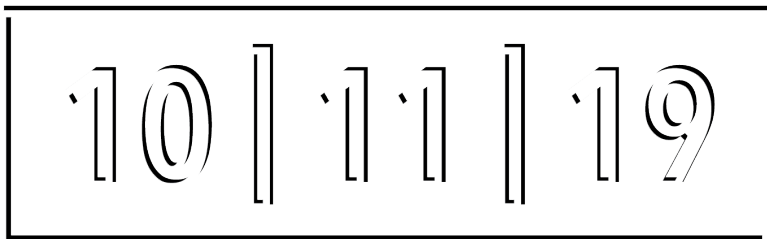




S P O N S O R S H I P P A C K A G E S

Signature Fundraising Experience
Four-Course Culinary Journey Dinner



J U L I A C O L L I N D A V I S O N

A B O U T T A S T E O F F A M E

Guests will enjoy an evening of gourmet food, wine, stories, and fun. This award-winning event features a four-course dinner specially crafted by Julia Collin Davison, while multi-media enhancements provide sponsors with an unparalleled level of brand exposure.



BLAIS IS BACK

Chef Richard Blais
returns as emcee.

E V E N T P R O M O T I O N

Taste of Fame will be heavily promoted across our 19-county service area of Central New York, the Finger Lakes, and Mohawk Valley.

Promotion will include TV advertisements on our five channels and radio promotion on our Classic FM station.

Promotion will also include a feature in WCNY *CONNECT* Magazine that reaches more than 15,000 member-subscribers, print ads in multiple regional newspapers, billboards, radio interviews, and direct mail pieces.



ABOUT JULIA

Julia Collin Davison is an executive editorial director for America's Test Kitchen. She is also host of America's Test Kitchen and Cook's Country and is an original cast member of both shows, which are two of the highest-rated instructional cooking shows on television.

Julia began working as a test cook for Cook's Illustrated in 1999 and led recipe development for America's Test Kitchen cookbooks for more than a decade.

Julia is a regular guest on The Dr. Oz Show, Hallmark Channel's Home & Family, and QVC and has appeared on Fox & Friends and Today.

She graduated from the Culinary Institute of America in 1996, received an Augie Award from the Culinary Institute of America, and was inducted into the prestigious Disciples d'Escoffier Culinary Society in 2018. She is a Rochester, NY native.



— AMERICA'S —
TEST KITCHEN



**PRESENTING
SPONSOR
EXCLUSIVE**

SOLD!

**PLATINUM
SPONSOR
EXCLUSIVE**

SOLD!

**DINNER
SPONSOR**

**PHOTOGRAPHY
SPONSOR
EXCLUSIVE**

2 LEFT!

**CORPORATE/VIP
MEET & GREET
SPONSOR**

\$5,000

\$4,000

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	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
Sponsor name/logo on 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
Sponsor name/logo on website	✓	✓	✓	✓	
Ad in the event program book	Full Pg. (3.75" x 5") PDF due Sept. 23	Full Pg. (3.75" x 5") PDF due Sept. 23	Half Pg. (3.75" x 2.5") PDF due Sept. 23	Half Pg. (3.75" x 2.5") PDF due Sept. 23	Quarter Pg. (1.875" x 2.5") PDF Due Sept. 23

EVENT MARKETING

Recognition in general televised event promotion on WCNY	Must sign on by Jul. 31	Must sign on by Jul. 31	Must sign on by Jul. 31	Must sign on by Jul. 31	Must sign on by Jul. 31
Recognition in WCNY e-Connect, our weekly e-Newsletter to 16,000 subscribers	✓	✓	✓	✓	✓
Sponsor logo on one billboard in Syracuse	Must sign on by Aug. 1				
Recognition in a press release, WCNY and outside media	Must sign on by Aug. 1	Must sign on by Aug. 1	Must sign on by Aug. 1	Must sign on by Aug. 1	

SOCIAL MEDIA

Sponsor highlighted to WCNY's social media audience of 23,000 followers across Facebook, Instagram, Twitter, and LinkedIn	✓	✓	✓	✓	✓
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MAGAZINE

Recognition in a pre and post feature in <i>CONNECT</i> Magazine, mailed to 15,000 members	✓	✓	✓	✓	✓
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ON-SITE

Complimentary table of 10 with logo signage	Email all names to Shannon.Hanrahan@wcny.org by Sept. 23	Email all names to Shannon.Hanrahan@wcny.org by Sept. 23			
Complimentary tickets to the event			4 TICKETS Email names to Shannon.Hanrahan@wcny.org by Oct. 4	2 TICKETS Email names to Shannon.Hanrahan@wcny.org by Oct. 4	2 TICKETS Email names to Shannon.Hanrahan@wcny.org by Oct. 4
Logo on Oncenter stairs	✓	✓	✓		
Logo on event signage	✓	✓	✓	✓	✓
Recognition from the podium	✓	✓	✓	✓	
On-screen recognition in the event space	✓	✓	✓	✓	✓

PLUS

Underwriting announcements on Classic FM, our classical music station reaching 50,000 listeners each week - YOU CHOOSE THE WEEKS	50 announcements must run by Jun. 30, 2020	25 announcements must run by Jun. 30, 20120	18 announcements must run by Jun. 30, 2020	10 announcements must run by Jun. 30, 2020	
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	✓	✓	✓	✓	✓



SOLD!

**DESSERT
SPONSOR**

SOLD!

**SILENT AUCTION
SPONSOR**

SOLD!

**WI-FI
SPONSOR**

2 LEFT!

**GOLD
SPONSOR**

4 LEFT!

**SUPPORTING
SPONSOR**

\$3,500

\$3,500

\$3,000

\$2,000

\$1,000

PROMOTIONAL MATERIALS

Sponsor name/logo on invitation

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 on 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

Sponsor name/logo on website

Ad in the event program book

Quarter Pg. (1.875" x 2.5")
PDF Due Sept. 23

Quarter Pg. (1.875" x 2.5")
PDF Due Sept. 23

Quarter Pg. (1.875" x 2.5")
PDF Due Sept. 23

Grid Ad (7.5" x 1.5")
PDF Due Sept. 23

EVENT MARKETING

Recognition in general televised event
promotion on WCNY

Recognition in The WCNY e-guide, our e-News-
letter to 16,000 subscribers

✓

✓

✓

✓

✓

Recognition in a press release, WCNY and
outside media

SOCIAL MEDIA

Sponsor highlighted to WCNY's social media
audience of 23,000 followers across Facebook,
Instagram, Twitter and LinkedIn

✓

✓

✓

✓

✓

MAGAZINE

Recognition in a pre and post feature in
CONNECT Magazine, mailed to 15,000
members

✓

✓

✓

✓

✓

ON-SITE

Complimentary tickets to the event

2 TICKETS | Email
names to
Shannon.Hanrahan@
wcny.org by Oct. 4

2 TICKETS | Email
names to
Shannon.Hanrahan@
wcny.org by Oct. 4

2 TICKETS | Email
names to
Shannon.Hanrahan@
wcny.org by Oct. 4

2 TICKETS | Email
names to
Shannon.Hanrahan@
wcny.org by Oct. 4

Logo on event signage

✓

✓

✓

✓

✓

On-screen recognition in the event space

✓

✓

✓

✓

✓

PLUS

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

✓

✓

✓

✓

JOIN THESE SPONSORS

PREMIER SPONSOR



PLATINUM SPONSOR



DINNER SPONSOR



VIP MEET AND GREET SPONSOR



CORPORATE SPONSORS



DESSERT SPONSOR



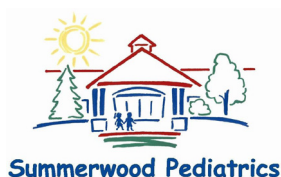
SILENT AUCTION SPONSOR



WI-FI SPONSOR



GOLD SPONSORS



SUPPORTING SPONSOR

