MASTERS OF TASTE 2020

SPONSORSHIP OPPORTUNITIES

5th ANNIVERSARY

SUNDAY, APRIL 5, 2020

MASTERS OF TASTE

A PREMIER FOOD & BEVERAGE FESTIVAL ON THE FIELD OF THE ICONIC ROSE BOWL

@THEREALSUPERCOOL

Taste the caviar
less traveled.

SAN SIMEON
topfoodiefaves.com

SAN ANTONIO
100
Centennial Blend

ZYR
VODKA

MASTERS OF TASTE IS LA'S TOP LUXURY FOOD EVENT OF THE YEAR

Masters of Taste is a premier outdoor food and beverage festival on the field of the iconic **Rose Bowl**.

On **Sunday, April 5th**, more than 3,000 food and beverage enthusiasts will stroll the 50 yard line of the Rose Bowl for the 5th Annual Masters of Taste. Guests will enjoy a spectacular array of L.A.'s best Culinary, Beverage and Sweet Masters.

Past participants have included **Chef Michael Hung** of Faith & Flower, Michelin Starred **Chef Jon Yao** of Kato, **Chef Jonathan Aviles** of Salazar, **Chef Sammy Monsour** of Preux & Proper, **Chef Florent Courriol** of Alexander's Steak House, **Chef Jon Hung** of The Raymond 1886, and many more!

MASTERSOFTASTELA.COM

#EatMoreGiveMore

HOST CHEF & TALENT

2020 host chef

CHEF VANDA ASAPAHU
Ayara Thai

2019 host chef

CHEF MICHAEL HUNG
Faith & Flower

CHEF SAMMY MONSOUR
Preux & Proper

SASHA GUSTAFSON
Butter Cake Shoppe

CHEF JONATHAN AVILES
Salazar

CHEF PETER LEE
Loquita

CHEF FLORENT COURRIOL
Alexander's Steakhouse

CHEF ELENA VEGA
Maestro

CHEF ANGELA MEANS
Jackfruit

CHEF CHRISTINA XENOS
Sweet Greek

CHEF JOSE ACEVEDO
Mercado

And More Than 80 Additional Chefs & Restaurants...

THREE PREMIER EXPERIENCES

We offer our guests three premier levels of experience on the field of the iconic Rose Bowl:

GENERAL ADMISSION | 4 PM to 7 PM

- Access to unlimited tastings from over 100 Culinary, Beverage, and Sweet Masters

VIP TICKET | 3 PM to 7 PM

All of the above, plus:

- VIP power hour with early event entry
- Access to the VIP Lounge

SPONSOR TICKET | 3 PM to 7 PM

All of the above, plus:

- Dedicated sponsor line for faster event entry
- All access pass, including VIP and Sponsor Lounges
- Exclusive access to a special “featured artists” lounge featuring live musical performances and “meet and greets” with selected musicians
- Special sponsor-only tastings at select Masters booths
- Sponsor bag filled with Masters of Taste swag

“An afternoon-awesome affair featuring pros who wear toques, and aprons, and are the inventive wizards behind some of the region’s most flavorful dishes.”

“Masters of Taste Scores Touchdown
With Cocktails at the Rose Bowl 50-Yard Line”

LA WEEKLY

“ Masters of Taste is a fun and exciting event that brings some of the best restaurants in Los Angeles in one place. Across the 50 yard line of the Rose Bowl field you can eat and drink as much as you can and help a wonderful organization at the same time!”

FOLLOWMYgut

MASTERS OF TASTE BENEFITS UNION STATION HOMELESS SERVICES

100% of the proceeds benefit **Union Station Homeless Services**, a 501(c)(3) non-profit organization that is committed to **ending homelessness** and helping adults and families **rebuild their lives**. Together, we can build a future where every person has a life of dignity and a safe place to call home.

Our Impact In 2018...

3,287 Served

Helped more than 3,275 people find shelter, housing, and services.

727 Sheltered

Provided more than 725 people with safe emergency shelter.

902 Housed

Successfully helped more than 900 people move from homelessness to safe housing.

265 Employed

Helped more than 250 job seekers secure and retain employment through our Sources program.

UNIONSTATIONHS.ORG

#PartOfTheSolution

PAST PARTICIPANTS

CULINARY MASTERS

1212 Santa Monica
Alexander's Steak House
Ayara Thai Cuisine
Bacchus Kitchen
Bistro Mon Cheri
Bone Kettle
Bourbon Steak
Celestino Ristorante
Cento Pasta Bar
Eagle Rock Public House
Faith and Flower
Garlic & Chives
Granville Cafe
Gus's Barbeque
Gus's Famous Fried Chicken
Hatch Yakitori and Bar
Jackfruit Cafe
Kass
Kato
La Boheme
Loquita
Los Balcones
Lunasia
Maestro
Maple at Descanso
Mercado
Momed
Mrs. Fish
Packing House Wines
Patina
Pez Cantina
Preux & Proper
Prince of Venice
Ramen Tatsunoya
Rappahannock Oysters
Redbird
Salazar
Spireworks
Sweet Greek
The Arbour
The Bellwether
The Kitchen for Exploring Foods
The Pizza Plant
The Raymond 1886
Tyger Tyger
Venice Whaler
Wax Paper
Wolfgang Puck
World Empanadas

BEVERAGE MASTERS

American Born Whiskey
Ascension Cellars
Boxed Water
Buzzbox
Califia Farms
CRU Winery
Dry Sparkling Soda
Dulce Vida Organic Tequila
East Imperial
Frisco Cellars
Golden Star Vineyards
Hitching Post Winery
Honey Drop Lemonade
Humm Kombucha
Immordl
Indie Brewing Company
Iron Triangle Brewing Co.
Kieu Hoang Winery
Krafted Spirits Rum
Kyoto Gin
Lincoln Beer Company
Lock & Key Social Drinkery
Los Angeles Ale Works
MacLeod Ale Brewing Co.
Magnolia House
Matcha Matcha
Mt. Lowe Brewing Co.
Navarro Vineyards
Nosotros Tequila
Nuestra Soledad Mezcal
Otoño
Pomp and Whimsy
San Fernando Brewing Co.
San Antonio Winery
San Simeon Winery
Seisyu Akagisan Sake
Selvarey Rum
State Brewing Company
Ventura Spirits
Vinemark Cellars
Wild Roots Spirits
Woodford Reserve
Wrath Wines
Zico
Zyr Vodka

SWEET MASTERS

Fantasy Frostings
Lady M Confections
Crème Caramel LA
LARK Cake Shop
Mignon Chocolate
My / Mo Mochi
Nomad Ice Pops
Pops Artisanal Creamery
Porto's
Sidecar Doughnuts
Street Churros
SuperCool Creamery

THE AUDIENCE YOU WANT TO REACH

Our multi-faceted marketing strategy will draw the attention of eager consumers with concentrated visibility in the food, beverage, travel, and lifestyle segments. Masters of Taste draws attendance from all over Greater Los Angeles including Santa Barbara, Palm Springs, Orange Country and San Diego.

ELEVATE YOUR BRAND

Utilize our multi-faceted promotional campaign before, during, and after the event.

LAUNCH A NEW PRODUCT

Boost your brand amongst a discerning demographic and showcase your product to attract new clientele.

REWARD CLIENTS

Provide VIP & Sponsor tickets to your most valuable clients and vendors.

REWARD EMPLOYEES

Reward your hard-working employees with exclusive sponsor passes to Masters of Taste.

TAKE ADVANTAGE OF OUR BRANDED MASTERS OF TASTE APP

CUSTOMIZED EMAILS WITH ADS TO 15,000+ TARGETED FOLLOWERS

PRESENTED BY
YOUR LOGO

Early Bird Tickets On Sale January 1st!

Join us **Sunday, April 5,** at the Rose Bowl for our 5th Annual **Masters of Taste!**

The best part? 100% of event proceeds will benefit Union Station Homeless Services, a charity that is ending homelessness and rebuilding the lives of individuals and families experiencing homelessness. **With nearly $1,500,000 raised in the past three years, this is the perfect event to eat more and give more!**

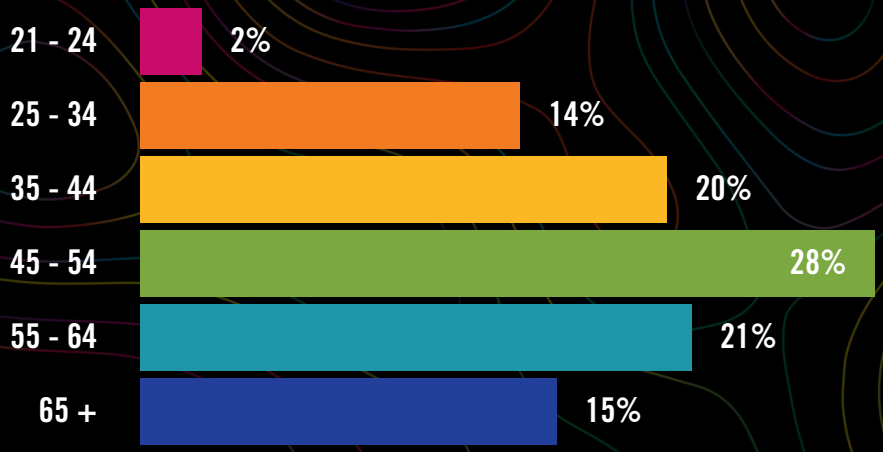
More Information

YOUR AD HERE

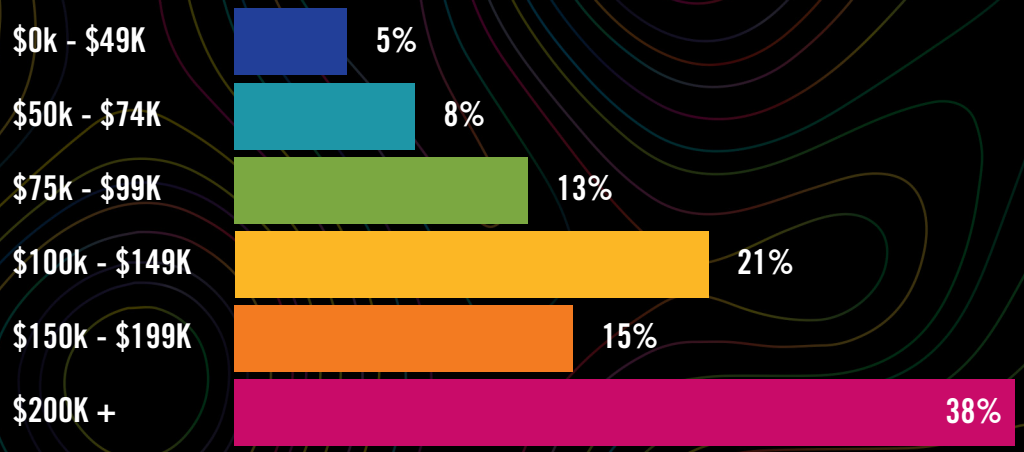
GUEST DEMOGRAPHICS

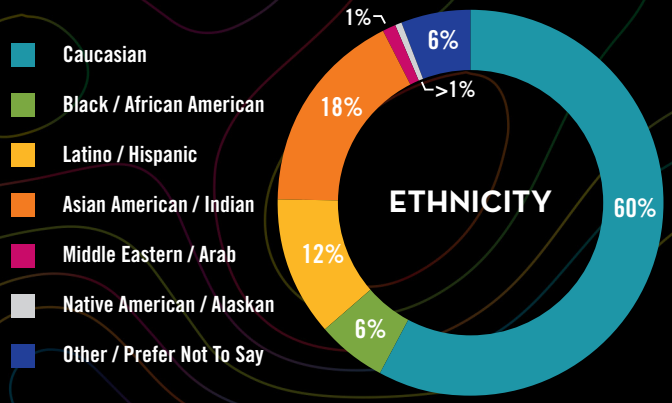
Your sponsorship will connect you and your business to some of the most influential tastemakers in the Greater Los Angeles area. Masters of Taste provides the opportunity to network and cultivate new relationships in a relaxed and refined atmosphere. The event will attract 2,500 affluent food and beverage enthusiasts. Our attendees are educated, professional, discerning and enjoy being "in the know" about L.A.'s top trends.

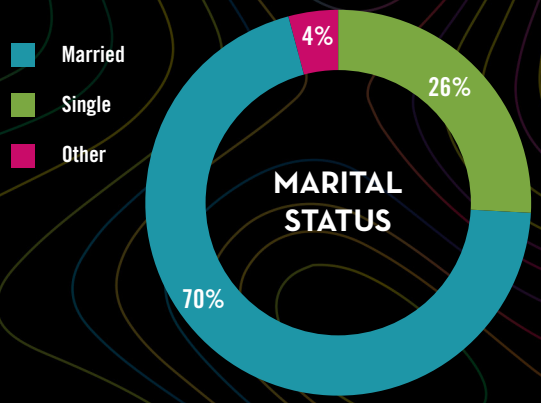
AGE

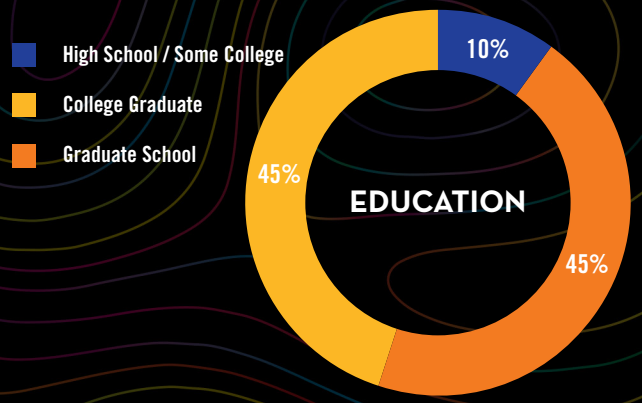


HOUSEHOLD INCOME









SOLID PUBLIC RELATIONS

We develop one-on-one relationships with our sponsors to deliver optimum, personalized results.

Our team—which includes Lawrence Moore & Associates, a Public Relations and Marketing Agency that specializes in Restaurants, Nightlife and Lifestyle—puts Masters of Taste in the unique position to secure editorial coverage with the biggest impact.

LM&A
Lawrence Moore & Associates

We have personal relationships with and have been featured in local and regional media outlets including Modern Luxury Magazine, LA Weekly, The Los Angeles Times, Thrillist, Pasadena Now, Pasadena Star News, Eater LA, and more; as well as local radio and television including iHeart Radio, KNX 1070, KPCC, CBS, KNBC, Fox11, KCAL9, and ABC7.

We know how to create buzz...

MEDIA PARTNERS

126	1.1m	349m	10.2k	12m	19k
Pieces of Coverage	Est. Coverage Views	Online Readership	Social Shares	Outdoor Impressions	Unique Web Visitors

MODERN LUXURY Angeleno

Outlook NEWSPAPERS

PASADENA NOW

WE LIKE L.A.

yelp

A COMPREHENSIVE MARKETING STRATEGY

- Social Media & Engagement Campaign including Facebook and Instagram.
- Multiple press releases leading up to the event.
- Distribution of Press Releases to targeted local and regional Media including culinary, beverage, luxury, lifestyle, travel, and tourism.
- Ongoing media, blogger, and influencer outreach.
- Television appearances on local and regional stations.
- Broadcast interviews that reach the Greater Los Angeles area, Ventura County, Riverside County, San Bernardino County, and Orange County.
- Keyword-rich blogs to ramp up SEO results.
- Email marketing.

MASTERS OF TASTE SPONSORSHIP OPPORTUNITIES

All Sponsors Will Enjoy An Elevated Event Experience!

Sponsorship Tickets Include:

Exclusive access to a special “featured artists” music lounge with live performances and “meet and greets” with selected artists.

Your sponsorship also includes reserved seating (new!), early event access, sponsor bags, and exclusive tastings from select Masters!

JOIN OUR CORPORATE PARTNERS

There's no place like HomeStreet BANK

JUDITH L. CHIARA FOUNDATION

usbank

Western Asset

ADP
A more human resource.

APPDYNAMICS

Bank of America

CAPITAL GROUP®

CHASE

Citizens Business Bank
A Financial Services Company

ClearStreamMediaGroup

JAMES J. AND SUE FEMINO FOUNDATION

Goldstar

HKG LLP
Creative Solutions for a Competitive World

KAISER PERMANENTE®

PASADENA TOURNAMENT of ROSES®

TSUTAYO ICHIOKA & SATSUKI NAKAO CHARITABLE FOUNDATION

UnionBank

WESCOM

WESTPORT

SPONSORSHIP LEVELS

$100k	$50k	$25k	$10k	$5k
PRESENTING SPONSOR	PLATINUM SPONSORS	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR

PRESENTING SPONSOR

$100,000

PRE-EVENT PROMOTION

- Name and logo in event title as: Masters of Taste presented by [your name here]; Sector Exclusivity included
- Access to event attendee list and event data
- Logo and naming on promotional materials, including event flyers, video promos, email marketing, press releases, social media, and television and radio promotion
- Four dedicated social media posts, 2 featured stories
- Prominent hyperlinked logo on event website landing page
- Logo and name listing in 2021 Sponsorship Packet
- Featured video interview highlighting our partnership
- Branded discount code to share with staff and clients
- Hyperlinked ad in 4 email blasts (a minimum of 60,000 potential unique impressions)
- Inclusion in Union Station's publications including newsletters, annual report, and email marketing
- Year-round coverage with our "Year of Masters" monthly events throughout the LA area

EVENT DAY PROMOTION

- Prominent logo inclusion on event sponsor signage, including dedicated banner, electronic billboard, and step-and-repeat
- Prominent exhibitor/activation booth on the field of the Rose Bowl and in the Court of Champions
- Exclusive branding of Sponsor Lounge, and wine glasses
- Name recognition as sponsor on PA/Stage announcements
- 50 Sponsor Passes
- Featured on event passport and mobile app

PLATINUM SPONSOR

$50,000

PRE-EVENT PROMOTION

- Logo and naming on promotional materials, including event flyers, video promos, email marketing, press releases, and social media
- Four dedicated social media posts, 1 featured story
- Hyperlinked logo on event website landing page
- Logo and name listing in 2021 Sponsorship Packet
- Branded discount code to share with staff and clients
- Hyperlinked ad in 2 email blasts (a minimum of 30,000 potential unique impressions)
- Inclusion in Union Station's publications including newsletters, annual report, and email marketing

EVENT DAY PROMOTION

- Prominent logo inclusion on event sponsor signage, including dedicated banner, electronic billboard, and step-and-repeat
- Prominent exhibitor/activation booth on the field of the Rose Bowl
- Exclusive branding of VIP Lounge, and Chef Coats/Aprons
- Name recognition as sponsor on Demo Stage and PA announcements
- 35 Sponsor Passes
- Featured on event passport and mobile app

NAMING SPONSORSHIPS

Underwrite an event feature and have your brand prominently displayed at Masters of Taste. Inquire for additional details and customized branding opportunities.

Audio / Visual Sponsor	$18,000
Rideshare Sponsor	$16,000
Paper Goods Sponsor	$15,000
Customized Photo Lounge Sponsor	$10,000
Cutlery Sponsor	$8,000
Charging Station Sponsor	$5,000
Photography Sponsor	$4,500
Water Sponsor	$4,000
Sponsor Gift Bag	$3,500
DJ Sponsor	$2,500
Parking Sponsor	$2,000
Centerpiece Sponsor	$2,000
Wine Barrel Sponsor	$500*

** Naming sponsorships do not include event tickets.*

DON'T SEE EXACTLY WHAT YOU WANT HERE? PLEASE CALL US SO WE CAN CUSTOM BUILD A PACKAGE FOR YOU!

DANA BEAN
Director of Sponsorship
626.318.3410
Sponsorship@MastersOfTasteLA.com

Photography provided by:
Austin Sosa (sosaphoto.com)
Juan Flores (jflophoto.com)
Bob Paz (bobpaz.com)

MASTERS OF TASTE

SPONSORSHIP FORM

MASTERS OF TASTE

SPONSOR INFORMATION

Sponsor Name _____

Contact Name _____

Address _____

City _____ State _____

Zip Code _____ Phone _____

Email _____

Email is required to send event tickets, which are required for event entry.

SPONSOR INFORMATION

Event Sponsors will enjoy early admission at 3:00pm, exclusive culinary demonstrations, and access to all Sponsor and VIP Lounges.

- ☐ **Presenting Sponsor** (50 tickets included) — $100,000
- ☐ **Platinum Sponsor** (35 tickets included) — $50,000
- ☐ **Gold Sponsor** (20 tickets included) — $25,000
- ☐ **Silver Sponsor** (10 tickets included) — $10,000
- ☐ **Bronze Sponsor** (6 tickets included) — $5,000
- ☐ **Copper Sponsor** (4 tickets included) — $2,500

NAMING SPONSORSHIPS

Underwrite an event feature and have your brand prominently displayed at Masters of Taste. Inquire for additional details and customized branding opportunities. NO TICKETS INCLUDED.

- ☐ **Audio / Visual Sponsor** — $18,000
- ☐ **Rideshare Sponsor** — $16,000
- ☐ **Paper Goods Sponsor** — $15,000
- ☐ **Customized Photo Lounge** — $10,000
- ☐ **Cutlery Sponsor** — $8,000
- ☐ **Charging Station Sponsor** — $5,000
- ☐ **Photography Sponsor** — $5,000
- ☐ **Water Sponsor** — $4,000
- ☐ **Sponsor Gift Bag** — $3,500
- ☐ **DJ Sponsor** — $2,500
- ☐ **Parking Sponsor** — $2,000
- ☐ **Centerpiece Sponsor** — $2,000
- ☐ **Wine Barrel Sponsor** — $500 per barrel

TICKETS

☐ **VIP Tickets** (3pm Admission)

$165 each x _____ = $_____

Early Bird: $149/ticket on sale from 1/1 to 3/1.

☐ **General Admission Tickets** (4pm Admission)

$105 each x _____ = $_____

Early Bird: $89/ticket on sale from 1/1 to 3/1.

☐ **I Cannot Attend**

Please accept my donation of $_____

PAYMENT METHOD

Mail to 825 E. Orange Grove Blvd., Pasadena, CA 91104 or respond online at MastersOfTasteLA.com

Total Payment Amount: $_____

☐ Visa ☐ AMEX

☐ MasterCard ☐ Discover

Cardholder _____

Card Number _____

Exp. Date _____

Contributions benefit Union Station Homeless Services and are tax-deductible to the fullest extent permitted by law.

Fair Market Value of Each Ticket Is $100

Tax ID: 95-3958741

UNION STATION HOMELESS SERVICES

HOUSING + EMPLOYMENT + LIFE SKILLS