

SHOP.SIP.SAMPLE

# MetroCooking DC

The Metropolitan Cooking & Entertaining Show

DECEMBER 5 - 6, 2020

WALTER E. WASHINGTON CONVENTION CENTER

THE ULTIMATE CONSUMER CONNECTION!

## 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.

### ADDITIONAL SPONSORSHIP BENEFITS 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
- 8 x 10 ft. billboard on Instagram Alley
- 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: \$12,000

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 James Beard award winning 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. Past headlining chefs include Martha Stewart, Guy Fieri, Wolfgang Puck, Bobby Flay and more.

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 SOLD!

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 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 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

### 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
- Carpet decal in front of booth location

### Beer, Wine and Spirits Garden: \$10,000

The Beer, Wine & Spirits Garden is a two-day tasting event featuring over 50 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 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 name on all BWS attendee tickets
- Company logo on BWS Garden wristbands
- Company Logo hyperlinked on dedicated BWS Webpage
- 30 Beer, Wine & Spirits Pavilion Tickets

## BBQ Bash: \$6,000

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 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 Tops 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 name on BBQ Bash attendee tickets
- Company logo on BBQ Bash attendee map
- Opportunity to host BBQ themed Taste Talk demo
- 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: \$6,000

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 name on all Grand Tasting attendee tickets
- Company logo on Grand Tasting attendee map
- Opportunity to host a Talk Talk demo
- 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 Carpet Stickers: \$7,500

At the start of every aisle a carpet decal is placed to help find their way around the exhibitor floor. Here's an opportunity to have your company's logo added at the start of every aisle. (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

### DJ Sponsor: \$6,000

Welcome attendees and set the tone of the show as attendees enter the showfloor! The DJ booth is featured at the front of entrances of the show where a live DJ will be playing music through the entirety of the event. Additional Sponsorship Benefits Include:

- Logo Featured on DJ Backdrop (8 ft. x 10 ft.)
- Product placement featured on DJ booth
- 10 x 10 Basic Booth
- 10 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

## Recipes Sponsor: \$5,000

Looking to show consumers how your ingredients, cookware, appliance or specialty food products can be used in everyday cooking at home? Feature your recipes during a Taste Talk, a 30-minute educational demonstration with the goal to entertain and educate the audience with useful tips, tricks and trends geared toward cooking, home entertaining and healthy living. This sponsorship is a great opportunity to directly show at-home cooks how to incorporate your products into everyday recipes.

Additional Sponsorship Benefits Include:

- Recipes featured on Social Media pre-show and post-show (recipes provided by sponsor)
- Recipes featured in pre-show Instagram posts (recipes provided by sponsor)
- Recipes featured in Official MetroCooking DC Digital Recipe Packet on website post-show (recipes provided by sponsor)
- Recipes featured in Event Directory
- Taste Talk Demo timeslot featuring your recipes
- Option to hand-out packaged product samples for the Taste Talk audience
- Option to hand-out recipe cards and/or coupons at the Taste Talk presentation
- Opportunity to showcase instructors' headshot and bio on MCDC Chef & Celebrity Webpage
- 10 General Admission Tickets

## Presenting Taste Talk Demo: \$4,000

Taste Talks are educational demonstrations featuring chefs, bakers, and food industry professionals. Increase your company's footprint at MetroCooking DC by educating the audience on your products in a 35-40 minute informative demo. Demos should be geared toward how the consumers can use your products in cooking, home entertaining or healthy living.

Note: *\*Only Four Available*

Additional Sponsorship Benefits Include:

- 10 x 10 Basic Booth
- 1 Dedicated Taste Talk Speaking Slot (date/time slot TBD)
- Headshot and Bio of Chef/Presenter included on Chef/Presenter webpage
- Headshot of Chef/Presenter included in Show Directory
- Logo included on Taste Talk signage specific to the event
- Opportunity to distribute recipes cards and/or branded handouts on seating during demo (cost of production not included)

## Sampling Sponsor: \$3,500

Can't make the show but still want to show off your products and increase brand awareness? Send us a sample size of your products and we will take care of distributing to attendees at the show. Ex. First 500 attendees at the show will receive a gift courtesy of your company!

Note:

\*Must provide minimum of 500 samples

\*Only 2 opportunities available

## Beer, Wine & Spirits Garden Koozie Sponsor: \$3,000

As the koozie sponsor, your company's branded logo will be featured on koozies given to all Beer, Wine and Spirits Garden attendees. This sponsorship offers great visibility onsite at the event and post-show when attendees take them home with them. \*Cost of production included

Additional Sponsorship Benefits Include:

- Logo featured on koozies
- Table Top in the BWS Garden
- 10 Beer, Wine & Spirits Garden Tickets

## Cooking Class Sponsor: \$2,500

Our Cooking Classes are the perfect chance for you to reach an intimate group of 24-30 consumers with direct interest in learning how to use your products in fun new recipes they can recreate at home. Our Cooking Classes last 60-75 minutes and can be anything from Cookie Decorating to Holiday Hors d'oeuvres.

Additional Sponsorship Benefits Include:

- Recipes featured on Social Media pre-show and post-show (recipes provided by sponsor)
- Recipes featured in pre-show Instagram posts (recipes provided by sponsor)
- Recipes featured in office MetroCooking DC Digital Recipe Packet on website post-show (recipes provided by sponsor)
- Feature products in Cooking Class recipes taught to attendees
- Opportunity to showcase instructors' headshot and bio on MCDC Chef & Celebrity Webpage
- Company name on Class attendee ticket ("Presented by")
- Space to hold the cooking classes on the exhibit floor including worktables, chairs and basic equipment for 24-30 attendees
- Access to the onsite prep kitchen for prep, clean up and storage of supplies starting, Friday, December 4th
- Refrigeration and freezer space as needed
- Microphones for instructors
- 5 General Admission Tickets

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### For additional sponsorship information contact:

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