WCNY is excited to present a fresh take on Taste of Fame featuring an intimate and exclusive evening of cooking and conversation virtually with one of America’s hottest chefs, Chef Marcus Samuelsson. WCNY will take care of the menu, ingredients, and technology to make this a special evening guests won’t forget—all in the comfort and safety of their homes.

New this year, Marcus will cook live from New York City to homes across the country with Zoom technology.

Our culinary partner Tastings NYC, will deliver meal kits filled with fresh ingredients to homes.

WCNY’s signature culinary fundraising experience provides sponsors with an unparalleled level of brand exposure. 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 promos on our five channels, radio spots on Classic FM, features in WCNY CONNECT Magazine (15,000 membersubscribers), print ads in multiple regional newspapers, social media, digital marketing, radio interviews, and direct mail pieces.

Funds from the event support WCNY’s programs and services.
THREE-COURSE DINNER

Appetizer
Southern Greens Salad with Vinaigrette
A mix of tender salad greens tossed with a sorghum spiked apple cider vinaigrette and crunchy southern pecans.

*Gluten Free

Entrée
Curry with Yams & Swiss Chard (Choice of Shrimp, Chicken, or Tofu)
A fragrant, spiced coconut curry filled with sweet yams, verdant Swiss chard, and a tender protein of your choice.

*Gluten Free

Dessert
Red Velvet Cookies
A chewy cookie bursting with white chocolate chips and the classic Red Velvet flavor everyone knows and loves.

*Cookie dough will arrive ready to bake. Just place in the oven!

Culinary Partner
Tastings' mission is to cultivate special relationships, creating experiences to suit distinct needs and personality while providing hospitality, gracious service, and exceptional food.

Its dedicated multicultural tastemakers, culinary and service team translate their passion for food, wine, cocktails and entertaining to visions into realities.
ABOUT MARCUS SAMUELSSON

Marcus Samuelsson is the acclaimed chef behind many restaurants worldwide including Red Rooster Harlem, MARCUS Montreal, and Marcus B&P in Newark, NJ. Samuelsson was the youngest person to ever receive a three-star review from The New York Times and has won multiple James Beard Foundation Awards including Best Chef: New York City. He was tasked with planning and executing the Obama Administration's first State dinner honoring Indian Prime Minister Manmohan Singh. Samuelsson was also crowned champion of television shows Top Chef Masters and Chopped All Stars, and was the winning mentor on ABC's The Taste. Samuelsson received the James Beard Foundation Award for Outstanding Personality for his TV series titled No Passport Required with VOX/Eater and he is an executive producer of Viceland's show HUSTLE.

He currently serves as Executive Chef-in-Residence of Buzzfeed Tasty’s talent program. His exciting new audio project with Audible, titled Our Harlem is out now. A committed philanthropist, Samuelsson is co-chair of Careers through Culinary Arts Program (C-CAP) which focuses on underserved youth. Samuelsson also co-produces the annual week-long festival Harlem EatUp!, which celebrated the food, art, and culture of Harlem for the fifth year this past May. He is the recipient of the 2019 Vilcek Foundation Prize in Culinary Arts, awarded to immigrants who have made lasting contributions to American Society. He is the author of multiple books including The New York Times bestselling memoir Yes, Chef and his latest book—The Red Rooster Cookbook: The Story of Food and Hustle in Harlem. Recent restaurant openings include: Red Rooster Shoreditch in East London, Norda Oslo in Norway, and MARCUS in Montreal. His newest restaurant, Red Rooster Overtown, will open this March in Miami. Marcus is also the founder of the Marcus Samuelsson Group (MSG), which works to maintain Samuelsson's culinary and cultural pillars, creating outstanding experiences that celebrate food, music, culture, and art in all its endeavors from high-end restaurants and fast-casual cafes to media and experiential events. Follow him on Instagram, Facebook, and Twitter at @MarcusCooks.
New 2020 Sponsorships

Print and Digital Recipe Card
The Taste of Fame Recipe Cards will be inserted into every ingredient box delivered to guests so they can reference the cooking lesson steps! The recipes cards will also be emailed to guests prior to the event.

Your company logo will be included on the card.

Chef Minutes
The Taste of Fame Chef Minutes will feature celebrity chefs who share cooking tips and tricks throughout the evening!

Your company logo will be featured on screen and verbally recognized at the beginning of each Chef Minute.

Cocktail and Wine Sponsor
During the 30-minute cocktail Q&A, Chef Marcus Samuelsson will create one of his favorite drinks. We will be sharing this drink recipe with guests prior to the event so they can build it at home with Marcus. WCNY will create a display in store with the ingredients suggested wine pairings for the evening.

Your company logo will be included on the display.
Julia Collin Davison
America’s Test Kitchen
Tip/Technique: Knife Work 101
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.

Ali Khan
Cheap Eats
Tip/Technique: Kick your breakfast up a notch with Salsa Doña
Ali Khan is a television host and food writer/blogger/influencer sharing his love for food across multiple digital platforms. His breakout series, Cheap Eats ran for 5 seasons on Cooking Channel. He is a regular on The Best Thing I Ever Ate, a judge on Food Network’s Chopped +Chopped Junior and served as host of the fourth season of Spring Baking Championship, also on Food Network.

Brad Miller
Food Truck Nation
Tip/Technique: Unlock the secret formula of ultimate Creamy Garlic Tarragon Vinaigrette.
Brad is currently the Chef and Co-Owner at Inn of the Seventh Ray restaurant, corporate chef and tastemaker for Five Star Senior Living, one of the country’s most prestigious retirement companies. He is also the owner of Brown Butter Productions, a catering and content production company.

Joanne Weir
Plates & Places
Joanne is a James Beard award-winning cookbook author and has written 17 cookbooks, including her most recent food memoir, Kitchen Gypsy: Stories and Recipes from a Lifetime Romance with Food, published in September 2015. Joanne writes for several national publications, including Sunset Magazine, Cooking Light, Better Homes and Gardens, Fine Cooking, and Food & Wine.

Laura Theodore
The Jazzy Vegetarian
Tip/Technique: It’s so easy being green with vegan Paprika-Chickpea Salad
Laura Theodore is a nationally recognized television personality, podcast radio host, celebrity PBS vegan chef, renowned jazz singer and award-winning author of five plant-based cookbooks. Laura is co-creator of the highly successful Jazzy Vegetarian cooking series on national public television and she is host of the Jazzy Vegetarian Podcast on Unity Online Radio.

Methin “Max” Chutinthranond
Citronelle and Lemon Grass Restaurants
Recipe: Shrimp Dumplings
Methin “Max” Chutinthranond and his wife Pook are the founders, owners, and operators of the award-winning Lemon Grass & Bistro Elephant Steakhouse located in Armory Square, Syracuse for more than 20 years. They also operate the sister location, Citronelle, a New-American and Mediterranean-inspired restaurant, bar, and event space.

Investment $1,000
<table>
<thead>
<tr>
<th></th>
<th>PRESENTING Sponsors</th>
<th>DINNER Sponsor</th>
<th>DESSERT Sponsor</th>
<th>SILENT AUCTION Sponsor</th>
<th>Cocktail and Wine Sponsors</th>
<th>Zoom Room Sponsor</th>
<th>GOLD Sponsors</th>
<th>COOKING LIFESTYLE Sponsors</th>
<th>DIGITAL AND PRINT RECIPE CARDS Sponsor</th>
<th>CHEF MINUTE Sponsors: (1-minute)</th>
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<tr>
<td>AVAILABLE</td>
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<td>PRICES</td>
<td>$10,000</td>
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<td>$2,500</td>
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<td>$1,000/Minute</td>
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</table>

**PROMOTIONAL MATERIALS**

- **Sponsor name/logo on printed and electronic invitation (print: 7,000, email:22,000).**
  - ✔
  - ✔
  - ✔
  - ✔
  - ✔
  - ✔
  - ✔
  - ✔
  - ✔
  - ✔
  - ✔
  - ✔

- **Sponsor name/logo in digital 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
  - 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

- **Ad in the digital event program book.**
  - Full Pg. (3.75" x 5") PDF due Sept. 23
  - 1/2 Pg. (3.75" x 2.5") PDF due Sept. 23
  - 1/4 Pg. (2.5" x 1.875") PDF Due Sept. 23
  - 1/4 Pg. (2.5" x 1.875") PDF Due Sept. 23
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  - Must sign on by Sept. 23
  - Must sign on by Sept. 23

**EVENT MARKETING**

- **Logo featured in liquor store display.**
  - N/A
  - N/A
  - N/A
  - N/A
  - ✔
  - ✔

- **Recognition in general televised event promotion on WCNY.**
  - ✔
  - ✔
  - ✔
  - ✔
  - ✔
  - ✔

- **Recognition in general radio event promotion on WCNY’s Classic FM.**
  - ✔
  - ✔
  - ✔
  - ✔
  - ✔
  - ✔
## Presenting Sponsors
- **DINNER Sponsor**: 2 AVAILABLE, EXCLUSIVE, $10,000 (SOLD)
- **DESSERT Sponsor**: EXCLUSIVE, $7,500
- **SILENT AUCTION Sponsor**: EXCLUSIVE, $3,500 (SOLD)
- **Cocktail and Wine Sponsors**: 3 AVAILABLE, EXCLUSIVE, $3,500 (SOLD)
- **Zoom Room Sponsor**: 6 AVAILABLE, EXCLUSIVE, $3,500 (SOLD)
- **GOLD Sponsors**: 4 AVAILABLE, EXCLUSIVE, $2,500
- **COOKING LIFESTYLE Sponsors**: 4 AVAILABLE, EXCLUSIVE, $2,500
- **DIGITAL AND PRINT RECIPE CARDS Sponsor**: 4 AVAILABLE, EXCLUSIVE, $2,500
- **CHEF MINUTE Sponsors**: (1-minute), $1,000/Minute (SOLD)

### Event Marketing
- Sponsor logo on one billboard in Syracuse.
  - Must sign on by Aug. 1
  - N/A

### Virtual Event Recognition
- Logo featured on lower third during cooking lesson.
  - ✔

- 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

- Logo included at intro of 1-minute cooking tip by an outside celebrity Chef.
  - N/A
<table>
<thead>
<tr>
<th>Sponsor Type</th>
<th>Presenting Sponsor</th>
<th>Dinner Sponsor</th>
<th>Dessert Sponsor</th>
<th>Silent Auction Sponsor</th>
<th>Cocktail and Wine Sponsor</th>
<th>Gold Room Sponsor</th>
<th>Cooking Lifestyle Sponsors</th>
<th>Digital and Print Recipe Cards Sponsor</th>
<th>Chef Minute Sponsors: (1-minute)</th>
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<tbody>
<tr>
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<tr>
<td>Dinner Sponsor</td>
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<td>Dessert Sponsor</td>
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<td>Silent Auction Sponsor</td>
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<td>Cocktail and Wine Sponsor</td>
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<td>Zoom Room Sponsor</td>
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<tr>
<td>Digital and Print Recipe Cards Sponsor</td>
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<tr>
<td>Chef Minute Sponsors: (1-minute)</td>
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<td></td>
<td></td>
<td>Gold Room Sponsors</td>
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<th>VIRTUAL EVENT RECOGNITION</th>
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<tbody>
<tr>
<td>Logo included on recipe card emailed to guests and featured on screen during event.</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>✔</td>
</tr>
<tr>
<td>Shout out from Marcus prior to people moving into their Zoom Room.</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>✔</td>
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</tr>
<tr>
<td>Special Zoom Room video message prior to people eating in Zoom Rooms.</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
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<table>
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<tr>
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<th>Dinner Sponsor</th>
<th>Dessert Sponsor</th>
<th>Silent Auction Sponsor</th>
<th>Cocktail and Wine Sponsor</th>
<th>Gold Room Sponsor</th>
<th>Cooking Lifestyle Sponsors</th>
<th>Digital and Print Recipe Cards Sponsor</th>
<th>Chef Minute Sponsors: (1-minute)</th>
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<tbody>
<tr>
<td>Recognition to 22,000 followers on Facebook, Instagram, Twitter, and LinkedIn.</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Digital ads in WCNY's e-guide (15,000 subscribers).</td>
<td>25 digital ads</td>
<td>15 digital ads</td>
<td>8 digital ads</td>
<td>8 digital ads</td>
<td>3 digital ads</td>
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<th>Chef Minute Sponsors: (1-minute)</th>
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<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>✔</td>
</tr>
<tr>
<td>Shout out from Marcus prior to people moving into their Zoom Room.</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>✔</td>
<td></td>
<td></td>
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<tr>
<td>Special Zoom Room video message prior to people eating in Zoom Rooms.</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
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## Presenting Sponsors

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<thead>
<tr>
<th>Sponsor Type</th>
<th>Available</th>
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<tr>
<td>Dinner</td>
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</tr>
<tr>
<td>Dessert</td>
<td>3</td>
<td>EXCLUSIVE</td>
<td>SOLD</td>
</tr>
<tr>
<td>Silent Auction</td>
<td>3</td>
<td>EXCLUSIVE</td>
<td>SOLD</td>
</tr>
<tr>
<td>Cocktail and Wine</td>
<td>6</td>
<td>EXCLUSIVE</td>
<td>SOLD</td>
</tr>
<tr>
<td>Zoom Room</td>
<td>4</td>
<td>EXCLUSIVE</td>
<td>SOLD</td>
</tr>
<tr>
<td>Gold</td>
<td>4</td>
<td>EXCLUSIVE</td>
<td>SOLD</td>
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<tr>
<td>Cooking Lifestyle</td>
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<td>Digital and Print Recipe Cards</td>
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<tr>
<td>Chef Minute Sponsors: (1-minute)</td>
<td>1</td>
<td>EXCLUSIVE</td>
<td>Sold</td>
</tr>
</tbody>
</table>

### Digital

- Website banner on WCNY homepage (ads begin from contract start through event).
  - Sold
  - N/A
  - Sold
  - Sold
  - N/A
  - N/A
  - N/A
  - N/A
  - N/A
  - N/A
  - N/A

- Sponsor name/logo on Taste of Fame website.
  - Sold
  - Sold
  - Sold
  - Sold
  - Sold
  - Sold
  - Sold
  - Sold
  - Sold
  - Sold
  - Sold

- Featured on ticketing page near Zoom Room prompt.
  - N/A
  - N/A
  - N/A
  - N/A
  - Sold

- Included in event confirmation emails with Zoom Room URL.
  - N/A
  - N/A
  - N/A
  - N/A
  - Sold

### Magazine

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

For each sponsored benefit, the table indicates whether the benefit is available, exclusive, or sold out. For digital sponsorships, the table also indicates if the sponsorship is sold or available.
### Presenting Sponsors
- 2 AVAILABLE
- $10,000

### Dinner Sponsor
- EXCLUSIVE
- $7,500

### Dessert Sponsor
- EXCLUSIVE
- $3,500

### Silent Auction Sponsor
- 3 AVAILABLE
- $3,500

### Cocktails and Wine Sponsors
- EXCLUSIVE
- $3,500

### Zoom Room Sponsor
- 6 AVAILABLE
- $2,500

### Gold Sponsors
- EXCLUSIVE
- $2,500

### Cooking Lifestyle Sponsors
- 4 AVAILABLE
- $2,500

### Digital and Print Recipe Cards Sponsor
- 4 AVAILABLE
- $1,000/Minute

### Magazine
- 1/2 pg., (7.5" x 5") print ad in CONNECT 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
- 5 Premium Experiences to send to guests
- 4 Premium Experiences to send to guests
- 2 Premium Experiences to send to guests
- 2 Premium Experiences 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

### 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
- 10 TV spots must run by June 30, 2021
- 10 TV spots 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

### 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
- 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.
- ✔
- ✔
- ✔
- ✔
- ✔
- ✔
- ✔
- ✔
- ✔