



Sponsorship Opportunity

St. Louis, Missouri

April 14, 2010



The Tour

Now, you can partner with one of the best brands in cable television and the #1 food show on cable

- **Top Chef: The Tour 3** offers Bravo's passionate fan base exclusive access to Top Chef talent, and the unique opportunity to personally interact with the show live in their hometowns.
- **Top Chef: The Tour 3** will feature a new and improved seating layout PLUS more engaging onsite activities.
- Visiting 20 key markets across the country at farmers' markets, green markets, malls, food related events and other high traffic locations.
- On the road April - June 2009.



2009 Tour: The Success

The tour traveled 18,746 miles, stopped in 21 key cities and hosted 3 consumer demos at 30 events, which resulted in 9k+ Top Chef fans served inside the truck alone.

- 6k+ consumer impressions estimated per day.
- 22 local advertisers took advantage of this unique opportunity to reach hundreds of consumers on-site via sampling, promo spots and signage.
- Online tickets for all cities were sold out within hours.
- Most locations reported increased foot traffic on days when tour was in town.
- Fans waited on long lines to get chef's autograph's in between demos.
- National & local press coverage included local broadcast coverage in key markets like Chicago, Raleigh, St. Louis and Little Rock



View of stage and truck without cover



Footprint Facts

- 60' x 40' level ground open space
- Event will be located next to the Soulard Farmer's Market on Wednesday, April 14, 2010 – *THE FIRST STOP OF THE TOUR!*
- 44' trailer containing electricity and water supply complying with standard cooking codes
- Additional area for staffed interactive activities such as Photo Booth, Putting Green & 'Guess the Scent' game
- National tour Presenting Sponsor: Dial (Nutriskin Body Wash)





The Experience



The Demo

- An experience that replicates the challenges on the series, complete with cooking demos, gourmet tips and show secrets
- 2 "Top Chefs" will appear in St. Louis – Eli Kirshtein (Season 6) and Nikki Cascone (Season 4)
- Guests will receive free, seated tickets at each demo
 - Consumers pre-register for tickets at Bravotv.com and waiting list on-site
- 4 interactive shows throughout the day
 - 10:30am, 12:00pm, 1:30pm – reserved for the public
 - 3:00pm – reserved for Charter & local sponsor guests
 - Demos are each one hour with ½ hour in between
- A promo reel will run on screen before each demo and include Top Chef clips, Charter Communications and sponsor's commercials



The Experience

Onsite Activities

- Exclusive “Quickfire Challenge” activity - guests will be blindfolded and challenged to recognize spices/herbs by scent.
- Guests can sharpen their golf skills on the “Putting Green” to win Top Chef branded prizes.
- Top Chef Photo Moment: Have your picture taken with life-sized photo replicas of Tom and Padma at the “Judges’ Table”; guests will be able to download photos at Bravotv.com/thetour
- National Tour Sponsor Dial (Nutriskin Body Wash) will have a table and distribute samples
- Chefs will be available in between demos for Q&A and autographs
- Bravo/Top Chef merchandise for sale, including exclusive tour items
- Guests without seats can view demo from outside seating area or from plasma TV in activity area



The Opportunity

You can partner with the #1 food show on cable! Top Chef: The Tour creates an integrated marketing plan in each market, generating enthusiasm and buzz for each of the stops. As an official partner, sponsor can enjoy these benefits:

- 15 tickets to the 3:00 pm demo reserved for sponsor clients, Charter Communications and Media guests.
- Logo and audio mention on 100 taggable :20/:10 spots promoting Top Chef: The Tour 3 to run one week prior to the event.*
- Logo and audio mention on 100 taggable :20/:10 spots promoting other TBD Bravo programming to run after the Top Chef the Tour event.*
- Sponsor will be provided a 6'x2' table to promote your services.**
- Sponsor will have logo featured on 2'x6' banners within the footprint of the truck.
- Sponsor's pre-produced commercial will run on two 42" plasma TVs throughout the day. One monitor will be placed under the canopy and another outside by activity section. Will run at least 16 times throughout the day. Sponsorship does not include spot production.
- Meet and Greet with Chefs.
- Inclusion in local press release.

*Two equal sponsorships are available. Tag will be shared with one other sponsor.

**Affiliate/Local Advertiser can not bring their own table drape - will be Top Chef branded.



The Timeline

Deliverables

- Logo in eps format delivered no later than **March 29**
- Local press release distributed week of **April 5**
- 100 promotional spots to run beginning the week of **April 5**
- 15 Names for VIP Demo delivered by **April 12**

