

April 2, 2023



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

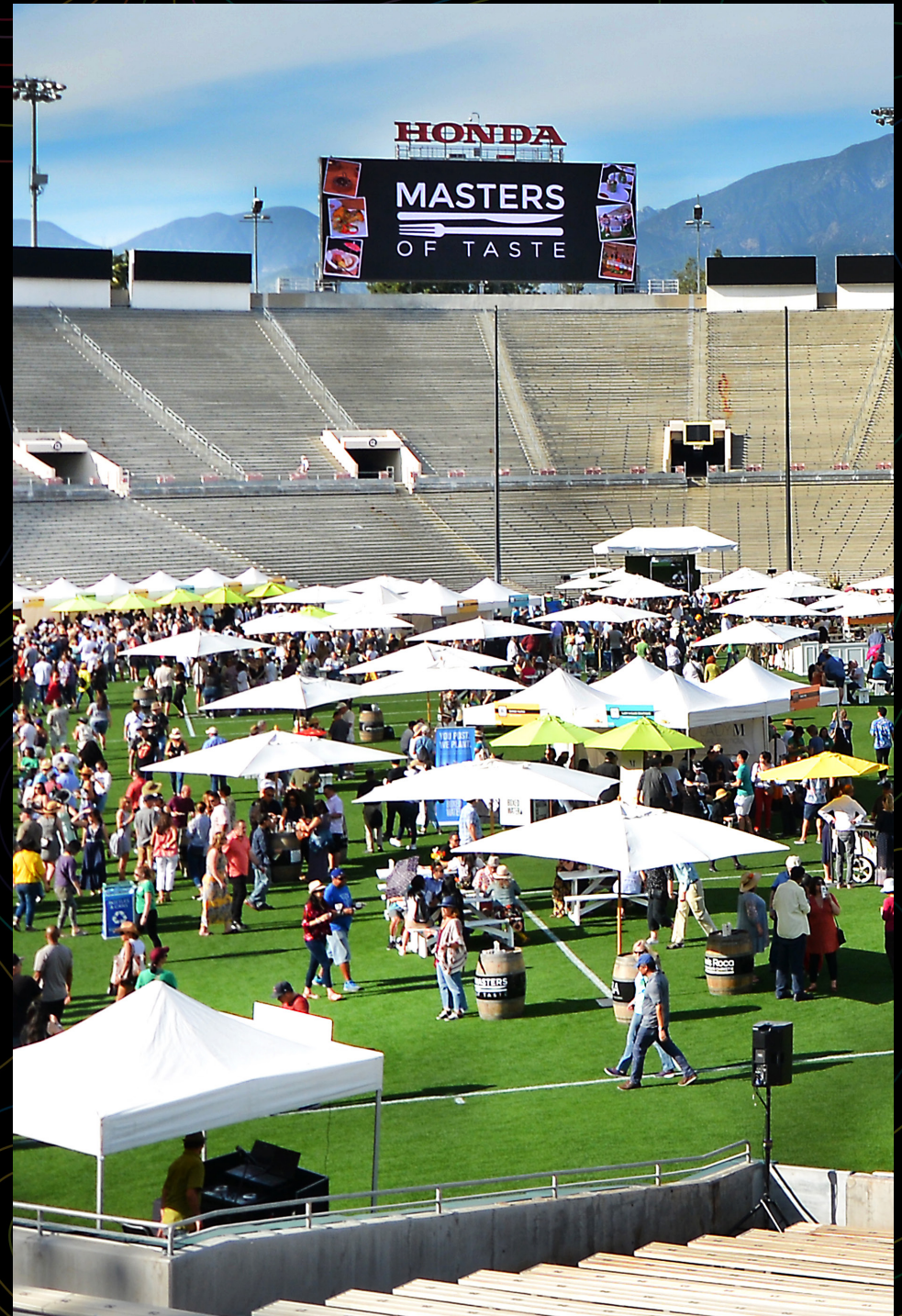
Masters of Taste is a premier 100% outdoor food and beverage festival on the field of the iconic Rose Bowl.

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 6<sup>th</sup> 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 Restaurant &  
Cheesery



**Nika Shoemaker-Machado**

Georgia's Restaurant



**CHEF PETER LEE**

Loquita



**CHEF Celestino Drago**

Drago Centro

And More Than  
90 Additional  
Chefs &  
Restaurants...

SPONSORSHIP OPPORTUNITIES | 5



# 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

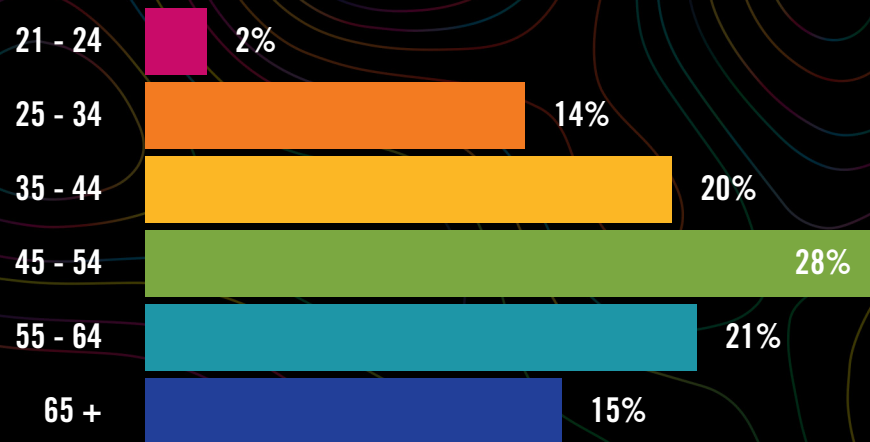
Bertha Mae's Brownies  
Better Together Sweets  
Fantasy Frostings  
Lady M Confections  
Crème Caramel LA  
LARK Cake Shop  
Mignon Chocolate  
My / Mochi  
Nomad Ice Pops  
Pops Artisanal Creamery  
Porto's Bakery  
Sidecar Doughnuts  
Street Churros  
SuperCool Creamery



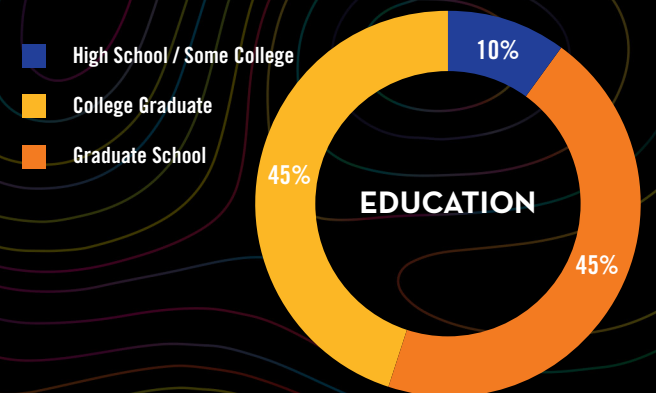
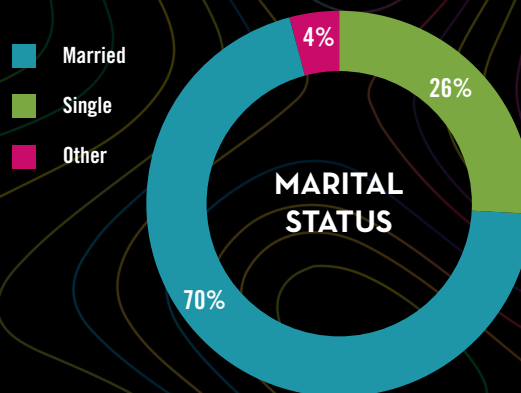
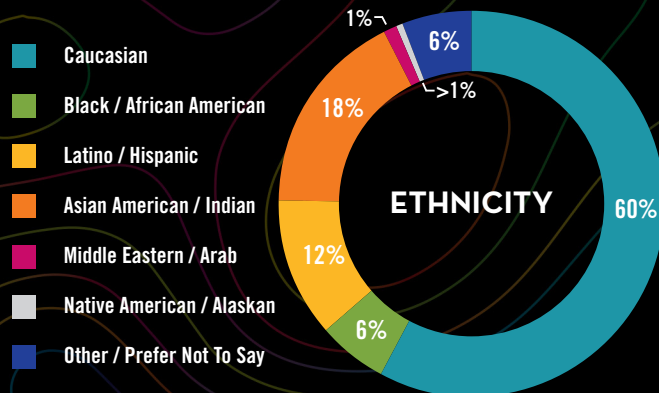
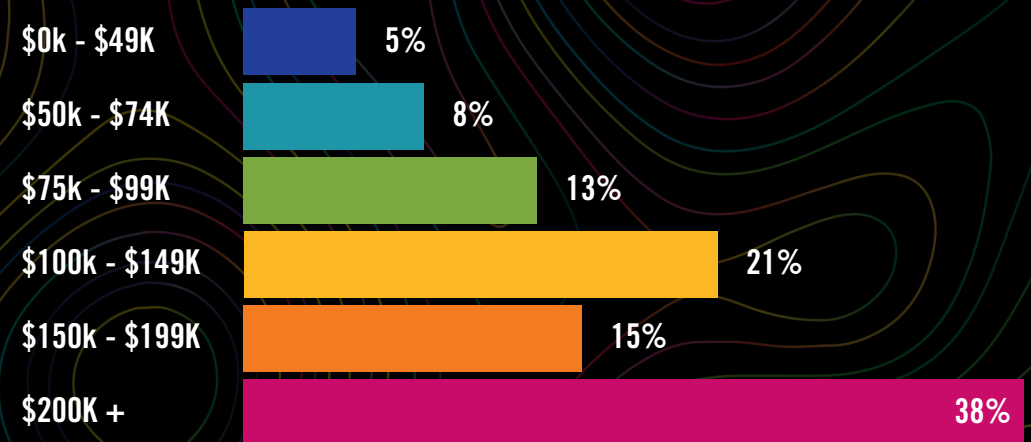
# GUEST DEMOGRAPHICS

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**



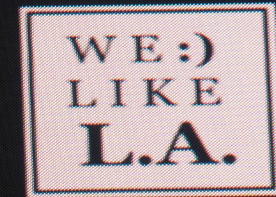
# WESCOM



## Thank you to our Media Sponsors



### PASADENA NOW



## MEDIA PARTNERS

82 Pieces of Coverage in 2022

129m

Est. Coverage  
Views



4.07b

Online  
Readership



17.6k

Social  
Shares





---

# 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<sup>®</sup>  
By American Century Investments<sup>®</sup>

**Bank of America**

 **CAPITAL GROUP<sup>®</sup>**

**CITY NATIONAL BANK**  
AN RBC COMPANY

**HKG LLP**  
Creative Solutions for a Competitive World

**homebridge<sup>®</sup>**

There's no place like  
**[HomeStreet]**  
BANK<sup>®</sup>

**WELLS FARGO**

 **KAISER PERMANENTE<sup>®</sup>**

**NATIONAL CORE**

**NORTON ROSE  
FULBRIGHT**

**TSUTAYO ICHIOKA  
& SATSUKI NAKAO  
CHARITABLE FOUNDATION**



**UnionBank**

**WOODFORD RESERVE<sup>®</sup> VERLASSO**



**WESTPORT**





## 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

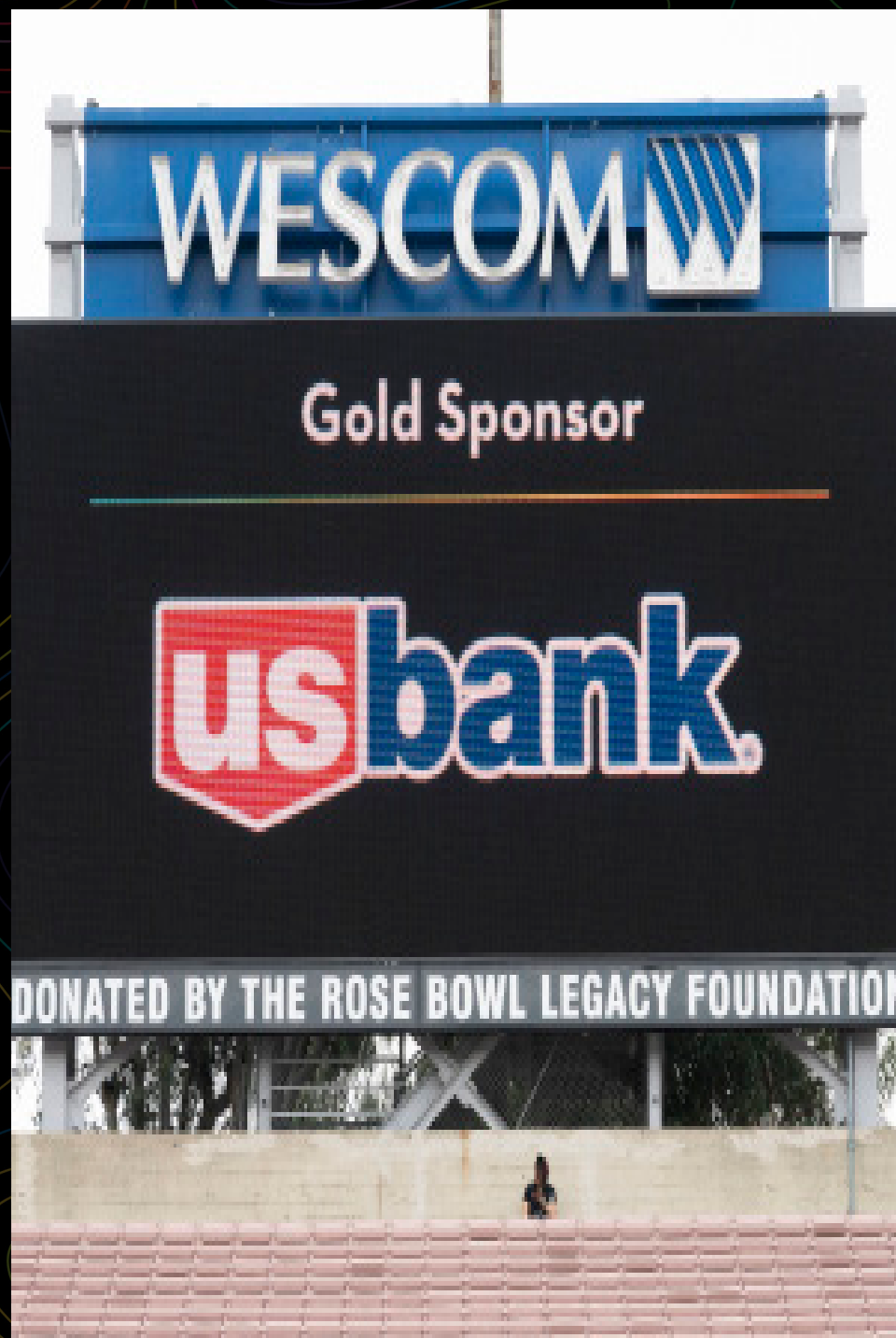


# NAMING SPONSORSHIPS\*

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](mailto: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](http://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](mailto:sponsorship@mastersoftastela.com). **Tax ID 95-3958741**

100% of proceeds benefit Union Station Homeless Services

