

MetroCooking DC

The Metropolitan Cooking & Entertaining Show

DECEMBER 5 - 6, 2020

WALTER E. WASHINGTON CONVENTION CENTER

THE ULTIMATE CONSUMER CONNECTION!

SHOP.SIP.SAMPLE

SPONSORSHIP OPPORTUNITIES

The MetroCooking DC show offers a unique opportunity to engage with a targeted audience of specialty food and home entertaining enthusiasts. On-site activations coupled with our multi-channel marketing strategy target a high profile audience providing sponsors maximum exposure, prominent branding, and return on investment. Sponsorship opportunities are developed in collaboration with each sponsor in order to meet their marketing objectives, overall footprint, deliverables and budget. Whether your goal is to launch a new product, increase brand awareness, grow market share, differentiate yourself from competitors, or drive online and retail sales, MetroCooking DC offers a wide range of promotional opportunities that will maximize your investment and experience, pre-event and on-site.

Contact us today to discuss customized branding and promotional activities.

ALL SPONSORSHIPS INCLUDE:

PRE-EVENT:

- Company Logo hyperlinked on MCDC Homepage & Dedicated Sponsor Webpage
- Company Logo incorporated into MCDC media campaigns and marketing materials (print and digital)
- Social Media promotions on Facebook and Twitter (content provided by sponsor)

ON-SITE AT THE EVENT:

- Company Logo included in Official Event Directory on Sponsor Page
- Company Logo included on Entrance Tower & Welcome Sign at Main Entrance
- Company Logo included on On-site Event Signage

PRESENTING SPONSORSHIPS

Platinum Sponsor \$15,000:

Additional Sponsorship Benefits Include:

- 20 x 20 Raw Booth Space
- One full-page, 4-color advertisement in the Official Event Directory
- Ability to provide a Featured Recipe in the Official Event Directory
- Website Homepage Advertisement
- Featured Product Shelf Display
- Provide branded product for VIP/Media swag bags
- One post show dedicated e-mail blast to MCDC database
- 20 General Admission Tickets
- 20 Beer, Wine & Spirits Pavilion Tickets

Gold Sponsor \$10,000:

Additional Sponsorship Benefits Include:

- 10 x 20 Basic Booth
- One full page, 4-color advertisement in the Official Event Directory
- Website Homepage Advertisement
- Featured Product Shelf Display
- Provide branded product for VIP/Media swag bags
- 20 General Admission Tickets
- 20 Beer, Wine & Spirits Pavilion Tickets

Silver Sponsor \$5,000:

Additional Sponsorship Benefits Include:

- 10 x 10 Basic Booth
- One half-page, 4-color advertisement in the Official Event Directory
- Provide branded product for VIP/Media swag bags
- 10 General Admission Tickets



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MetroCooking DC Sponsorships • 1



NAMING SPONSORSHIPS

James Beard Foundation Cooking Stage: \$10,000

The James Beard Foundation Cooking Stage is a dedicated area built out on the show floor featuring a fully functional cooking stage with demonstrations by 11 James Beard honored chefs. This is a unique feature of MetroCooking DC as all attendees have access to the area. This ensures maximum audience exposure and large event coverage.

Additional Sponsorship Benefits Include:

- 10 x 10 Basic Corner Booth
- One full-page, 4-color advertisement in the Official Event Directory
- Website Homepage Advertisement
- Provide branded product for VIP/Media swag bags
- Company Logo on Prominent Banner hanging over stage & area signage
- Opportunity to distribute branded products or marketing materials on seating
- Opportunity to recommend James Beard honored Chefs to cook on the stage
- Opportunity to place branded products on stage
- Opportunity to incorporate products into Chef's demo recipes
- 20 General Admission Tickets
- 20 Beer, Wine & Spirits Pavilion Tickets

VIP Lounge: \$8,000

Here's your chance to reach MetroCooking DC's most elite attendees. The VIP Lounge is a built out area on the show floor, exclusively for 150+ guests that purchase tickets to the VIP Celebrity Chef Meet and Greet sessions. This is an exceptional opportunity to reach high spending consumers interested in specialty food and home entertaining.

Additional Sponsorship Benefits Include:

- 10 x 10 Basic Booth
- One half-page, 4-color advertisement in the Official Event Directory
- Website Homepage Advertisement
- Provide branded product for VIP/Media swag bags
- Company Logo on Prominent Banner hanging over lounge

- Company Logo on Carpet Decal at entrance of lounge
- 20 General Admission Tickets
- 20 Beer, Wine & Spirits Pavilion Tickets

Taste Talks: \$10,000

Taste Talks are 30 minute educational demonstrations featuring local chefs, bakers, bloggers and food industry professionals. The goal of the Taste Talks area is to entertain and educate the audience with useful tips, tricks and trends geared toward cooking, home entertaining and healthy living.

Additional Sponsorship Benefits Include:

- 10 x 10 Basic Corner Booth
- Opportunity to host 2 Taste Talks Speaking Slots
- One full-page, 4-color advertisement in the Official Event Directory
- Website Homepage Advertisement
- Provide branded product for VIP/Media swag bags
- Company Logo on Prominent Banner hanging over area
- Opportunity to distribute recipes cards on seating (cost of production not included)
- 20 General Admission Tickets
- 20 Beer, Wine & Spirits Pavilion Tickets

Natural Products Pavilion: \$7,500

The Natural Products Pavilion is a dedicated area on the show floor hosting 50+ booths, reserved for companies that explicitly sell natural and organic products.

Additional Sponsorship Benefits Include:

- 10 x 20 Basic Booth
- One half-page, 4-color advertisement in the Official Event Directory
- Website Homepage Advertisement
- Featured Product Shelf Display
- Provide branded product for VIP/Media swag bags
- Company Logo on Prominent Banner hanging over area
- 20 General Admission Tickets
- 20 Beer, Wine & Spirits Pavilion Tickets

Beer, Wine and Spirits Garden: \$7,500

The Beer, Wine & Spirits Garden is a two-day tasting event featuring over 30 local breweries, wineries and distilleries. This event is the ideal platform to connect face-to-face with beverage enthusiasts in the DMV community. This unmatched experience gives your company the opportunity to promote your products, build brand awareness, and attract new business.

Additional Sponsorship Benefits Include:

- 10 x 10 Premium Booth at Garden Entrance
- One half-page, 4-color advertisement in the Official Event Directory
- Opportunity to provide branded product for BWS attendees
- Company Logo on Prominent Banner hanging over Garden and on Carpet Decal at entrance
- Company Logo on signage and marketing materials specific to the event
- Company Logo hyperlinked on dedicated BWS Webpage
- Company Name on BWS attendee ticket
- 30 Beer, Wine & Spirits Pavilion Tickets

BBQ Bash: \$5,000

The BBQ Bash is a one-day tasting event welcoming local BBQ establishments to sample their unique creations to a select group of attendees. The BBQ Bash recognizes the talent behind DC's best BBQ through both tastings, cooking demonstrations and awards for Best BBQ. Build your brand and enhance your company's profile through this incomparable sponsorship opportunity.

Additional Sponsorship Benefits Include:

- Prominent Table Top in BBQ Bash
- One half-page, 4-color advertisement in the Official Event Directory
- Opportunity to provide branded product for BBQ Bash attendees
- Company Logo on Prominent Banner hanging over Pavilion and on Carpet Decal at entrance
- Company Logo on signage and marketing materials specific to the event
- Company Logo hyperlinked on dedicated BBQ Bash Webpage
- 20 BBQ Bash Tickets

Grand Tasting Pavilion: \$5,000

The Grand Tasting Pavilion is a one-day foodie event highlighting the DC area's top restaurants while serving their delicious bites to a select group of attendees. This popular tasting event is the ideal platform to connect with diners and food enthusiasts in the local DMV community. Promote your company, build brand awareness and attract new business with this great sponsorship opportunity.

Additional Sponsorship Benefits Include:

- Prominent Table Top in Grand Tasting Pavilion
- One half-page, 4-color advertisement in the Official Event Directory
- Opportunity to provide branded product for GTP attendees
- Company Logo on Prominent Banner hanging over Pavilion and on Carpet Decal at entrance
- Company Logo on signage and marketing materials specific to the event
- Company Logo hyperlinked on dedicated GTP Webpage
- 20 Grand Tasting Pavilion Tickets

EVENT AND PRODUCT SPONSORSHIPS

Attendee Bags: \$15,000

Have every attendee carry a reusable bag with your company's logo featured on it. *Cost of production included

Additional Sponsorship Benefits Include:

- 10 x 10 Basic Corner Booth
- One full-page, 4-color advertisement in the Official Event Directory
- Website Homepage Advertisement
- Company Logo on attendee bags
- 20 General Admission Tickets
- 20 Beer, Wine & Spirits Pavilion Tickets

Aisle Banners: \$7,500

Above every aisle hangs an aisle sign to help attendees find their way around MetroCooking DC. Here's an opportunity to have your company's logo added onto every aisle sign (average of 10 aisles).

Additional Sponsorship Benefits Include:

- One half-page, 4-color advertisement in the Official Event Directory
- Opportunity to provide branded product for VIP/Media swag bags
- Company Logo on Banners hanging above aisles
- 20 General Admission Tickets
- 20 Beer, Wine & Spirits Pavilion Tickets

Registration and Ticket Counter: \$7,500

Panels will be prominently placed at the base of the ticket counters in the entrance and registration area of the show. Have your company's logo featured and be the first thing that attendees see when they arrive to purchase tickets.

Additional Sponsorship Benefits Include:

- One half-page, 4-color advertisement in the Official Event Directory
- Company Logo on base of ticket registration counters located at entrance of event
- 20 General Admission Tickets

Photo Booth: \$5,000

Say cheese! This fun and interactive experience is a great way to gain consumer attention. Every photo printed out of the machine will have your company logo on it.

Additional Sponsorship Benefits Include:

- Photo Booth set up in a 10 x 10 Basic Corner Booth
- One half-page, 4-color advertisement in the Official Event Directory
- Company Logo on photo prints
- 10 General Admission Tickets

Charging Stations: \$5,000

Get noticed while attendees power up their mobile devices for the day. This important tool will be placed in a key areas on the show floor. Feature your company's brand on the front of each station.

Additional Sponsorship Benefits Include:

- 10 General Admission Tickets

**For additional sponsorship
information contact:**

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