

2020 SPONSORSHIP PACKAGES

Signature Fundraising Experience



A TASTE OF FAME SPECIAL EVENT

OCTOBER
16

Cook with Chef Marcus Samuelsson

FROM NYC TO HOME KITCHENS ACROSS THE COUNTRY

**NO PASSPORT
REQUIRED**
with MARCUS SAMUELSSON

ABOUT TASTE OF FAME

WCNY is excited to present a fresh take on Taste of Fame featuring an intimate and exclusive evening of cooking and conversation virtually with one of America's hottest chefs, Chef Marcus Samuelsson. WCNY will take care of the menu, ingredients, and technology to make this a special evening guests won't forget—all in the comfort and safety of their homes.

New this year, Marcus will cook live from New York City to homes across the country with Zoom technology.

Our food partner will deliver meal kits filled with fresh and organic ingredients to homes.

EVENT PROMOTION

WCNY's signature culinary fundraising experience provides sponsors with an unparalleled level of brand exposure. Taste of Fame will be heavily promoted across our 19-county service area of Central New York, the Finger Lakes, and Mohawk Valley.

Promotion will include TV promos on our five channels, radio spots on Classic FM, features in WCNY CONNECT Magazine (15,000 member-subscribers), print ads in multiple regional newspapers, social media, digital marketing, radio interviews, and direct mail pieces.

Funds from the event support WCNY's programs and services.



ABOUT MARCUS SAMUELSSON

Marcus Samuelsson is the acclaimed chef behind many restaurants worldwide including Red Rooster Harlem, MARCUS Montreal, and Marcus B&P in Newark, NJ. Samuelsson was the youngest person to ever receive a three-star review from *The New York Times* and has won multiple James Beard Foundation Awards including Best Chef: New York City. He was tasked with planning and executing the Obama Administration's first State dinner honoring Indian Prime Minister Manmohan Singh. Samuelsson was also crowned champion of television shows *Top Chef Masters* and *Chopped All Stars*, and was the winning mentor on ABC's *The Taste*. Samuelsson received the James Beard Foundation Award for Outstanding Personality for his TV series titled *No Passport Required* with VOX/Eater and he is an executive producer of Viceland's show *HUSTLE*.

He currently serves as Executive Chef-in-Residence of BuzzFeed Tasty's talent program. His exciting new audio project with Audible, titled *Our Harlem* is out now. A committed philanthropist, Samuelsson is co-chair of Careers through Culinary Arts Program (C-CAP) which focuses on underserved youth. Samuelsson also co-produces the annual week-long festival Harlem EatUp!, which celebrated the food, art, and culture of Harlem for the fifth year this past May. He is the recipient of the 2019 Vilcek Foundation Prize in Culinary Arts, awarded to immigrants who have made lasting contributions to American Society. He is the author of multiple books including *The New York Times* bestselling memoir *Yes, Chef* and his latest book—*The Red Rooster Cookbook: The Story of Food and Hustle in Harlem*. Recent restaurant openings include: Red Rooster Shoreditch in East London, Norda Oslo in Norway, and MARCUS in Montreal. His newest restaurant, Red Rooster Overtown, will open this March in Miami. Marcus is also the founder of the Marcus Samuelsson Group (MSG), which works to maintain Samuelsson's culinary and cultural pillars, creating outstanding experiences that celebrate food, music, culture, and art in all its endeavors from high-end restaurants and fast-casual cafes to media and experiential events. Follow him on Instagram, Facebook, and Twitter at @MarcusCooks.



New 2020 Sponsorships

Digital Recipe Card

The Taste of Fame Recipe Card will be emailed to all guests so they can reference the cooking lesson steps and ingredients! The card will also be displayed during the cooking lesson on screen to help guests if they miss something.

Your company logo will be included on the card.

Chef Minutes

The Taste of Fame Chef Minutes will feature celebrity chefs who share cooking tips and tricks throughout the evening!

Your company logo will be featured on screen and verbally recognized at the beginning of each Chef Minute.

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