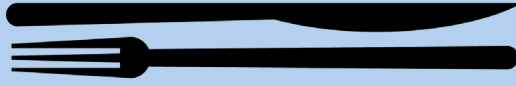


7th Annual

MASTERS



O F T A S T E

— eat more. give more. —

2024 SPONSORSHIP DECK



100% of proceeds benefit Union Station Homeless Services



EVENT OVERVIEW

Masters of Taste is LA's top luxury food event of the year

Masters of Taste is a premier food and beverage festival on the field of the Rose Bowl with 100% of the proceeds going directly to benefit Union Station Homeless Services.

On **Sunday April 7th**, 2024, more than 3,500 food and beverage enthusiasts will enjoy a spectacular array of L.A.'s best Culinary, Sweet, and Beverage Masters.

2024 Host Chef Bret & Lucy Thompson of Pez Cantina, will welcome guests to unlimited tastings from LA's top Master Chefs and restaurants, craft cocktail bars, wineries and local breweries.

Past participants have included:

- 2023 Host **Chef Michael & Kwini Reed** of Poppy + Rose and Poppy + Seed
- 2022 Host **Chef Vanda Asapahu** of Ayara Thai
- 2019 Host **Chef Michael Hung**
- 2019 Michelin Starred **Chef Jon Yao** of Kato
- **Chef Jonathan Aviles** of Salazar, and so many more!



UNION
STATION
HOMELESS
SERVICES

CHARITABLE INITIATIVE

100% of the proceeds benefit 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
 Cervceria 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

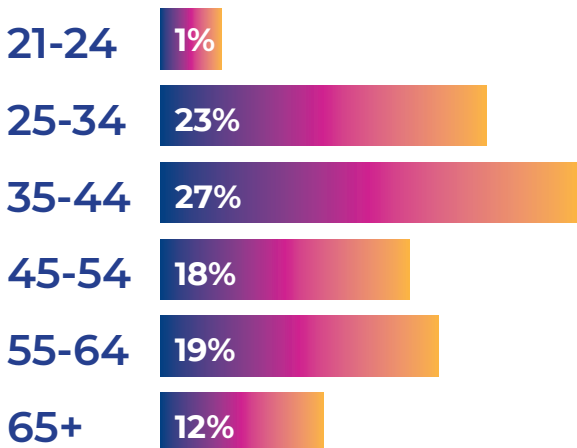
Your sponsorship will connect you and your business to some of the most influential tastemakers in the Greater Los Angeles area.

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

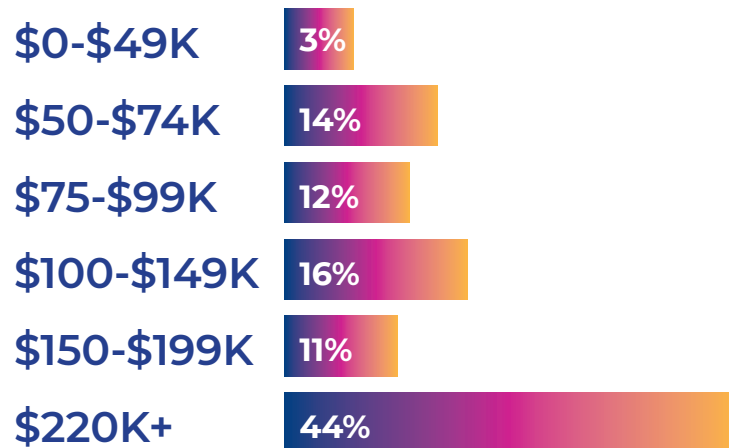
The event will attract over 3,500 affluent food and beverage enthusiasts. Our attendees are educated, professional, discerning and enjoy being “in the know” about L.A.’s top trends.



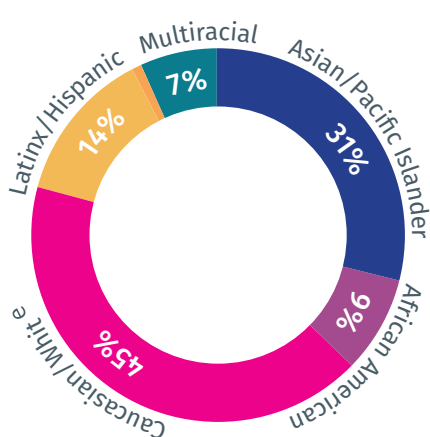
AGE



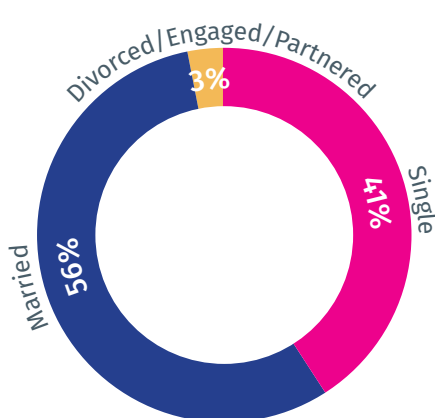
INCOME



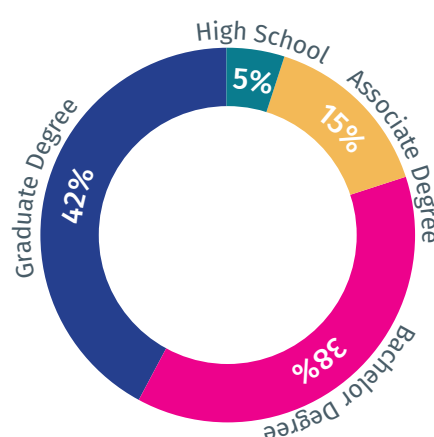
ETHNICITY



MARITAL STATUS



EDUCATION





ON-FIELD INTERVIEW
2023 Host Chefs Michael & Kwini Reed

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

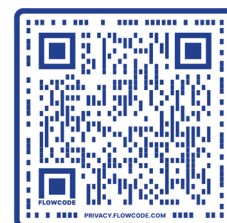
31.6K

SOCIAL SHARES

17.5K

For full media coverage book, scan the QR code!

SCAN ME!



MEDIA COVERAGE BOOK



MARKETING STRATEGY

A unique marketing opportunity

Masters of Taste offers unparalleled exposure for sponsors, blending a rich mix of marketing strategies to ensure high visibility and engagement. Our event is not just a gathering; it's a prime-time showcase in Los Angeles, drawing thousands of discerning food and beverage enthusiasts. Through targeted digital ads across Google and Meta platforms, hyperlinked and deeplinked ad banners on our dedicated Masters of Taste App, and strategic email campaigns, we promise to deliver your message directly to an audience that values the finer things in life.

In addition to our digital prowess, your brand will gain significant presence through website exposure, prominent logo placements on event promotional materials, and on-site visibility among Los Angeles' most iconic and affluent communities.

By partnering with us, your brand will not only enjoy high-profile image branding but also demonstrate its commitment to community involvement and support for a noble cause, amplifying the 'right' message about your brand in a prestigious setting.

MEDIA SPONSORS

Los Angeles
MAGAZINE

PASADENA
MAGAZINE

WE :) LIKE L.A.

PASADENA
NOW

yelp 

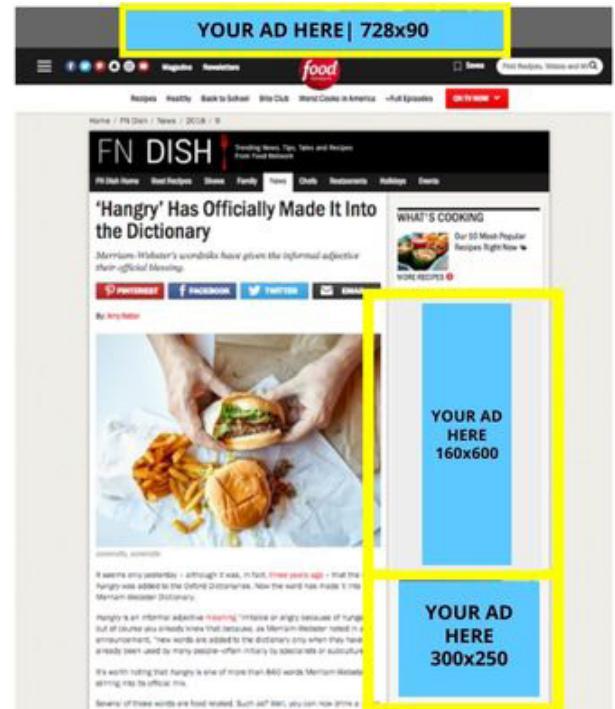
Outlook
NEWSPAPERS

RETARGETING

Intelligent Marketing Solutions

Our audience becomes your audience with retargeting. Get exclusive direct access to Masters of Taste’s website visitors and retarget them with your company’s ads that will showcase your brand, anywhere they visit online.

Don’t rely on broad, generic targeting on common ad platforms to market your company. Stand out with our uniquely qualified audience that will showcase your business to those who need you the most.



CHOOSE YOUR REACH & DURATION

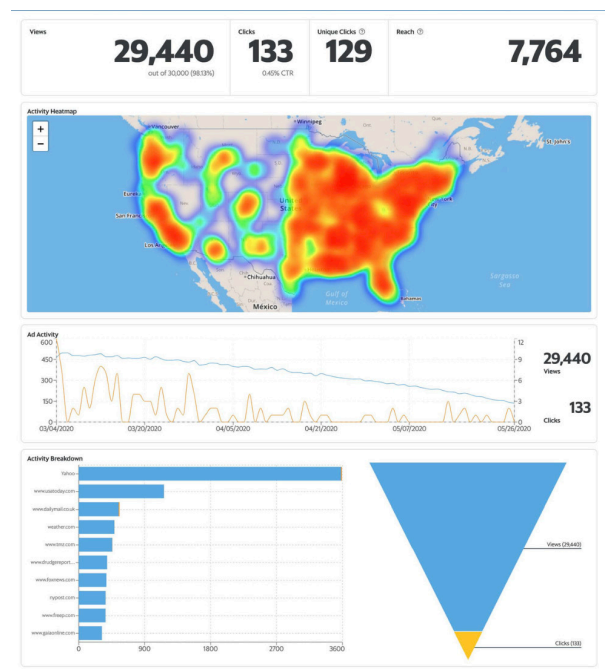
PACKAGE	DURATION	IMPRESSIONS
Silver	1 Month	20,000
Gold	3 Months	75,000
Platinum	6 Months	200,000

KEY DATA

- Click-through rates are 10x those of standard display ads.
- Has been demonstrated to increase business name searches by over 1000%.
- 60% of viewers notice and consider purchasing products from retargeting ads.
- Retargeted prospects are 43% more likely to convert than those served standard display ads.

GET QUANTIFIABLE RESULTS & REPORTS

Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.





PRESENTING SPONSOR OPPORTUNITY

Take Advantage of our Branded App & Customized Emails

Branded Emails

MASTERS OF TASTE

PRESENTED BY
YOUR LOGO

Early Bird Tickets Now On Sale!

Join us Sunday, April 7, at the Rose Bowl for our 7th Annual Masters of Taste!

The best part? 100% of event proceeds will benefit Union Station Homeless Services, a charity that is ending homelessness and rebuilding the lives of individuals and families experiencing homelessness. With over \$2,000,000 raised in the past four years, this is the perfect event to eat more and give more!

[More Information](#)

YOUR AD HERE

[f](#) [@](#)

Branded App



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



WELLS
FARGO

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.

Digital Marketing

- Targeted/geolocation digital ads
- Sponsored social media posts
- Inclusion in event recap videos or photo galleries

Event App

- App presenting sponsorship
- Deeplinked banner ads
- Deeplinked rotating ads
- Branded giveaway/raffle
- Access to user data and demographics

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
- Sponsored promo video

Logo Placement

- Logo on event website & app
- Logo on event promotional materials (flyers, banners)
- Logo on event signage, backdrops, emails, web

Customized Activations

- Dedicated booth or exhibition space at the event venue
- Showcase products and/or services on the field or in the Court of Champions
- Interactive experiences or activations
- Access to event attendees, including data collection onsite

VIP Treatment

- VIP passes for early event access
- Access to a dedicated VIP lounge
- Meet and greet with event speakers or celebrity chefs

Branding and Collateral

- Branded merchandise (t-shirts, caps, bags, cutlery, etc)
- Customized event collateral (brochures, flyers, handouts)
- Branded banners or signage at the event

Networking Opportunity

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

Onsite Advertising

- Advertisement in event app
- Display ads or logo on Rose Bowl big screen
- Branding on event stages or lounges

MASTERS



OF TASTE

CONTACT ME TODAY TO GET STARTED ON YOUR
SPONSORSHIP BENEFITS!

Mario Galeano, *Sponsorships*
626.766.2769

mario@mastersoftastela.com

100% of proceeds benefit

UNION
STATION
HOMELESS
SERVICES

CONNECTION
HOME
COMMUNITY

MASTERSOFTASTELA.COM