SHOP.SIP.SAMPLE

**DECEMBER 4-5, 2021** 

WALTER E. WASHINGTON CONVENTION CENTER

# THE ULTIMATE CONSUMER CONNECTION!

MetroCooking DC Sponsorship's focus around a 360-event marketing approach that allows our sponsors to convey their message across multiple points of contact resulting in maximum reach and attendee engagement. We use our various channels to integrate your brand through multiple digital advertising outlets, social media, and hands-on experiential activations onsite at the event.

Throughout the year, pre-event, your brand gains visibility and traction on our website, in MetroCooking DC branded content, newsletters, MetroCooking DC Rewards program, social media, digital cookbooks, digital advertising and more.

## **DIGITAL & SOCIAL REACH**

MetroCooking DC captures over 1.36 million social media impressions each year

13,700+ **Facebook Fans** 







Website outreach leading up to the event:

186,200+ Pageviews

**62,000**\* Unique Users: **65%** New Visitors Average Session Duration: 1.47+ minutes 90,000+ Interactive Sessions



### PRE-EVENT MARKETING



#### ONSITE BRANDING

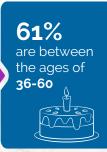


## METROCOOKING DC

# **Attendee Fast Facts**

**47%** have an average household income over \$100,000













METROCOOKINGDC.COM

## For more information contact:

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