

Los Angeles Times

FOOD BOWL 2021

LA WE'RE
OPEN

#SUPPORTLOCALRESTAURANTS



A photograph of the Los Angeles Times building at night. The building is a multi-story structure with many windows, some of which are illuminated from within. The name "Los Angeles Times" is visible in large, illuminated letters on the top of the building. The sky is dark blue, and there are some trees in the foreground.

Los Angeles Times

A NEW ERA FOR A STORIED BRAND

Trusted. Credible. Ambitious.
Thousands of Journalism Awards
We are the largest publisher west of NY & DC!

5,500 pieces of content produced every month

87 Million Monthly Unique Visitors

181 Million Monthly Page Views

139 Years

47 Pulitzers

1 Iconic Brand

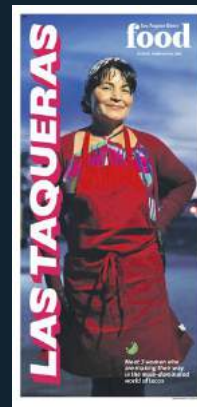
MULTICULTURAL MECCA

- California is **the most diverse state** in the United States. The top multicultural cities include Los Angeles, Stockton, Oakland, Sacramento, Long Beach and San Jose.
- **#1** Hispanic market in the U.S. (48% of L.A. population)
- **#1** gateway to the Asia Pacific
- **2nd** largest DMA in the nation
- Home to people from over **140 countries**, speaking more than **200 languages**
- **Dozens of ethnic enclaves** within miles of each other: Chinatown, Little Tokyo, Little Armenia, Koreatown, Historic Filipinotown, Thai town, Little Ethiopia, Little Bangladesh, Olvera Street, Leimert Park and more.

WE CELEBRATE ALL CULTURES

Food Bowl will have a renewed focus on celebrating the cultures and cuisines that make Los Angeles the world's culinary capital. With events showcasing African American, Asian, Latinx, Middle Eastern and Native American food culture.

- **55%** of Food Bowl attendees are multicultural
- Multicultural adults account for **54 million page views** per month to latimes.com
- We reach over **14.5 million** Hispanics, Black/African Americans, Asian/Native Hawaiian/Pacific Islanders and American Indian/Alaska Natives.
- We are the Hispanic leader, reaching over **7 million** in the U.S.
- L.A. Times en Español is the largest print delivery program in the U.S., delivering to over **500K households** every week.
- L.A. Times food offers cooking and baking recipes from diverse global cuisines.



Los Angeles Times food

L.A. Times Food helps our audience understand the who's, how's, and whys behind the diverse and dynamic food that we cook, eat, and crave in Los Angeles and beyond.

- EXPERIENTIAL
- DIGITAL
- VIDEO
- SOCIAL
- INTERACTIVE HOW TO'S
- RECIPES
- NEWSLETTERS
- AR
- MAPS
- VIRTUAL
- CUSTOM CONTENT



FOOD BOWL BY THE NUMBERS

2020's Takeout & Give Back program delivered a series of unique virtual and in-person events including the Delivery and Restaurant Guide, Cook-A-Thon, Drive-in BBQ, Fine Feather Bourbon Brunch at Vibiana and a fried chicken pop-up featuring Den x Destroyer.

222M+ campaign impressions

100K+ Food Bowl participants

96K+ Cook-a-Thon viewers

40+ participating restaurants and chefs around the world



CHARITY PARTNERS

The 2020 festival raised awareness and funds to fight hunger, food insecurity and support frontline healthcare workers through our charity partners **World Central Kitchen** and the **Los Angeles Regional Food Bank**.

\$500K+ raised for our charity partners since 2017.

2021 charity partners to be announced.





WELCOME BACK FOOD BOWL 2021

Food Bowl is proud to announce a new iteration of the festival, launching in May 2021.

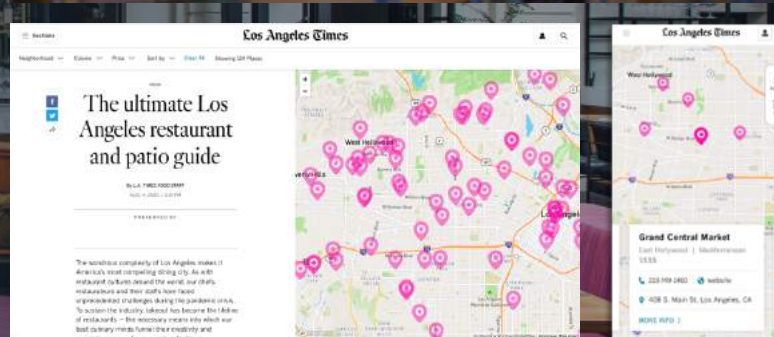
This three-month event celebrates the diversity and glorious mosaic of L.A.'s cultures and cuisines and continues to support local communities and restaurants. The festival will include both annual classics and newly reimagined events.

SUPPORT LOCAL RESTAURANT & PATIO GUIDE

The interactive directory showcases restaurants in L.A. that have reopened their doors for dine-in, patio service, and takeout. It will feature interactive guides from our leading critics and journalists with a focus on specific attributes and neighborhoods. The list will be updated in real-time and will grow daily, culminating in a comprehensive database of every restaurant in L.A.

Sponsor Opportunity:

- The guide will feature 100+ restaurants open for dine-in, patio and takeout and will be promoted heavily over the course of 3 months
- Your logo integration will be on the main guide page along with internal pages
- Opportunity for 100% ownership of the hub



NIGHT MARKET PATIO SERIES

Night Market is an outdoor celebration of L.A.'s multicultural food scene. This year, we'll host special collaborations and pop-ups at top L.A. restaurants with Covid-safe outdoor dining and tailored sponsor activations.

Potential partners and themes include:

- Mexican - Guelaguetza
- Soul Food - Post & Beam
- Asian - Far East Plaza
- Native American & Indigenous cuisines
- Southern - Redbird & Vibiana
- BBQ & Burgers - Everson Royce Bar
- Korean - Spoon by H
- Chinese - San Gabriel Valley
- South East Asian - EP & LP
- Middle East - Bavel / Glendale
- Filipino - Spoon & Pork
- Grand Central Market



COLLABORATION LAB



Held across Los Angeles with select 101 Best Restaurants, renowned chefs will come together to create one-of-a-kind collaborations, giving foodies a harmonious blend of L.A. and global cuisine.

2021 special guests could include Sean Sherman (Sioux Chef), Ben Shewry (Australia), Jay Fai (Thailand), Zaiyu Hasegawa (Japan), Ana Ross (Slovenia), Rosio Sanchez (Denmark) and Tootsie Tomanetz (Snows BBQ, Texas).

Sponsor Opportunity:

- Custom opportunity to integrate/showcase products in collaboration meal kit
- Pre and post event "presented by" language
- Logo inclusion in promotional marketing including web, email and social media channels

L.A. TIMES FOOD FORUM

The L.A. Times Food Forum brings together the restaurant industry's most distinguished chefs and culinary stars in a virtual panel discussion moderated by an L.A. Times editorial food host. Topics can include the resilience of the restaurant scene during the pandemic, "back to business" strategies, 2021 culinary trends, new projects, rising chefs to look out for, and much more.

Event proceeds can be donated to participating charity partners to fight hunger, food insecurity and support frontline healthcare workers.

Sponsor Opportunity:

- Pre and post event "presented by" language
- Brand inclusion in the logo lock-up for the event
- Integration with social media channels including secret recipes and pre-promotion
- Pre-roll commercial before livestream and end card logo inclusion
- Custom hospitality opportunity to integrate/showcase products during virtual experience



GOLD AWARD

The Gold Award is given to a California chef annually, with the idea of honoring culinary excellence and celebrating true icons in the industry.

The founding and current driving forces behind Post & Beam — Brad and Linda Johnson, Govind Armstrong and John and Roni Cleveland — are 2020's recipients of the Los Angeles Times Gold Award.

Sponsor Opportunity:

The award will be announced in the L.A. Times and feature a video story, interview and virtual event integration.



RESTAURANT OF THE YEAR

While there is no single way to capture the essence of the food scene in Los Angeles, our Restaurant of the Year Award is one way to celebrate what this city is becoming increasingly known for: inventive, distinctive and captivating food.

2020's Restaurant of the Year was awarded to Josef Centeno's Orsa & Winston. In 2021, we'll celebrate a new inductee with an exclusive dinner reception experience, followed by an exquisite three-course meal.

Sponsor Opportunity:

The award will be announced in the L.A. Times and feature a video story, interview and virtual event integration.



COCKTAIL OF THE MONTH

The L.A. Times will partner with participating restaurants to create signature cocktails from May to June using specialty alcohol blends.

- Each restaurant mixologist will create their very own signature cocktail to pair nicely with guests dine-in or takeout meals
- Pre-fixed cocktails and/or cocktail kits will be included with each restaurant dinner

Sponsor Opportunity:

- Integrate brand/product as the main alcohol sponsor for Food Bowl's Cocktail of the Month
- Logo inclusion in promotional marketing including web, email and social media channels
- Possible how-to mixology class for VIPs



Los Angeles Times **SPONSORSHIP**

	\$200,000	\$50,000	\$25,000
COMPONENTS			
3 rd Party Events (Night Market Patio Series, Collaboration Lab, Cocktail of the Month)	Integration Opportunity is Available	Integration Opportunity is Available	Integration Opportunity is Available
Restaurant and Patio Digital Guide on latimes.com	100% SOV	-	-
L.A. Times Food Forum	Multiple Integration Opportunities are Available	Integration Opportunity is Available	Integration Opportunity is Available
Gold Award	Integration Opportunity is Available	-	-
Restaurant of the Year	Integration Opportunity is Available	-	-
MEDIA EXPOSURE AND MARKETING INCLUSION: Benefit from multi-faceted promotional campaign across all L.A. Times platforms			
Press Releases: A press release prepared by the LOS ANGELES TIMES announcing your company's integration will be sent to media outlets throughout the nation	■	■	
Print Ad Support: Your logo will appear on all announcement ads (Full, Half and / or Quarter Pages)	■	■	
Podcast :15 sec Mid-Roll (On select L.A. Times podcasts)	■	■	
Brand amplification through Food Bowl promotional dedicated emails: Thank You email, and post-event survey email (2 emails)	2	1	
Digital Ad Support: Your brand will appear within the digital advertising units promoting the event			
Digital: ROS w/ emphasis on Food, Lifestyle, and Recipe Sections + Apple News	■	■	■
Digital: L.A. Times Homepage Sponsorship & Food and Lifestyle Section Sponsorship	■	■	
Digital: Pre-roll video - L.A. Times & YouTube channels	■	■	■
Digital: "Tasting Notes" Newsletter Sponsorship & "Cooking" Newsletter Sponsorship	4	2	1
SOCIAL AMPLIFICATION			
Social posts (IG, Twitter, FB) of participating chefs / culinary influencers	1		
Brand amplification through organic social posts (FB, Twitter, IG) & Branded Handshakes on Facebook	4	2	1
Opportunity to work with social teams to create custom social content and curate a social strategy around sponsorship e.g. social sweepstakes, ticket giveaways, etc.*	■	■	

*Activation costs, delivery and coordination are sole responsibility of sponsor

A chef in a white uniform is plating a dish in a kitchen. The chef is using a spoon to drizzle a sauce over a piece of seared fish on a white plate. The plate is part of a line of identical dishes being prepared. The background shows a kitchen counter with various items like a white pitcher and a white cup. A large, dark blue circle with a yellow border is overlaid on the left side of the image, containing the text "THANK YOU Los Angeles Times".

THANK YOU
Los Angeles Times