● WCNY Connected	PRESENTING Sponsors	<b>DINNER</b> Sponsor	<b>DESSERT</b> Sponsor	SILENT AUCTION Sponsor	<b>GOLD</b> Sponsors	COOKING LIFESTYLE Sponsors	DIGITAL RECIPE CARD Sponsors	CHEF MINUTE Sponsors: (1-minute)
TASTE OF FAME	2 AVAILABLE	EXCLUSIVE	EXCLUSIVE	EXCLUSIVE	6 AVAILABLE	4 AVAILABLE	EXCLUSIVE	4 AVAILABLE
	\$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 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	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	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

TASTE OF	PRESENTING Sponsors 2 AVAILABLE	DINNER Sponsor  EXCLUSIVE	DESSERT Sponsor EXCLUSIVE	SILENT AUCTION Sponsor EXCLUSIVE	<b>GOLD</b> Sponsors 6 AVAILABLE	COOKING LIFESTYLE Sponsors 4 AVAILABLE	DIGITAL RECIPE CARD Sponsors EXCLUSIVE	CHEF MINUTE Sponsors: (1-minute) 4 AVAILABLE
FAME  SPECIAL EVENT	\$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	~
Recognition in event introduction and close.	V	~	V	V	V	V	V	<b>v</b>
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	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).	V	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Sponsor name/logo on Taste of Fame website.	V	V	V	V	V	V	V	V

© WCNY connected	PRESENTING Sponsors	<b>DINNER</b> Sponsor	<b>DESSERT</b> Sponsor	SILENT AUCTION Sponsor	<b>GOLD</b> Sponsors	COOKING LIFESTYLE Sponsors	DIGITAL RECIPE CARD Sponsors	<b>CHEF MINUTE</b> Sponsors: (1-minute)
TASTE OF	2 AVAILABLE	EXCLUSIVE	EXCLUSIVE	EXCLUSIVE	6 AVAILABLE	4 AVAILABLE	EXCLUSIVE	4 AVAILABLE
FAME SPECIAL EVENT	\$10,000	\$7,500	\$3,500	\$3,500	\$2,500	\$2,500	\$2,500	\$1,000/Minute
MAGAZINE								
Recognition in a pre and post feature in <i>CONNECT</i> Magazine, mailed to 15,000 members.	V	V	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	1 Premium Experience to send to guests	1 Premium Experience 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	<b>25 TV spots</b> must run by June 30, 2021	<b>10 TV spots</b> must run by June 30, 2021	<b>10 TV spots</b> 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	<b>25</b> announcements must run by June 30, 2021	15 announcements must run by June 30, 2021	15 announcements must run by June 30, 2021	<b>8</b> <b>announcements</b> must run by June 30, 2021	<b>8</b> announcements must run by June 30, 2021	<b>8</b> 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