

7th Annual
MASTERS
OF TASTE
— eat more. give more. —

2024 SPONSORSHIP INFORMATION





EVENT OVERVIEW

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 7th, 2024, more than 3,500 food and beverage enthusiasts will stroll the field of the Rose Bowl for the **7th Annual Masters of Taste**.

Guests will enjoy a spectacular array of L.A.'s best Culinary, Sweet, and Beverage Masters.

Past Participants have included James Beard Nominated Hosts Chef Michael & Kwini Reed of Poppy + Rose and Poppy & Seed, 2022 Host Chef Vanda Asapahu of Ayara Thai, 2019 Host Chef Michael Hung, Michelin Star Chef Jonathan Yao of Kato, and many more!



MICHAEL & KWINI REED
POPPY + ROSE, POPPY & SEED
James Beard Nominated Chef

CHARITABLE INITIATIVES



100% of event proceeds will be donated to Union Station Homeless Services who are working to end homelessness through housing solutions, supportive services, and connection to community.

For more information, visit: unionstationhs.org



AYARA THAI

2022 Host Chef Vanda Asapahu

PAST PARTICIPANTS

This list is just a sampling of participants over the years.

CULINARY

Agnes Restaurant & Cheesery
Alexander's Steakhouse
Arth Bar + Kitchen
Ayara Thai
Bone Kettle
Blackbird Pizza
Casa Cordoba
Celestino Ristorante
Champion's Curry
Drago Centro
Georgia's Restaurant
Gracias Madre
Gus's World Famous Fried Chicken
Hank's
Holy Basil
Interstellar
Kato
Loquita
Lunasia Dim Sum House
Pez Cantina
Poppy + Rose
Poppy & Seed
Ramen Tatsunoya
Rappahannock Oysters
Stand-Up Burgers
The Raymond 1886
True Food Kitchen
Qué Padre
Wax Paper

BEVERAGE

1886 at The Raymond
Akagisan Sake
All Season Brewing Company
Ascension Cellars
Bodegas de Santos Tomás
Cerveceria Del Pueblo
CRŪ Winery
Empress 1908 Gin
Erva Bew Co.
Hitching Post Wines
House of Suntory
Juneshine
Knox & Dobson
Krafted Spirits Rum
MacLoed Ale Brewing Co.
Maker's Mark
Mezcal 33
Mountain Valley Spring Water
Navarro Vineyards
Nosotros Tequila
Mt. Lowe Brewing Co.
Neft Vodka
Summit Juice Co.
Sake High!
SelvaRey Rum
Sunright Tea Studio
Veso
Woodford Reserve
Xoloitzcuintle Tequila

SWEET

Bertha Mae's Brownie Co.
Better Together Sweets
Butter Cake Shoppe
Café Dulce
Etoile Filante Patisserie
I Like Pie Bakeshop
Läderach Chocolatier Suisse
Lark Cake Shop
Nomad Ice Pops
Pazzo Gelato
Pop's Artisanal Creamery
Porto's Bakery
Sidecar Doughnuts
The Dolly Llama



Hank's
Chef Isaias Pena

GUEST DEMOGRAPHICS

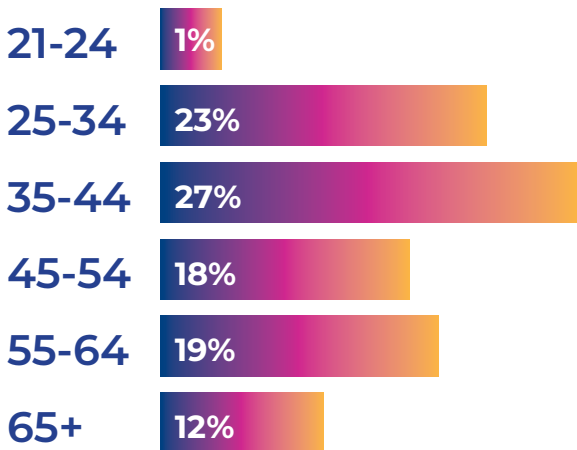
Your sponsorship will connect you and your business to some of the most influential tastemakers in the Greater Los Angeles area.

Masters of Taste provides the opportunity to network and cultivate new relationships in a relaxed and refined atmosphere.

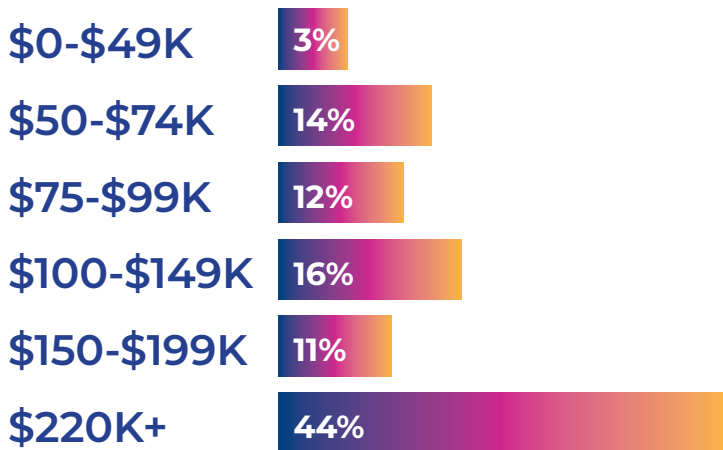
The event will attract over 3,500 affluent food and beverage enthusiasts. Our attendees are educated, professional, discerning and enjoy being “in the know” about L.A.’s top trends.



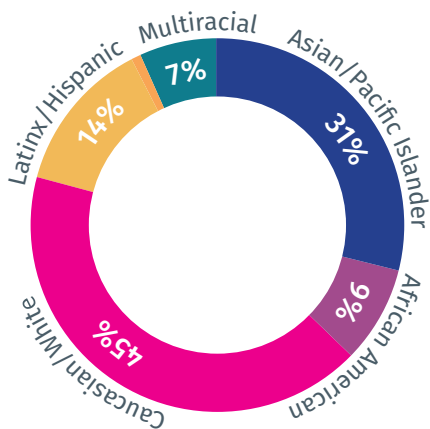
AGE



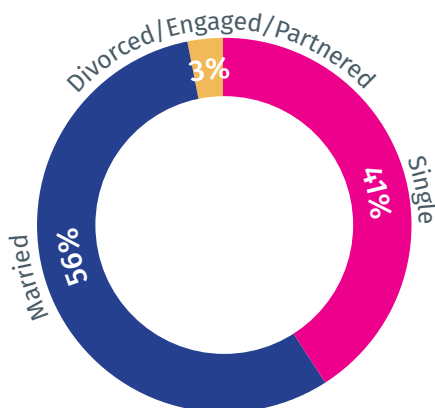
INCOME



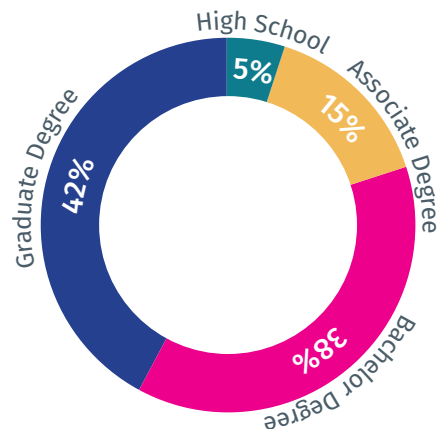
ETHNICITY



MARITAL STATUS



EDUCATION





ABC TV ON-FIELD INTERVIEW
ANNE MISKEY, CEO

PUBLIC RELATIONS

We know how to create buzz...

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 relations have made a huge impact in 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.

PIECES OF COVERAGE

242

ESTIMATED VIEWS

977K

ONLINE ENGAGEMENTS

31.6K

SOCIAL SHARES

17.5K

For full media coverage book, scan the QR code!





MARKETING STRATEGY

A unique marketing opportunity

Masters of Taste provides exceptional exposure for sponsors through a wide variety of media advertising, press coverage, email marketing, website exposure and on-site event visibility. Our first-class prime-time event attracts thousands of high demographic food and beverage lovers that appreciate all the finer things in life.

Image branding is high profile penetration in a prestigious environment that truly sends the “right” message about your brand of community involvement, support for a worthy cause and a popular local event in one of Los Angeles most iconic and affluent cities.

MEDIA SPONSORS

Los Angeles
MAGAZINE

PASADENA
MAGAZINE

WE :) LIKE L.A.

PASADENA NOW

yelp.

Outlook
NEWSPAPERS



MAKER'S MARK
2023 SPONSOR

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 will also include early event access, sponsor bags/swag, and exclusive tastings from select Masters and chefs!

Expose Your Brand | Launch a Product | Reward Clients

Past top sponsors have included:



Judith L. Chiara
Foundation



Norton Rose Fulbright



CUSTOMIZED SPONSORSHIPS

You have unique needs. We're here to help you maximize your impact!

We understand that each sponsor has unique needs and preferences when it comes to maximizing their brand exposure and engagement at our event. To provide you with the flexibility to tailor your sponsorship experience, we have designed an a-la-carte menu where you can handpick the benefits that matter most to you. Please review the following menu options and select the benefits that align with your goals and objectives.



How To Customize Your Sponsorship

- 1 Review the available benefits listed below.
- 2 Determine which benefits best suit your brand's objectives and target audience.
- 3 Decide on and select the desired benefits and quantities.
- 4 Contact our team and finalize your package, discuss any additional details, and process your sponsorship.

Logo Placement

- Logo on event website
- Logo on event promotional materials (brochures, flyers, banners)
- Logo on event signage and backdrops
- Logo on event tickets

Brand Exposure

- Recognition as a presenting sponsor
- Brand mention in event press releases and media coverage
- Social media mentions and tags
- Inclusion in event email newsletters

Booth Space

- Dedicated booth or exhibition space at the event venue
- Showcase products and/or services
- Interaction with event attendees

VIP Treatment

- VIP passes or access to exclusive areas
- Access to a dedicated VIP lounge
- Meet and greet with event speakers or celebrities

Branding and Collateral

- Branded merchandise (t-shirts, caps, bags)

- Customized event collateral (brochures, flyers, handouts)
- Branded banners or signage at the event

Networking Opportunity

- Access to attendee contact list
- Sponsorship of network events (media night, dinners, etc.)
- Facilitated introductions to industry leaders

Digital Exposure

- Sponsored content on event website or blog
- Sponsored social media posts

- Inclusion in event recap videos or photo galleries

Customized Activations

- Product demonstrations or sampling
- Interactive experiences or activations
- Branded games or contests

Onsite Advertising

- Advertisement in event program or booklet
- Display ads on digital screens or video walls
- Branding on event stages or podiums

MASTERS



OF TASTE

CONTACT US TODAY TO GET STARTED ON YOUR
CUSTOMIZED SPONSORSHIP!

Mario Hess-Winburn, *Sponsorships*

626.240.4558

sponsorship@mastersoftastela.com

100% of proceeds benefit



MASTERSOFTASTELA.COM