

2020 SPONSORSHIP PACKAGES

Signature Fundraising Experience



OCTOBER
16

A TASTE OF FAME SPECIAL EVENT

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 culinary partner Tastings NYC, will deliver meal kits filled with fresh 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.



THREE-COURSE DINNER

Appetizer

Southern Greens Salad with Vinaigrette

A mix of tender salad greens tossed with a sorghum spiked apple cider vinaigrette and crunchy southern pecans.



*Gluten Free

Entrée

Curry with Yams & Swiss Chard (Choice of Shrimp, Chicken, or Tofu)

A fragrant, spiced coconut curry filled with sweet yams, verdant Swiss chard, and a tender protein of your choice.



*Gluten Free

Dessert

Red Velvet Cookies

A chewy cookie bursting with white chocolate chips and the classic Red Velvet flavor everyone knows and loves.



*Cookie dough will arrive ready to bake. Just place in the oven!

Culinary Partner



TASTINGS
New York • Hamptons • SoFlo
BESPOKE CATERING & EVENTS

Tastings' mission is to cultivate special relationships, creating experiences to suit distinct needs and personality while providing hospitality, gracious service, and exceptional food.

Its dedicated multicultural tastemakers, culinary and service team translate their passion for food, wine, cocktails and entertaining to visions into realities.



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

Print and Digital Recipe Card

The Taste of Fame Recipe Cards will be inserted into every ingredient box delivered to guests so they can reference the cooking lesson steps! The recipes cards will also be emailed to guests prior to the event.

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.

Cocktail and Wine Sponsor

During the 30-minute cocktail Q&A, Chef Marcus Samuelsson will create one of his favorite drinks. We will be sharing this drink recipe with guests prior to the event so they can build it at home with Marcus. WCNY will create a display in store with the ingredients suggested wine pairings for the evening.

Your company logo will be included on the display.

| | | | | | | | | | | |
|---|----------------------------|-----------------------|------------------------|-------------------------------|-----------------------------------|--------------------------|----------------------|-----------------------------------|---|---|
|  | PRESENTING Sponsors | DINNER Sponsor | DESSERT Sponsor | SILENT AUCTION Sponsor | Cocktail and Wine Sponsors | Zoom Room Sponsor | GOLD Sponsors | COOKING LIFESTYLE Sponsors | DIGITAL AND PRINT RECIPE CARDS Sponsor | CHEF MINUTE Sponsors: (1-minute) |
| | SOLD | | SOLD | | | SOLD | | | | |
| | 2 AVAILABLE | EXCLUSIVE | EXCLUSIVE | EXCLUSIVE | 3 AVAILABLE | EXCLUSIVE | 6 AVAILABLE | 4 AVAILABLE | EXCLUSIVE | 4 AVAILABLE |
| | \$10,000 | \$7,500 | \$3,500 | \$3,500 | \$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 Electronic: Must sign on by Sept. 2 | Electronic: Must sign on by Sept. 2 | Electronic: Must sign on by Sept. 2 | Electronic: Must sign on by Sept. 2 | Electronic: Must sign on by Sept. 2 | Electronic: Must sign on by Sept. 2 | Electronic: Must sign on by Sept. 2 | Electronic: Must sign on by Sept. 2 | Electronic: Must sign on by Sept. 2 | Electronic: Must sign on by Sept. 2 |
| 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 | 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" x 1.875") PDF Due Sept. 23 | 1/4 Pg. (2.5" x 1.875") PDF Due Sept. 23 | 1/4 Pg. (2.5" x 1.875") PDF Due Sept. 23 | 1/4 Pg. (2.5" x 1.875") PDF Due Sept. 23 | 1/4 Pg. (2.5" x 1.875") PDF Due Sept. 23 | 1/4 Pg. (2.5" x 1.875") PDF Due Sept. 23 | Must sign on by Sept. 23 | Must sign on by Sept. 23 |

EVENT MARKETING

| | | | | | | | | | | |
|--|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-----|-----|-----|-----|
| Logo featured in liquor store display. | N/A | N/A | N/A | N/A | ✓ | ✓ | N/A | N/A | N/A | N/A |
| 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 | 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. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | N/A | N/A | N/A | N/A |

| | | | | | | | | | | |
|---|----------------------------|-----------------------|------------------------|-------------------------------|-----------------------------------|--------------------------|----------------------|-----------------------------------|---|---|
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| | SOLD | | SOLD | | | SOLD | | | | |
| | 2 AVAILABLE | EXCLUSIVE | EXCLUSIVE | EXCLUSIVE | 3 AVAILABLE | EXCLUSIVE | 6 AVAILABLE | 4 AVAILABLE | EXCLUSIVE | 4 AVAILABLE |
| \$10,000 | \$7,500 | \$3,500 | \$3,500 | \$3,500 | \$3,500 | \$3,500 | \$2,500 | \$2,500 | \$2,500 | \$1,000/Minute |

VIRTUAL EVENT RECOGNITION

| | | | | | | | | | | |
|---|-----|-----|-----|-----|-----|-----|-----|-----|---|-----|
| 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 | N/A | N/A | ✓ | N/A |
| Shout out from Marcus prior to people moving into their Zoom Room. | N/A | N/A | N/A | N/A | N/A | ✓ | | | | |
| Special Zoom Room video message prior to people eating in Zoom Rooms. | N/A | N/A | N/A | N/A | N/A | ✓ | | | | |

DIGITAL

| | | | | | | | | | | |
|--|----------------|----------------|---------------|---------------|---|---|---------------|---------------|---------------|---------------|
| Recognition to 23,000 followers on Facebook, Instagram, Twitter, and LinkedIn. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 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 |

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