



### LOS ANGELES IS THE FOOD **CAPITAL**

Its diverse food is rich in culture and flavor. The rest of the country looks to L.A. as a leader in culinary culture.



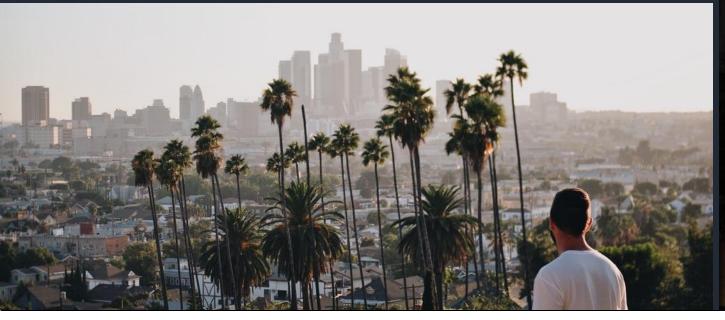


#### AND THE L.A. TIMES IS WHERE YOU LEARN ABOUT

It's the L.A. Times' unique California perspective that sets us apart from other publishers

The largest publisher west of NY & DC

40 million UVs | 75 million PVs



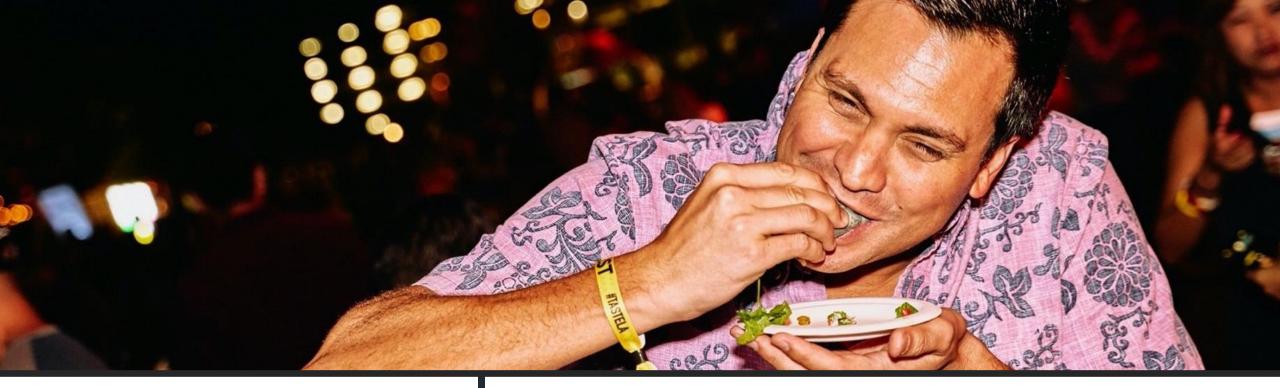




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**FOOD DRINKS CULTURE RECIPES RESTAURANTS EVENTS** 









## 6 MILLION FOODIES AND GROWING

### Los Angeles Times **100a AUDIENCE**



#### **FOOD & DRINK LOVERS**

- We reach more consumers than top sites like Thrillist, Eater, The Infatuation, Bon Appetit, Food 52, Tasty, LAist, Yummly, Food & Wine and more
- We reach over 18 million women monthly A25+
- We reach 3 million A25-34 Black, Asian/Native Hawaiian/Pacific Islander, and Hispanics monthly
- We've reached over 2.2 million Scotch Whiskey drinkers in the last 30 days
- 1 in 2 readers drink spirits
- We drink all kinds of beer, but imported is our favorite
- We have over 3 million wine drinkers (64% of our readers)
- They are 40% more likely to dine at the latest restaurants

#### **BIG SPENDERS**

- 5 million readers spent \$1,000+ on travel in past 6 months. In fact, 2.4 million spent \$2,500+
- 3 million took 3+ domestic trips in the past year
- Almost 27% (10 million) will likely purchase a car in the next 6 months





# **RENOWNE CHEFS FROM ALL OVER THE WORLD**











### **SOCAL'S PREMIERE FOOD EVENT**

Food Bowl is SoCal's largest food festival celebrating Californian cuisine with events held across Los Angeles and beyond.

The festival will include:

- Opening Night Launch Party
- Night Market grand tasting events
- Gold Award dinner and ceremony
- Restaurant of the Year dinner and ceremony
- One-of-a-kind collaborations and dining experiences with top international chefs, restaurants, pop-ups, bars and more
- Panel discussions
- Charity projects
- Farm-to-table dinners
- Art, film, food, music and much more...









### **OPENING NIGHT** LAUNCH **PARTY**

SEPTEMBER 2022

We'll kick off Food Bowl with an opening night launch party. An intimate evening announcing the annual culinary celebration with the L.A. Times food editorial team, top chefs and dinner from one of L.A.'s top restaurants.



### **NIGHT MARKET**

SEPTEMBER 2022







#### A multi-day grand tasting style event

- Dishes from the city's top restaurants
  - Starchefs
  - Live music
  - Festival booths
  - Food trucks
  - Cooking demos & lessons
    - Mixology & tastings
      - Craft brews
    - Sponsor activations
    - 5,000+ attendees



#### **FEATURE EVENTS**

SEPTEMBER 2022







Throughout the month of September, we'll host culinary events across L.A. celebrating the city's diverse food scene:

- Gold Award given to a California chef annually, with the idea of honoring culinary excellence and celebrating true icons in the industry.
- **Restaurant of the Year** an award given to a restaurant that has delicious food and a sense of purpose.
- International Star Chef Collaborations
- Panels and culinary conversations
- Farm-to-table dinners

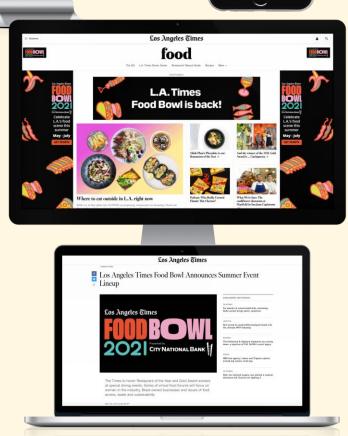








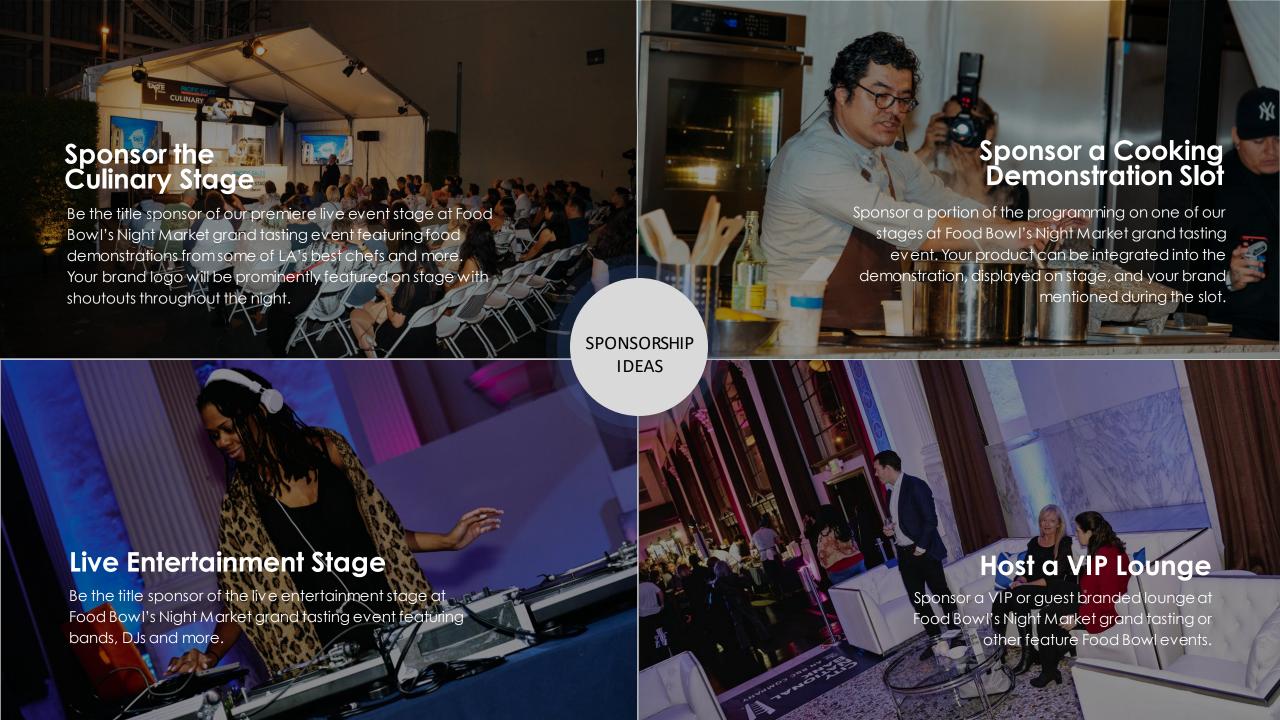




# MULTIPLATFORM MARKETING

**42 million+** total advertising impressions worth over **\$895K** in media value.

Sponsors will benefit from the multiplatform six-figure marketing campaign generating tens of millions of impressions.





#### PARTNERSHIP PACKAGES

Co-Presenting Rights Package Available (\$500,000)

	GOLD \$250,000	SILVER \$100,000	BRONZE \$50,000
Fully customizable activation space with selling, sampling and email collection opportunities*	Yes - custom footprint	Yes - up to 300 sq ft within preferred area	Yes - up to 100 sq ft within preferred area
Sponsor a stage at the Night Market event	Yes	-	-
Sponsor a cooking demonstration slot at the Night Market event	Yes	Yes	Yes
Category exclusivity (Financial category excluded)	Yes	-	-
One gobo placement featured throughout the event	Yes	-	-
Work closely with the festival team to create special codes, contests and messaging for maximum exposure to fans and attendees	Yes	-	-
Live shout out & recognition by the DJ Throughout the night	Yes	Yes	Yes
Logo inclusion in a branded onsite photo opportunity, such as a step & repeat where people take pictures and share on social	Yes	Yes	-
Logo inclusion on "Thank You" banners located on-site	Yes	Yes	Yes
Logo in pre-event advertising campaign. Benefit from multi-faceted promotional campaign across all L.A. Times platforms:			
Logo on all digital advertising – Millions of impressions!	Yes	Yes	-
Logo on all print ads (2.4 million weekly readers) with sponsor level designation	Yes	Yes	Yes
Logo on all emails sent to hundreds of thousands with sponsor level designation	Yes	Yes	Yes
Logo on the official event website with sponsor level designation	Yes	Yes	Yes
Post-event Thank You Email + Survey	50 Words + Logo	-	-
An organic social mention and/or tag on the L.A. Times Events social channels (FB, TW, IG) promoting your activation or involvement at the event**	Yes	Yes	Yes
Hospitality Tickets to each event	10	6	4

<sup>\*</sup>Activation and production costs are sole responsibility of Sponsor. Final space layout is subject to change based on event and venue.

<sup>\*\*</sup>Quantity to be determined and approved by the L.A. Times Social Team based on promotional flight, media plan and sponsorship level designation.











#### **SURF CITY**

#### SUSTAINABLE SEAFOOD DINNER

MAY 12, 2022

Los Angeles Times Food Bowl has partnered with **Outstanding in the Field** to bring you an extraordinary dinners at iconic outdoor locations. We'll bring some of L.A.'s best chefs while shining light on important sustainability and environmental topics.

- L.A., O.C. and local Huntington Beach chefs will create a sustainable seafood menu for guests to enjoy outside at the Huntington Pier
- Surf City Nights in collaboration with a local market
- Up to 500 attendees



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MAY 19, 2022

Exploring the latest culinary trends from Los Angeles to New York. We'll bring together an all-star line-up of the top chefs and restaurants from America's two biggest food cities for the ultimate east / west coast collaboration.

An L.A. Times Food Editor will select leading restaurants to serve up exclusive bites as chefs from both cities will create unique dishes to serve to over 500 attendees.



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