 20K FULL COLOR FLYERS AND 500 POSTERS

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20 X 10 CORPORATE SAMPLING BOOTH SPACE

10X10 BODEGA MARKETPLACE SPACE TO SELL YOUR PRODUCTS



PRESENTING SPONSORS \$5,000

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PRESENTING SPONSOR RECOGNITION

COMPANY NAME ON ALL PRESS RELEASES

RECOGNITION AS SPONSOR ON BROCHURES, POSTERS AND WEBSITE

ADVERTISING DISTRIBUTED TO A DATA BASE OF OVER 40,000

PRESENTING LOGO ON SABOREA DIGITAL PROGRAM GUIDE

LOGO ON FESTIVAL STEP & REPEAT

7: 30 /: 30 SEC COMMERCIAL RUN-ON STAGE PROJECTION SCREENS

A MINIMUM OF 5 CORPORATE SPONSOR MENTIONS

PREMIER NAME RECOGNITION IN 40/: 30 SEC TELEVISION COMMERCIALS

HALF PAGE FULL COLOR AD IN OURLATINXMAGAZINE.COM DIGITAL
MAGAZINE

LOGO INCLUSION IN ALL PRINT MEDIA OUTLETS

LOGO ON 20K FULL COLOR FLYERS AND 500 POSTERS

COMPANY LOGO ON ENTRANCE WELCOME BOARDS

OPPORTUNITY TO ADDRESS AUDIENCE

LOGO ON EMAIL BLAST (3 WEEKS PRIOR TO - 40K SUBSCRIBERS)

10 X 10 CORPORATE SAMPLING BOOTH SPACE



CONTRIBUTING SPONSOR \$3,000

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- CONTRIBUTING SPONSOR NAME RECOGNITION
- COMPANY NAME ON ALL PRESS RELEASES
- ADVERTISING DISTRIBUTED TO A DATA BASE OF OVER 40,000
- PRESENTING LOGO ON SABOREA DIGITAL PROGRAM GUIDE
- LOGO ON FESTIVAL STEP & REPEAT
- A MINIMUM OF 3 CORPORATE SPONSOR MENTIONS
- HALF PAGE FULL COLOR AD IN OURLATINXMAGAZINE.COM DIGITAL MAGAZINE
- LOGO ON 20K FULL COLOR FLYERS AND 500 POSTERS
- COMPANY LOGO ON ENTRANCE WELCOME BOARDS
- LOGO ON EMAIL BLAST (3 WEEKS PRIOR TO - 40K SUBSCRIBERS)
- 10 X 10 CORPORATE SAMPLING BOOTH SPACE

SPACE ONLY OPPORTUNITIES
8 X 8 BOOTH SPACE W/ 6FT TABLE - \$1000
6 FT TABLE - \$600



Thank You

CESAR ROLON
FOUNDER / PRODUCER

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