

REAL MEN COOK MIAMI

2009

SPONSORS

Local Community Sponsor

- 2,500 minimum audience per market
- Logo included in Print Advertising in market
- Logo include on Collateral Materials, including Palm Cards, Posters, and T-Shirts
- Materials with discounts and incentives distributed to event attendees
- 10'X10' Space, and acknowledgement during event
- Opportunity to contribute to gift bag that will be distributed to over 1500 Influentials
- 10 Tickets per market to distribute to employees and/or customers
- Logo and link included on Real Men Cook website www.RealMenCook.com

Local Lead Sponsor

- Category Exclusivity
- First Right of Refusal
- Primary Positioning at Real Men Cook
- 2,500 minimum audience per market
- Mentions in all local radio, television, print and electronic interviews as local sponsor
- Representative of brand featured in selected television and radio interviews
- Mention in all local advertising (Minimum 40 radio spots per Market)
- Logo included in Print Advertising in market
- Logo included on Collateral Materials, including Palm Cards, Posters, and T-Shirts
- Recognition at all pre-event promotions
- Signage throughout event
- Materials with discounts and incentives distributed to event attendees
- Opportunity to include other brands at 15% Discount
- Sponsor Fulfillment Liaison
- 20'X30' Space, and acknowledgement during event
- Photo opportunities with Celebrities and Community Leaders
- Opportunity to contribute to gift bag that will be distributed to over 1500 Influentials
- Focused pre- and/or post- promotions to drive sales and brand awareness
- 100 Tickets per market to distribute to employees and/or customers
- Option to sponsor Pavilion i.e. Children's Pavilion, Health Pavilion, etc.
- Logo and link included on Real Men Cook website www.RealMenCook.com

MAXIMUM OF FOUR (4) LEAD SPONSORS

Local Supporting Sponsor

- Category Exclusivity
- 2,500 minimum audience per market
- Mentions in radio, television, print and electronic interviews as local sponsor
- Mention in all local television, radio and electronic advertising (Minimum 40 radio spots per Market)
- Logo included in all Print Advertising in market
- Logo included on Collateral Materials, including Palm Cards, Posters, and T-Shirts
- Recognition at all pre-event promotions
- Signage throughout event
- Materials with discounts and incentives distributed to event attendees
- Sponsor Fulfillment Liaison
- 20'X20' Space, and acknowledgement during event
- Photo opportunities with Celebrities and Community Leaders
- Opportunity to contribute to gift bag that will be distributed to over 1500 Influentials
- Focused pre- and/or post- promotions to drive sales and brand awareness
- 50 Tickets per market to distribute to employees and/or customers
- Logo and link included on Real Men Cook website www.RealMenCook.com

Local Participating Sponsor

- 2,500 minimum audience per market
- Mentions in radio, television, print and electronic interviews as local sponsor as space is available
- Mention in local radio and television advertising as space is available (Minimum 20 radio spots per Market)
- Logo included in all Print Advertising in market
- Logo included on all Collateral Materials, including Palm Cards, Posters, and T-Shirts
- Recognition at pre-event promotions
- Materials with discounts and incentives distributed to event attendees
- 10'X10' Space, and acknowledgement during event
- Photo opportunities with Celebrities and Community Leaders
- Opportunity to contribute to gift bag that will be distributed to over 1500 Influentials
- 25 Tickets per market to distribute to employees and/or customers
- Logo and link included on Real Men Cook website www.RealMenCook.com

LOCAL PARTNERSHIP LEVELS

- Lead Sponsor- \$50,000
- Supporting Sponsor- \$30,000
- Participating Sponsor- \$20,000
- Community Sponsor- \$7,500

What's Needed From You

- \$50,000 to participate as a Local Lead Sponsor of Real Men Cook
- Long-term commitment to Father's Day promotions
- 3,000 (minimum) product samples for per city
- 3,000 Coupons for retail purchases
- At least one representative of Brand for event
- Camera-Ready Logo
- Signage (size)
- Pre-approved quotes from leadership to be included in Real Men Cook press releases
- Internal communication to local management and associates about opportunity for sales, community relations, and volunteering

What's In It For You

- Engage consumers in an emotionally charged Father's Day environment
- Drive Father's Day sales and establish buying patterns for the year
- Promote healthy families and communities, with long-term community partners i.e. Illinois Department of Public Health and Chicago Public Health
- Utilize media to enhance positive PR associations to generate brand loyalty
- Develop product/brand association with love, family, and community
- Opportunity for ownership of replicable turn-key event
- New product sampling with Influentials and Tastemakers in key markets
- Real Men Cook is last major sales opportunity of the Q2
- Activate multiple categories for maximum ROI
- Established credibility and 3rd Party Endorsements with 20 year national annual Father's Day tradition!

Real Men Cook Components

- Pre-Promotions- In-store activities to drive traffic and increase sales, radio remotes with radio partners and radio personalities, cook recruitment
- General
- Health & Wellness Pavilion
- Children's Pavilion
- Entertainment Stage