



## SPECIAL EVENT

Cook with Chef Marcus Samuelsson FROM NYC TO HOME KITCHENS ACROSS THE COUNTRY



#### 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 membersubscribers), 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.

TASTE OF	PRESENTING Sponsors SOLD	<b>DINNER</b> Sponsor	DESSERT Sponsor	SILENT AUCTION Sponsor	<b>GOLD</b> Sponsors	COOKING LIFESTYLE Sponsors	DIGITAL AND PRINT RECIPE CARDS Sponsor	CHEF MINUTE Sponsors: (1-minute)
FAME SPECIAL EVENT	2 AVAILABLE	EXCLUSIVE	EXCLUSIVE	EXCLUSIVE	6 AVAILABLE	4 AVAILABLE	EXCLUSIVE	4 AVAILABLE
SPECIAL	\$10,000	\$7,500	\$3,500	\$3,500	\$2,500	\$2,500	\$2,500	\$1,000/Minute
PROMOTIONAL MATERIALS								
Sponsor name/logo on printed and electronic invitation (print: 7,000, email:22,000).	Print Invitation: Must sign on by June 28 Electrtonic: Must sign on by July 31	Electronic: Must sign on by July 31	Electronic: Must sign on by July 31	Electronic: Must sign on by July 31	Electronic: Must sign on by July 31	Electronic: Must sign on by July 31	Electronic: Must sign on by July 31	Electronic: Must sign on by July 31
Sponsor name/logo in digital program.	Must sign on by Sept. 23	Must sign on by Sept. 23	Must sign on by Sept. 23	Must sign on by Sept. 23	Must sign on by Sept. 23	Must sign on by Sept. 23	Must sign on by Sept. 23	Must sign on by Sept. 23
Ad in the digital event program book.	Full Pg. (3.75" x 5") PDF due Sept. 23	1/2 Pg. (3.75"x 2.5") PDF due Sept. 23	1/4 Pg. (2.5" x1.875") PDF Due Sept. 23	Must sign on by Sept. 23	Must sign on by Sept. 23			
EVENT MARKETING						,		
Recognition in general televised event promotion on WCNY.	Must sign on by July 31	Must sign on by July 31	Must sign on by July 31	Must sign on by July 31	N/A	N/A	N/A	N/A
Recognition in general radio event promotion on WCNY's Classic FM.	~	~	V	V	N/A	N/A	N/A	N/A
Sponsor logo on one billboard in Syracuse.	Must sign on by Aug. 1	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Recognition in press releases, WCNY, and outside media.	Must sign on by Sept. 1	Must sign on by Sept. 1	Must sign on by Sept. 1	Must sign on by Sept. 1	Must sign on by Sept. 1	Must sign on by Sept. 1	Must sign on by Sept. 1	Must sign on by Sept. 1

<b>● WCNY</b> connected.	PRESENTING Sponsors	<b>DINNER</b> Sponsor	<b>DESSERT</b> Sponsor	SILENT AUCTION Sponsor	<b>GOLD</b> Sponsors	COOKING LIFESTYLE Sponsors	DIGITAL AND PRINT RECIPE CARDS	CHEF MINUTE Sponsors: (1-minute)
TASTE OF	SOLD	) (	SOLD				Sponsor	
FAME  SPECIAL EVENT	2 AVAILABLE	EXCLUSIVE	EXCLUSIVE	EXCLUSIVE	6 AVAILABLE	4 AVAILABLE	EXCLUSIVE	4 AVAILABLE
SPECIAL EVE	\$10,000	\$7,500	\$3,500	\$3,500	\$2,500	\$2,500	\$2,500	\$1,000/Minute
VIRTUAL EVENT RECOGNITION								
Logo featured on lower third during cooking lesson.	V	<b>v</b>	N/A	N/A	N/A	N/A	N/A	N/A
Recognition in cooking lesson breaks.	V	V	V	V	V	V	<b>~</b>	V
Recognition in event introduction and close.	V	V	V	V	V	V	V	V
Business featured in cooking lesson breaks with two (2) 30 second spots focused on content .	N/A	N/A	N/A	N/A	N/A	V	N/A	N/A
Logo included at intro of 1-minute cooking tip by an outside celebrity Chef.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	V
Logo included on recipe card emailed to guests and featured on screen during event.	N/A	N/A	N/A	N/A	N/A	N/A	V	N/A
DIGITAL								
Recognition to 23,000 followers on Facebook, Instagram, Twitter, and LinkedIn.	~	V	V	V	V	V	V	V
Digital ads in WCNY's e-guide (15,000 subscribers).	25 digital ads	15 digital ads	8 digital ads	8 digital ads	3 digital ads	3 digital ads	3 digital ads	3 digital ads
Website banner on WCNY homepage (ads begin from contract start through event).	~	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Sponsor name/logo on Taste of Fame website.	V	<b>~</b>	V	V	V	V	V	V

TASTE OF FAME  SPECIAL EVENT	PRESENTING Sponsors SOLD	<b>DINNER</b> Sponsor	DESSERT Sponsor	SILENT AUCTION Sponsor	<b>GOLD</b> Sponsors	COOKING LIFESTYLE Sponsors	DIGITAL AND PRINT RECIPE CARDS Sponsor	CHEF MINUTE Sponsors: (1-minute)
	2 AVAILABLE \$10,000	EXCLUSIVE \$7,500	EXCLUSIVE \$3,500	EXCLUSIVE \$3,500	6 AVAILABLE <b>\$2,500</b>	4 AVAILABLE <b>\$2,500</b>	EXCLUSIVE \$2,500	4 AVAILABLE \$1,000/Minute
MAGAZINE								
Recognition in a pre and post feature in <i>CONNECT</i> Magazine, mailed to 15,000 members.	~	<b>✓</b>	V	V	V	V	•	V
1/2 pg. (7.5" x 5") print ad in CONNECT magazine mailed to 15,000 members.	3 ads	1 ad	1 1/4 page ad	1 1/4 page ad	1 1/4 page ad	1 1/4 page ad	1 1/4 page ad	1 1/4 page ad
PLUS								
Sponsor "Tables"	5 Premium Experiences to send to guests	4 Premium Experiences to send to guests	2 Premium Experience to send to guests	2 Premium Experiences to send to guests	1 Premium Experience to send to guests			
General underwriting promos on WCNY-TV-YOU CHOOSE THE WEEKS.	<b>75 TV spots</b> must run by June 30, 2021	25 TV spots must run by June 30, 2021	10 TV spots must run by June 30, 2021	10 TV spots must run by June 30, 2021	N/A	N/A	N/A	N/A
Underwriting promos on Classic FM, our classical music station reaching 50,000 listeners each week-YOU CHOOSE THE WEEKS.	100 announcements must run by June 30, 2021	25 announcements must run by June 30, 2021	15 announcements must run by June 30, 2021	15 announcements must run by June 30, 2021	8 announcements must run by June 30, 2021			
Sponsor invited to use the WCNY and Taste of Fame logos on company website and marketing materials for one year, in connection with your sponsorship, with WCNY approval.	V	V	V	V	V	V	<b>,</b>	V







Commitment · Service · Value · Our Bond





































