

MASTERS OF TASTE 2022

SPONSORSHIP OPPORTUNITIES

5th
ANNIVERSARY
SUNDAY, APRIL 3, 2022



HONDA
PRESENTED BY
YOUR LOGO

MASTERS
OF TASTE
PRESENTED BY
YOUR LOGO

MASTERS
OF TASTE

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





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 3rd**, 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 2022 Host Chef Vanda Asapahu of **Ayara Thai Cuisine**, 2019 Host Chef Michael Hung, **M Café** (Chef Atsushi Kenjo), **Kato** (Michelin Star Chef Jonathan Yao), **Porto's Bakery and Café** (Chef Tony Salazar), and many more!

MASTERSOFTASTE.LA.COM
#EatMoreGiveMore



HOST CHEF & PAST TALENT



2022 host chef

CHEF VANDA ASAPAHU
Ayara Thai



2019 host chef

CHEF MICHAEL HUNG
DTLA Pizza



CHEF SAMMY MONSOUR



SASHA GUSTAFSON
Butter Cake Shoppe



CHEF JONATHAN AVILES
Salazar



CHEF PETER LEE
Loquita



CHEF FLORENT COURRIOL
Alexander's Steakhouse



CHEF BRET THOMPSON
Pez Cantina



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 | \$135 | 4 PM to 7 PM

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

VIP TICKET | \$195 | 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 an experiential sponsors-only lounge with unique activations
- Special sponsor-only tastings at select Masters booths
- Sponsor bag filled with Masters of Taste swag

Sponsorship opportunity details available on page 16.



“An afternoon-awesome affair, that is, first and foremost, about raising money for the Union Station Homeless Services -- featuring pros who wear toques, and aprons, they 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”**



“ 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!”



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 FY 2020-21...



3,699 Served

Helped more than 4,145 people find shelter, housing, and services.



1,028 Sheltered

Provided more than 1,000 people with safe emergency shelter.



1,269 Housed

Successfully helped over 1,200 people move from homelessness to safe housing.



226 Employed

Helped more than 220 job seekers secure and retain employment through our Sources program.

UNIONSTATIONHS.ORG

#PartOfTheSolution



UNION
STATION
HOMELESS
SERVICES

HOUSING + EMPLOYMENT + LIFE SKILLS

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
Garlic & Chives
Granville Cafe
Gus's Barbeque
Gus's Famous Fried Chicken
Hatch Yakitori and Bar
Jackfruit Cafe
Kato
La Boheme
Loquita
Los Balcones
Lunasia
Maestro
Mercado
Momed
Mrs. Fish
Packing House Wines
Patina Restaurant Group
Pez Cantina
Prince of Venice
Ramen Tatsunoya
Rappahannock Oysters
Redbird
Salazar
Sweet Greek
The Arbour
The Kitchen at Descanso
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
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

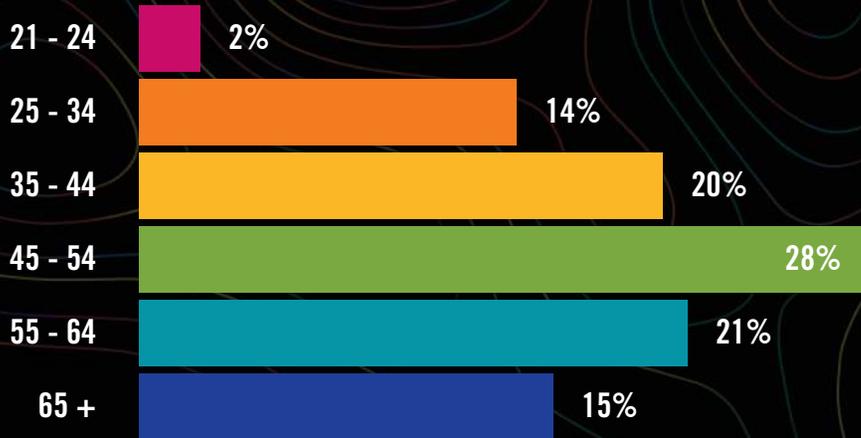
SWEET MASTERS

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

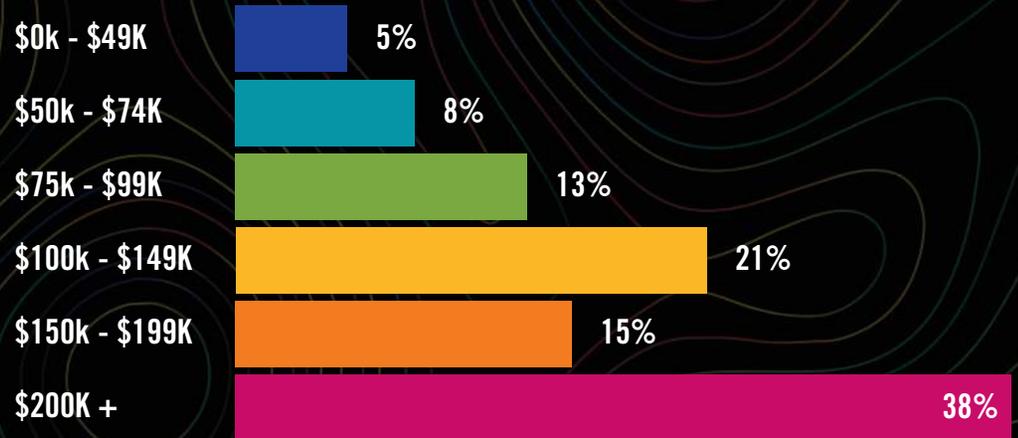
GUEST DEMOGRAPHICS

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 over 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.

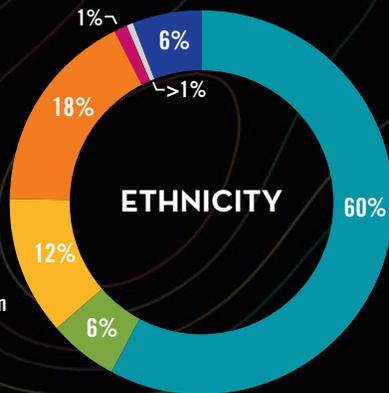
AGE



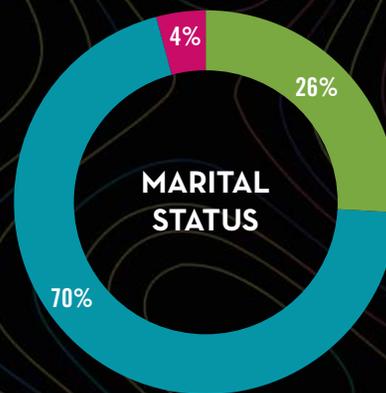
HOUSEHOLD INCOME



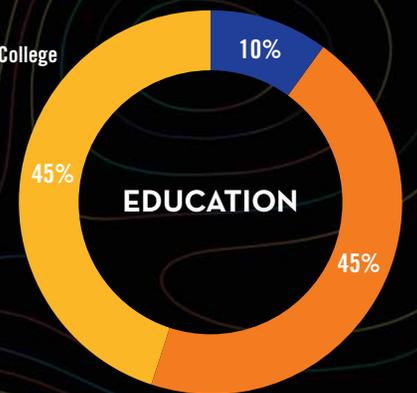
- Caucasian
- Black / African American
- Latino / Hispanic
- Asian American / Indian
- Middle Eastern / Arab
- Native American / Alaskan
- Other / Prefer Not To Say



- Married
- Single
- Other



- High School / Some College
- College Graduate
- Graduate School



SOLID PUBLIC RELATIONS

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

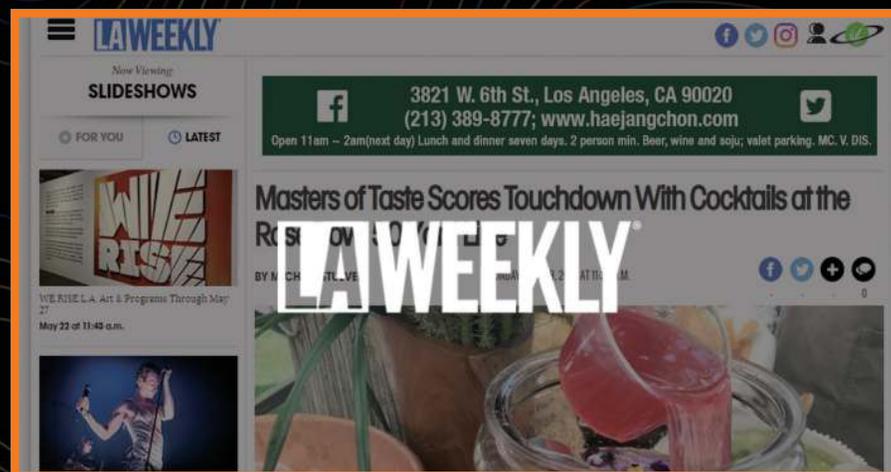
Our team—which includes **Lawrence Moore & Associates**, a Public Relations and Marketing Agency that specializes in Restaurants, Nightlife and



Lifestyle—puts Masters of Taste in the unique position to secure editorial coverage with the biggest impact.

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

Pieces of
Coverage

1.1m

Est. Coverage
Views

349m

Online
Readership

10.2k

Social
Shares

12m

Outdoor
Impressions

19k

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, Instagram, LinkedIn and Twitter.
- 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 an experiential sponsors-only lounge with unique activations.

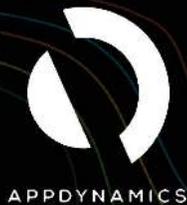
Your sponsorship also includes early event access, sponsor bags, and exclusive tastings from select Masters!



OUR PAST CORPORATE PARTNERS



JUDITH L.
CHIARA
FOUNDATION



JAMES J. AND
SUE FEMINO
FOUNDATION



TSUTAYO ICHIOKA
& SATSUKI NAKAO
CHARITABLE FOUNDATION





SPONSORSHIP LEVELS

\$25k

GOLD
SPONSOR

\$10k

SILVER
SPONSORS

\$5k

BRONZE
SPONSOR

\$3k

COPPER
SPONSOR

\$1.5k

BRASS
SPONSOR

GOLD SPONSOR

\$25,000

PRE-EVENT PROMOTION

- Business logo and naming on promotional materials, including event flyers, video promos, email marketing, press releases, and social media
- Four dedicated social media posts
- Hyperlinked logo on event website landing page
- Logo and name listing in 2023 Sponsorship Packet
- Branded discount code to share with staff and clients
- Hyperlinked ad in 1 email blast (a minimum of 15,000 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 Court of Champions
- Select partnership with a featured bar on the field
- Name recognition as sponsor on Demo Stage and PA announcements
- 20 Sponsor Passes
- Featured on event mobile app

SILVER SPONSOR

\$10,000

PRE-EVENT PROMOTION

- Name listing on select promotional materials including email marketing, press releases, and social media
- Two dedicated social media posts
- Hyperlinked logo on event website
- Logo and name listing in 2023 Sponsorship Packet
- Branded discount code to share with staff and clients
- Hyperlinked ad in 1 email blast (a minimum of 15,000 potential unique impressions)
- Inclusion in Union Station's publications including newsletters, annual report, and email marketing

EVENT DAY PROMOTION

- Logo inclusion on event sponsor signage, including dedicated banner, and step-and-repeat
- 10 Sponsor Passes

BRONZE SPONSOR

\$5,000

PRE-EVENT PROMOTION

- Name listing on select promotional materials including email marketing, press releases, and social media
- One dedicated social media post
- Hyperlinked logo on event website
- Name listing in 2023 Sponsorship Packet
- Branded discount code to share with staff and clients
- Inclusion in Union Station's publications including newsletters, annual report, and email marketing

EVENT DAY PROMOTION

- Logo inclusion on event sponsor signage, including dedicated banner, and step-and-repeat
- 6 Sponsor Passes

COPPER SPONSOR

\$3,000

PRE-EVENT PROMOTION

- Name listing on select promotional materials including email marketing, press releases, and social media
- Branded discount code to share with staff and clients
- Inclusion in Union Station's publications including newsletters, annual report, and email marketing

EVENT DAY PROMOTION

- Logo inclusion on event step-and-repeat
- Four Sponsor Passes, with early event access, all access to sponsor and VIP lounges, chef demos, special tastings and more.

BRASS SPONSOR

\$1,500

PRE-EVENT PROMOTION

- Name listing on select promotional materials including email marketing, press releases, and social media
- Branded discount code to share with staff and clients
- Inclusion in Union Station's publications including newsletters, annual report, and email marketing

EVENT DAY PROMOTION

- Logo inclusion on event step-and-repeat
- Two Sponsor Passes, with early event access, all access to sponsor and VIP lounges, chef demos, special tastings and more.

NAMING SPONSORSHIPS*

Underwrite an event feature and have business name 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
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 (bobbpaz.com)

MASTERS

OF TASTE

SPONSORSHIP FORM



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.

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.**

- | | | | |
|---|------------------|--|---------|
| <input type="checkbox"/> Audio / Visual Sponsor | \$18,000 | <input type="checkbox"/> Photography Sponsor | \$5,000 |
| <input type="checkbox"/> Rideshare Sponsor | \$16,000 | <input type="checkbox"/> Water Sponsor | \$4,000 |
| <input type="checkbox"/> Paper Goods Sponsor | \$15,000 | <input type="checkbox"/> Sponsor Gift Bag | \$3,500 |
| <input type="checkbox"/> Customized Photo Lounge | \$10,000 | <input type="checkbox"/> DJ Sponsor | \$2,500 |
| <input type="checkbox"/> Cutlery Sponsor | \$8,000 | <input type="checkbox"/> Parking Sponsor | \$2,000 |
| <input type="checkbox"/> Charging Station Sponsor | \$5,000 | <input type="checkbox"/> Centerpiece Sponsor | \$2,000 |
| <input type="checkbox"/> Wine Barrel Sponsor | \$500 per barrel | | |

SPONSOR INFORMATION

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

- | | |
|---|-----------|
| <input type="checkbox"/> Presenting Sponsor (50 tickets included) | \$100,000 |
| <input type="checkbox"/> Platinum Sponsor (35 tickets included) | \$50,000 |
| <input type="checkbox"/> Gold Sponsor (20 tickets included) | \$25,000 |
| <input type="checkbox"/> Silver Sponsor (10 tickets included) | \$10,000 |
| <input type="checkbox"/> Bronze Sponsor (6 tickets included) | \$5,000 |
| <input type="checkbox"/> Copper Sponsor (4 tickets included) | \$3,000 |
| <input type="checkbox"/> Brass Sponsor (2 tickets included) | \$1,500 |

TICKETS

- VIP Tickets** (3pm Admission)
\$195 each x _____ = \$ _____
- General Admission Tickets** (4pm Admission)
\$135 each x _____ = \$ _____
- 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: \$ _____ Cardholder _____

Visa AMEX Card Number _____

MasterCard Discover Exp. Date _____ CVV # _____

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

Fair Market Value of Each Ticket Is \$130

Tax ID: 95-3958741



HOUSING + EMPLOYMENT + LIFE SKILLS

WINE BARREL SPONSORSHIP



Place your logo on a beautiful wine barrel to be seen by 3,000 guests!

Wine Barrel Sponsorship offers your company a high impact branding opportunity at a low price. Our wine barrels will serve as beautiful cocktail rounds at Masters of Taste, a premier food and beverage festival on the field of the iconic Rose Bowl.

Supplies are very limited and will sell out, so reserve your space today!

Sponsor Name _____

Contact Name _____

Address _____

City _____ State _____

Zip Code _____ Phone _____

Email _____

_____ Wine Barrels x \$500 each = \$ _____ total
--

PAYMENT METHOD

Total Payment Amount: \$ _____ Cardholder _____

Visa AMEX Card Number _____

MasterCard Discover Exp. Date _____ CVV #: _____

Please return your wine barrel sponsorship form along with a 300 dpi high resolution black and white version of your logo by **March 15, 2022** to 825 E. Orange Grove Blvd. Pasadena, CA 91104 or sponsorship@mastersoftastela.com. **Tax ID 95-3958741**



100% of proceeds benefit Union Station Homeless Services

