

UNION STATION HOMELESS SERVICES PRESENTS

April 2, 2023

UNION STATION HOMELESS SERVICES
50TH ANNIVERSARY
MASTERS OF TASTE

HONDA
PRESENTED BY
YOUR LOGO



MASTERS OF TASTE 2023
SPONSORSHIP OPPORTUNITIES

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

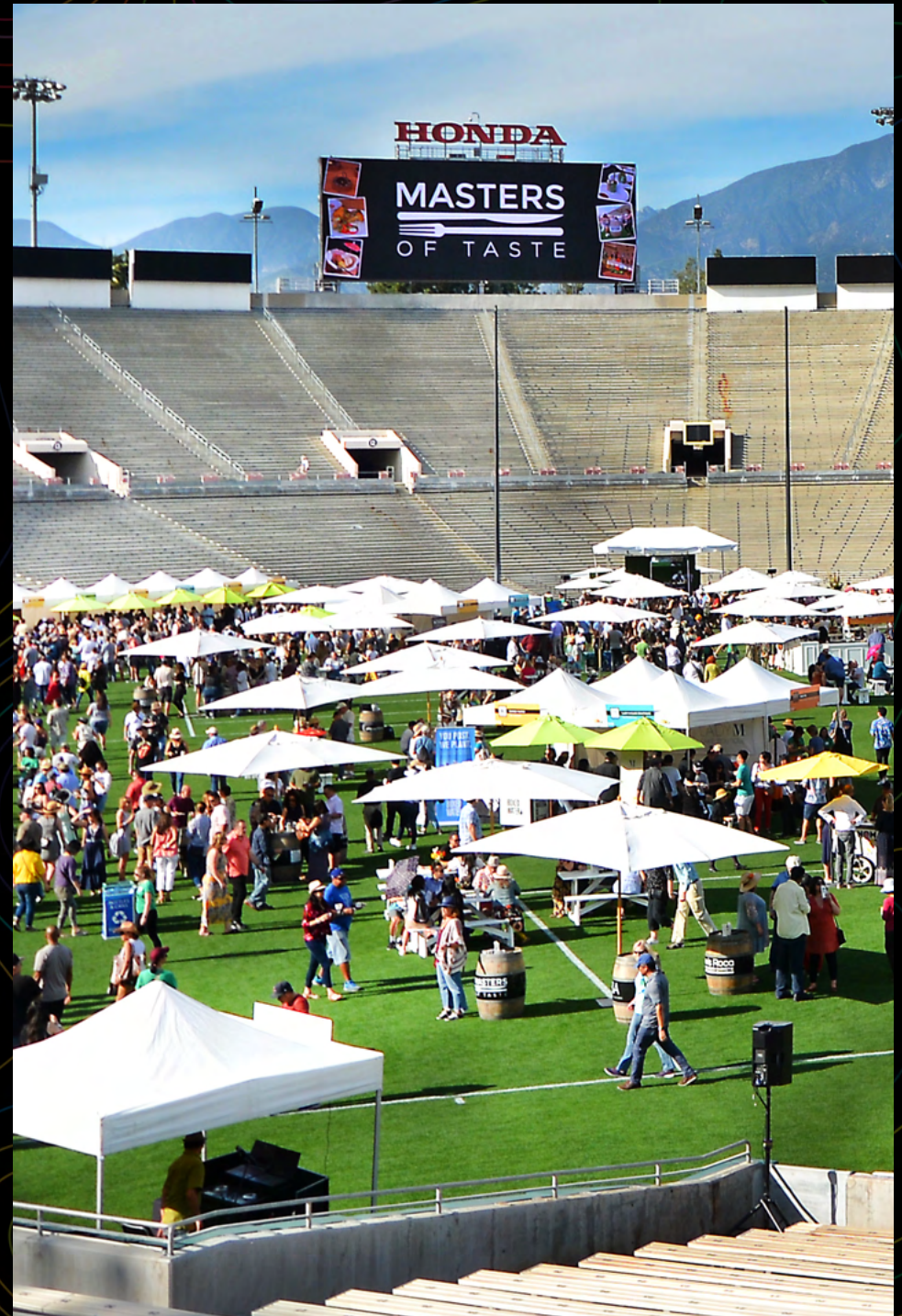
Masters of Taste is a premier 100% outdoor food and beverage festival on the field of the iconic Rose Bowl.

On Sunday April 2nd, 2023, more than 3,000 food and beverage enthusiasts will stroll the 50 yard line of the Rose Bowl for the 6th Annual Masters of Taste. Guests will enjoy a spectacular array of L.A.'s best Culinary, Sweet, and Beverage Masters.

Past participants have included 2022 Host Chef Vanda Asapahu of **Ayara Thai Cuisine**, 2019 Host Chef Michael Hung, Chef Neal Fraser of **Redbird**, Michelin Star Chef Jonathan Yao of **Kato**, Chef Erwin Tjahyadi of **Bone Kettle**, and many more!

MASTERSOFTASTELA.COM

#EatMoreGiveMore



HOST CHEFS & PAST TALENT



2023 host chefs

**CHEF MICHAEL REED &
CHEF KWINI REED**

Poppy + Rose
Poppy + Seed



2022 host chef

CHEF VANDA ASAPAHU

Ayara Thai



2019 host chef

CHEF MICHAEL HUNG



CHEF BRET THOMPSON

Pez Cantina



CHEF NEAL FRASER

Redbird



CHEF JUSTIN HAEFLER

Gracias Madre



CHEF FLORENT COURRIOL

Alexander's Steakhouse



THOMAS & VANESSA

TILAKA KALB

Agnes



Nika Shoemaker-Machado

Georgia's Restaurant



CHEF PETER LEE

Loquita



CHEF Celestino Drago

Drago Centro

And More Than
90 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 | \$155 | 4 PM to 7 PM

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

VIP TICKET | \$225 | 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.



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**. 2023 marks the organization's **50th Anniversary** and together we can build a future where every person has a life of dignity and a safe place to call home.

Our Impact Since 2020



8,022 Served

Helped more than 8,000 people find shelter, housing and services.



2,225 Sheltered

Provided 2,225 people with safe emergency shelter.



1,672 Housed

Successfully helped 1,672 people move from homelessness to safe, permanent housing.



379,460 Meals Served

Served more than 379,000 meals to food insecure adults and families.

UNIONSTATIONHS.ORG

#PartOfTheSolution



PAST PARTICIPANTS

CULINARY MASTERS

1212 Santa Monica
Agnes Restaurant & Cheesery
Alexander's Steak House
Ayara Thai Cuisine
Bacchus Kitchen
Blackbird Foods
Blackbird Pizza
Bone Kettle
Bourbon Steak
Castaway
Champion's Curry
Celestino Ristorante
Cento Pasta Bar
Gabi James
Garlic & Chives
Georgia's Restaurant
Gracias Madre
Granville Cafe
Gus's Barbeque
Gus's Famous Fried Chicken
Hank's
Hatch Yakitori and Bar
Holy Basil
Jackfruit Cafe
Kato
La Boheme
Little Llama Peruvian Tacos
Loquita
Los Balcones
Lunasia
Luv2Eat Thai Bistro
Maestro
Mercado
Momed
Mrs. Fish
Okamoto Kitchen
Otus Thai
Packing House Wines
Patina Restaurant Group
Pez Cantina
Prince of Venice
Que Padre
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
True Food
VCHOS
Venice Whaler
Wax Paper
Wings N Waffles
Wolfgang Puck
World Empanadas
Yardbord
Yuca's

BEVERAGE MASTERS

14 Cannons Brewing Co.
All Season Brewing Co.
American Born Whiskey
Ascension Cellars
Beam Suntory
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
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
Ventura Spirits
Vinemark Cellars
Wild Roots Spirits
Woodford Reserve
Wrath Wines
Zico
Zyr Vodka

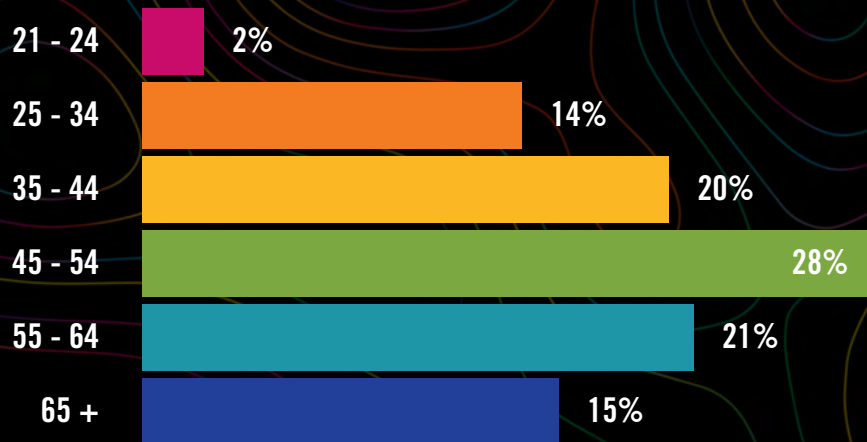
SWEET MASTERS

Bertha Mae's Brownies
Better Together Sweets
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

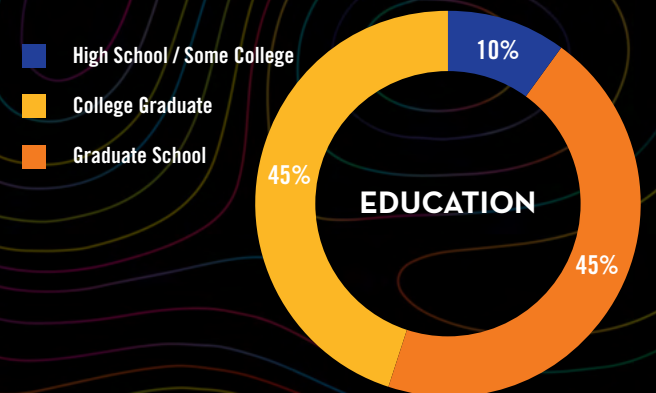
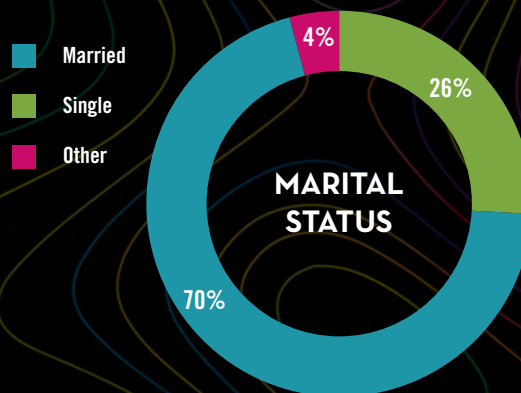
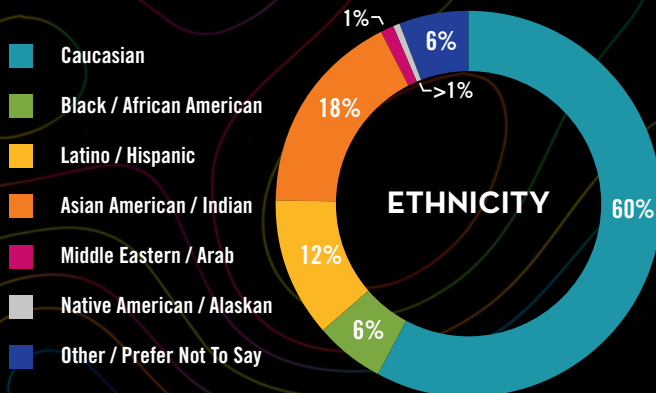
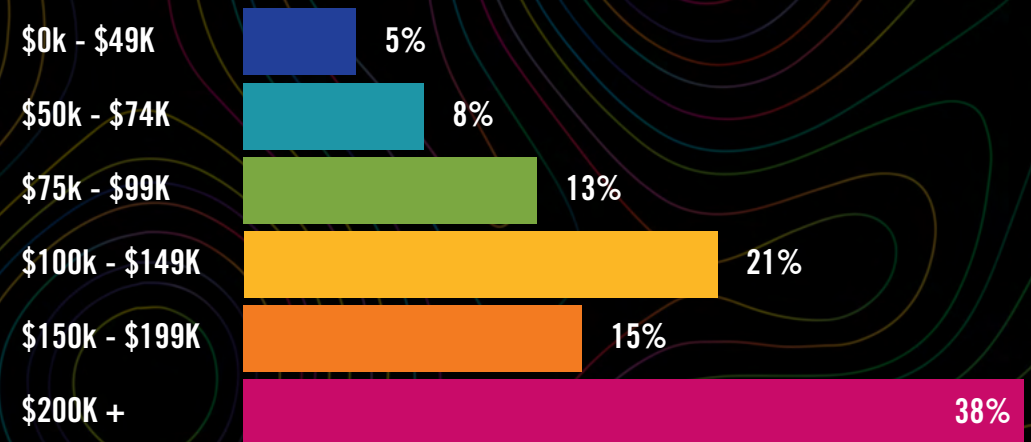
GUEST DEMOGRAPHICS

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



PUBLIC RELATIONS

We create personalized relationships with each of our sponsors to deliver optimum results.

Our team includes Lawrence Moore & Associates, a Public Relations and Marketing Agency that focuses exclusively on restaurants, hospitality, beverages, and lifestyle. LM&A's

exceptionally strong media relationships have made a huge impact securing a tremendous amount of online, editorial, local radio and television coverage, making Masters of Taste L.A.'s

premier luxury food and beverage festival.



LM&A has personal relationships with Local, Regional, and National Media including Angeleno Magazine, Eater LA, Los Angeles Times, LA Weekly, Los Angeles Magazine, Pasadena NOW, Pasadena Star News, Pasadena Weekly, Thrillist, Time Out Los Angeles, We Like LA, and more; as well as local radio and television including iHeart Radio, the SoCal Restaurant Show, KPCC, ABC7, CBS, KNBC, KTLA, FOX 11, and KCAL9.

We know how to create buzz...



**Meet You on the 50 Yard Line –
2022 Masters of Taste to Return to
the Rose Bowl**



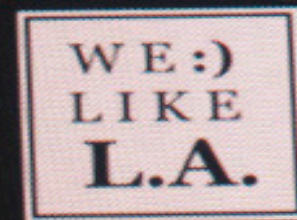
**MASTERS OF TASTE KICKS OFF THE
LONG AWAITED RETURN OF THE FOOD
FESTIVAL**

WESCOM

Thank you to our Media Sponsors



PASADENA NOW



MEDIA PARTNERS

82 Pieces of Coverage in 2022

129m

Est. Coverage
Views

Outlook
NEWSPAPERS

4.07b

Online
Readership

PASADENA
NOW

17.6k

Social
Shares

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 Search Engine Optimization (SEO) results.
- Email marketing.

MASTERS OF TASTE SPONSORSHIP OPPORTUNITIES

**All Sponsors Will Enjoy An
Elevated Event Experience
in Los Angeles County!**

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

Beam SUNTORY

JUDITH L.
CHIARA
FOUNDATION

DITP
Department of International Trade Promotion
Ministry of Commerce, THAILAND



us bank

 **WESTERN ASSET**

ADP
A more human resource.


APPDYNAMICS

Avantis Investors®
By American Century Investments®

Bank of America

 **CAPITAL GROUP®**

CITY NATIONAL BANK
AN RBC COMPANY

HKG LLP
Creative Solutions for a Competitive World

homebridge

There's no place like
[HomeStreet]
BANK

**JAMES J. AND
SUE FEMINO
FOUNDATION**

 **KAISER
PERMANENTE®**

**NATIONAL
CORE**

**NORTON ROSE
FULBRIGHT**

**TSUTAYO ICHIOKA
& SATSUKI NAKAO
CHARITABLE FOUNDATION**

 **UnionBank**

WELLS FARGO

 **VERLASSO**


WESTPORT

WOODFORD RESERVE®

**UNION
STATION
HOMELESS
SERVICES**
50TH ANNIVERSARY
50 YEARS OF BRINGING OUR NEIGHBORS HOME



SPONSORSHIP LEVELS

\$100k

PRESENTING
SPONSOR

\$50k

PLATINUM
SPONSORS

\$25k

GOLD
SPONSORS

\$10k

SILVER
SPONSORS

\$5k

BRONZE
SPONSORS

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 2024 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 mobile directory

PLATINUM SPONSORS

\$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 2024 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 mobile directory

GOLD SPONSORS

\$25,000

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
- Hyperlinked logo on event website landing page
- Logo and name listing in 2024 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 directory

SILVER SPONSORS

\$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 2024 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 SPONSORS

\$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 2024 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

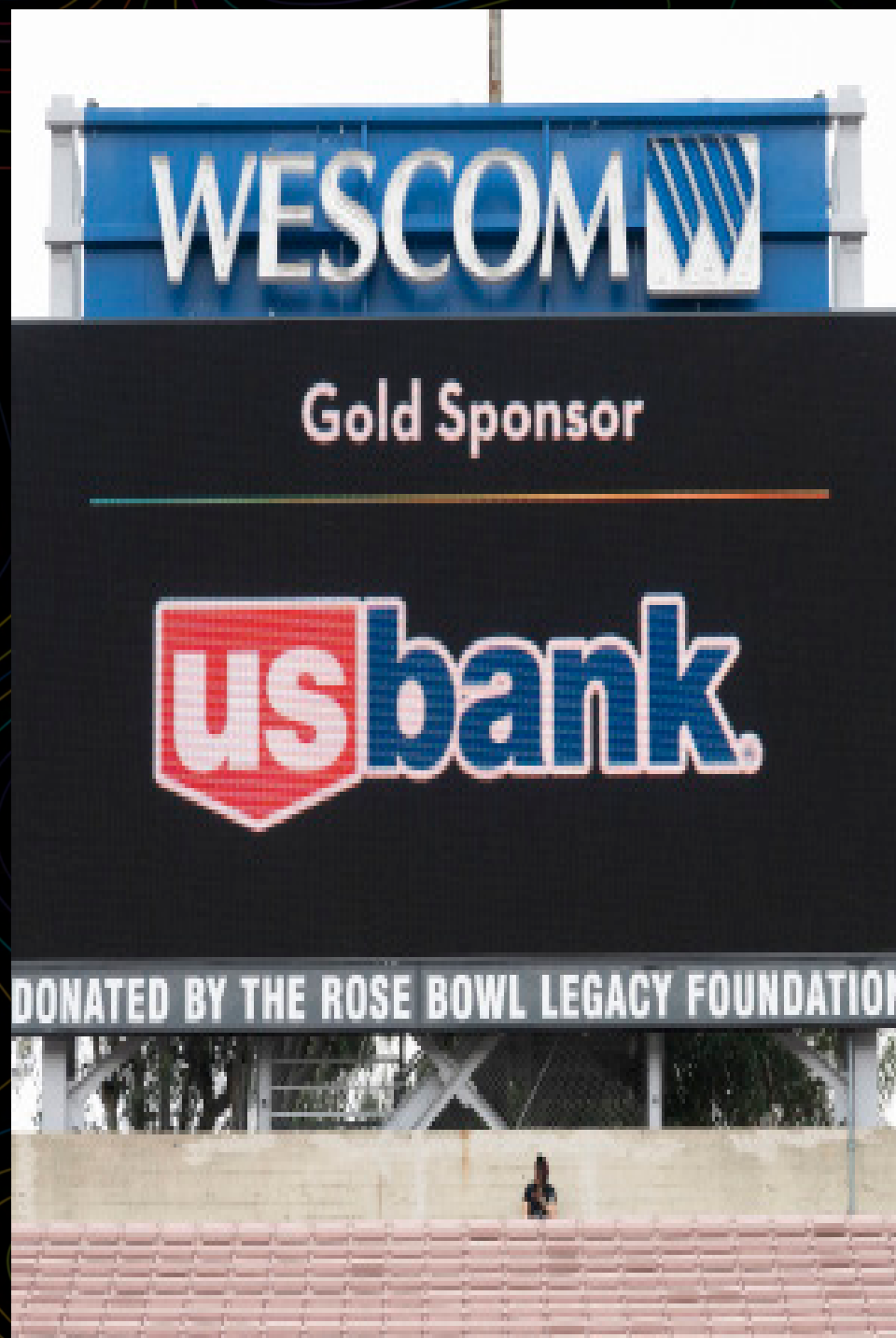
- Logo inclusion on event sponsor signage, including dedicated banner, and step-and-repeat
- 6 Sponsor Passes

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
Biodegradable Paper Products Sponsor	\$17,000
Customized Photo Booth Sponsor	\$10,000
Photography Sponsor	\$7,000
Sponsor Gift Bag	\$5,000
Charging Station Sponsor	\$5,000
Water Sponsor	\$4,000
DJ Sponsor	\$2,500
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!**

Aaron Hill
Major Gifts Officer, USHS
626.944.0032
Sponsorship@MastersOfTasteLA.com

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



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.**

☐ Audio / Visual Sponsor \$18,000

☐ Biodegradable Paper Products \$17,000

☐ Customized Photo Booth \$10,000

☐ Photography Sponsor \$7,000

☐ Charging Station Sponsor \$5,000

☐ Sponsor Gift Bag \$5,000

☐ Water Sponsor \$4,000

☐ DJ Sponsor \$2,500

☐ Wine Barrel Sponsor \$500 each

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) \$3,000

☐ Brass Sponsor (2 tickets included) \$1,500

TICKETS

☐ **VIP Tickets** (3pm Admission)

\$225 each x _____ = \$ _____

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

\$155 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: \$ _____

☐ Visa ☐ AMEX

☐ MasterCard ☐ Discover

Cardholder _____

Card Number _____

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

WINE BARREL SPONSORSHIP



Place your logo on a beautiful wine barrel to be seen by 2,500 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, 2023** 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

