

	PRESENTING Sponsors	DINNER Sponsor	DESSERT Sponsor	SILENT AUCTION Sponsor	GOLD Sponsors	COOKING LIFESTYLE Sponsors	DIGITAL RECIPE CARD Sponsors	CHEF MINUTE Sponsors: (1-minute)
	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

VIRTUAL EVENT RECOGNITION

Logo featured on lower third during cooking lesson.	✓	✓	N/A	N/A	N/A	N/A	N/A	N/A
Recognition in cooking lesson breaks.	✓	✓	✓	✓	✓	✓	✓	✓
Recognition in event introduction and close.	✓	✓	✓	✓	✓	✓	✓	✓
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	✓	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	✓
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

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
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.	✓	✓	✓	✓	✓	✓	✓	✓

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	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

MAGAZINE

Recognition in a pre and post feature in <i>CONNECT</i> Magazine, mailed to 15,000 members.	✓	✓	✓	✓	✓	✓	✓	✓
1/2 pg. (7.5" x 5") print ad in <i>CONNECT</i> 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.	75 TV spots 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	8 announcements must run by June 30, 2021	8 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.	✓	✓	✓	✓	✓	✓	✓	✓