



Presentation Date: September 2022

**TASTE**  
OF THE NFL

**GENYOUTH**  
CREATING HEALTHIER SCHOOL COMMUNITIES™





**Taste of the NFL is the largest, purpose-driven event held in conjunction with the Super Bowl each year, which draws 2,500 foodie and football fans. Proceeds benefit GENYOUth's End Student Hunger Fund which helps increase access to and participation in school meals among youth in at-risk communities.**

**Taste of the NFL-AZ will be AZ Super Bowl LVII's biggest give-back-to-the community event!**



## About Us

GENYOUth is a nationally recognized leader with the mission of creating and building healthier school communities throughout the nation. GENYOUth's success is based on continuing to increase access to healthy food and physical activity opportunities for youth. We have an established program footprint in 73,000 U.S. Schools, reaching 38 million students.



# GENYOUTH's End Student Hunger Fund

## TASTE OF NFL

All proceeds go  
to GENYOUTH's  
End Student  
Hunger Fund

## Food Insecurity

For more than  
30 years the  
NFL has helped  
tackle the 1 in 8  
kids who are  
food insecure

## Results

Taste of NFL 2022  
raised over \$1.5  
million and helped  
to deliver 93  
million school  
meals

# TASTE OF THE NFL AT SUPER BOWL LVII

Now in it's 31st year

32

Top chefs gather to  
showcase their  
best recipes

30+

NFL Players on  
hand to interact  
with guests

2,500

Event attendees





# Taste of the NFL at Super Bowl LVII

- Bring Good Food, Good Life to Foodies and Football Fans Alike
- Pre-eminent purpose-driven event held during Super Bowl weekend – **Saturday, February 11, 2023 at Chateau Luxe in Phoenix.**
- Experience celebrity chefs, Arizona's best restaurants, creative cocktails, and premier wines
- Autographs from 30+ NFL players
- A silent auction featuring hundreds of sports memorabilia items
- Live auction for 2 pairs of Super Bowl tickets
- Appearances by national and local celebrities
- Ticket Price: VIP– \$950, General Admission – \$750





# Taste of the NFL 2023: Chateau Luxe, Phoenix







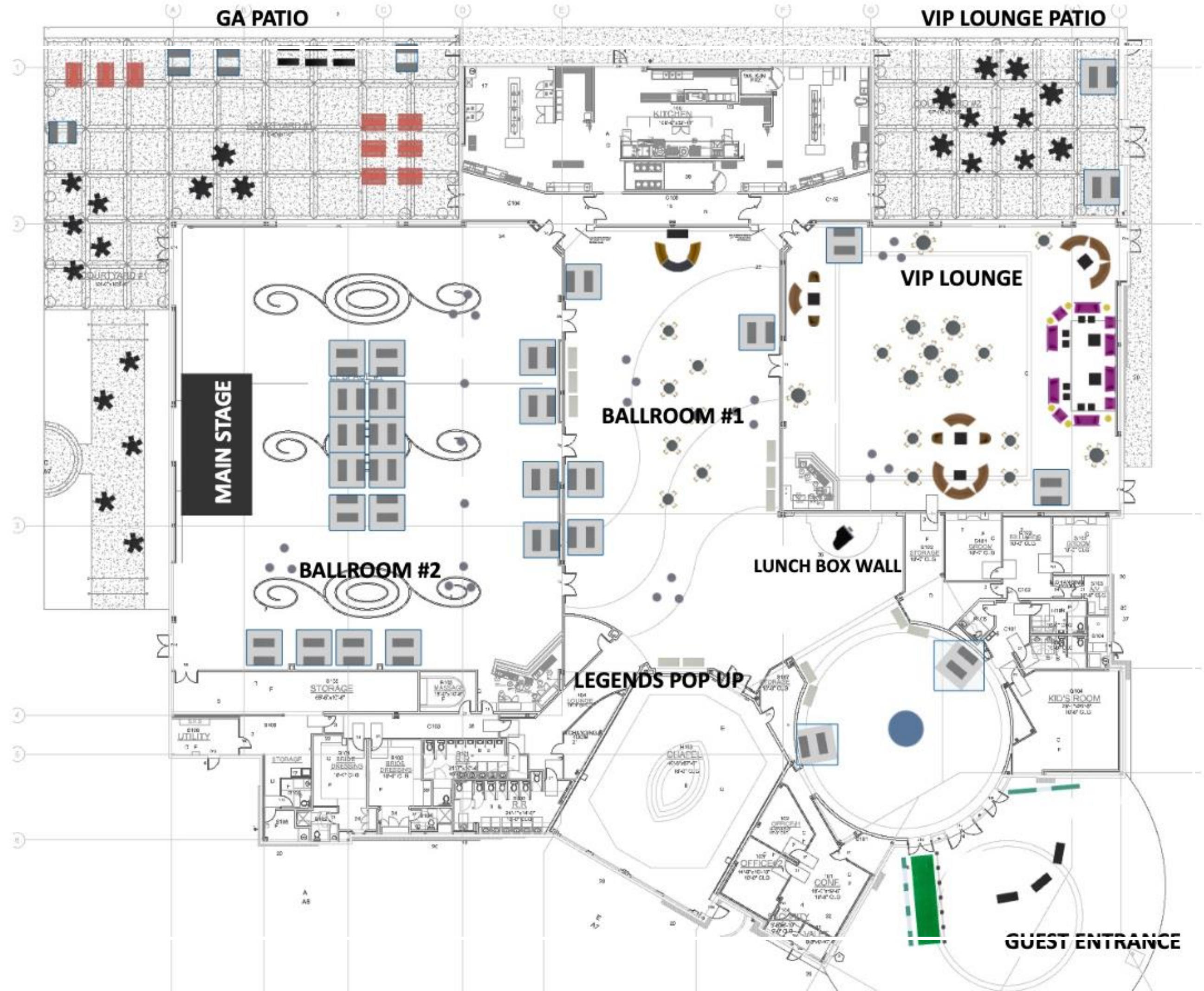






Preliminary Floor Plan as of 11.8.22

-  DISPLAY PIECE
-  CHEF STATION
-  SILENT AUCTION
-  HI BOY TABLE
-  COCKTAIL TABLE
-  COCKTAIL TABLE
-  48" ROUND
-  PICNIC TABLE







## Hosted by five Celebrity Chefs joined by top local chefs

Each celebrity chef will provide  
signature recipes for our guests  
to enjoy.

Top Row:

Tim Love, Carla Hall, & Andrew Zimmern

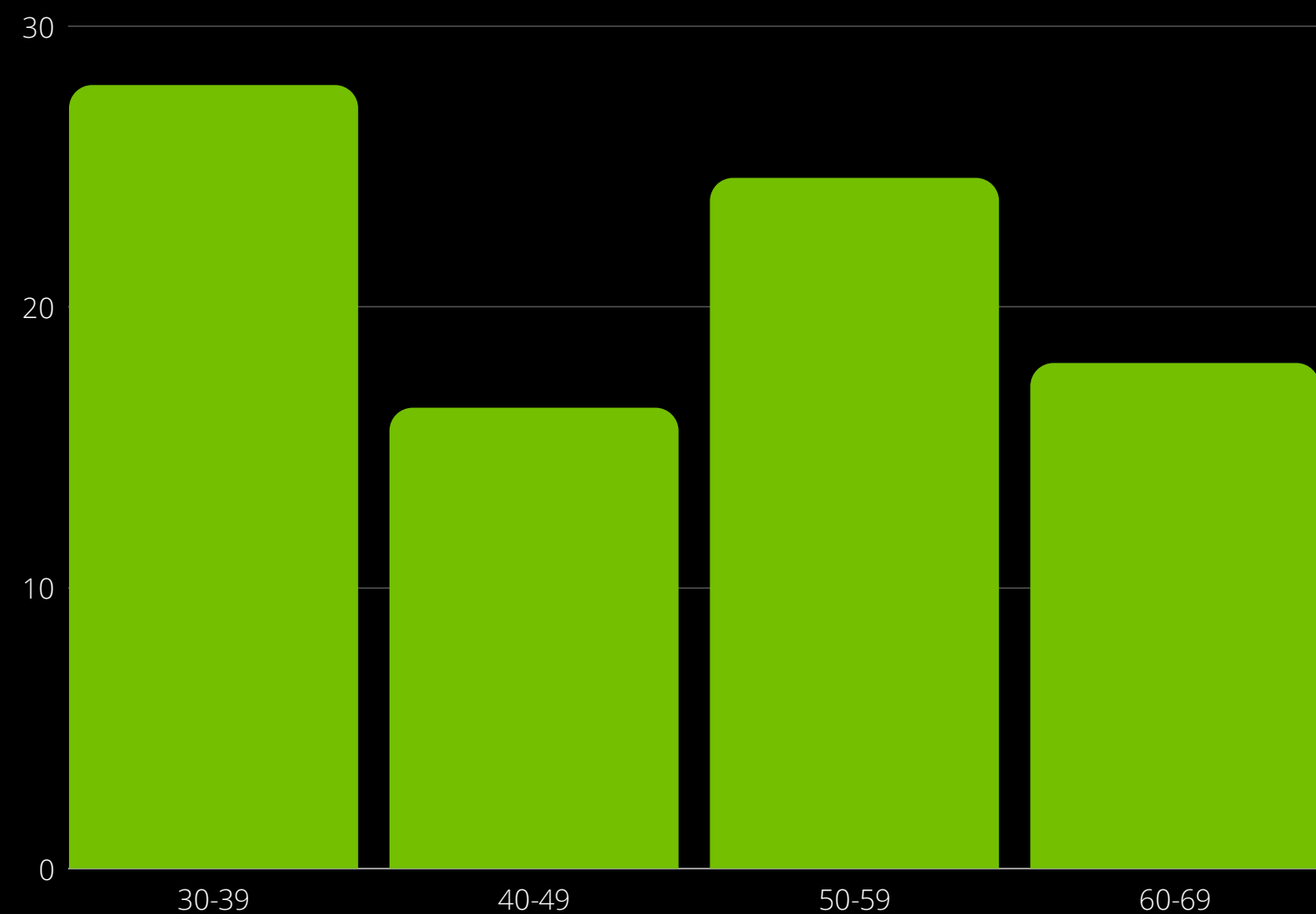
Bottom Row:

Mark Bucher & Lasheeda Perry

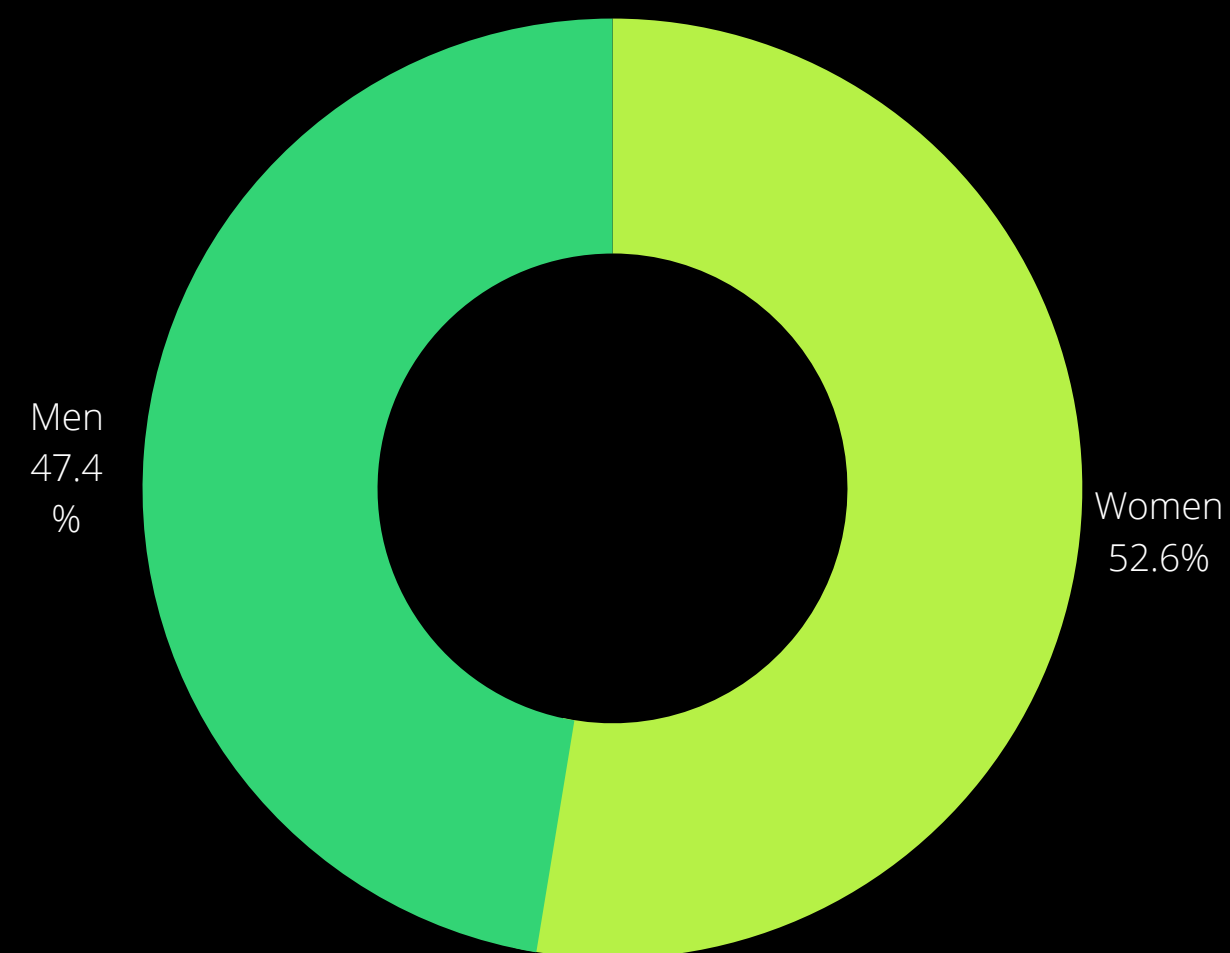
Local Phoenix chefs will include: Beau MacMillan | Mark Tarbell | Christopher Gross | Chris Bianco | Samantha Sanz | Phillip 'Flip' Isard | Sandra Kazouh | Ryan Clark | Lori Hashimoto | Rene Andrade | Maria Mazon | Christopher Collins + more



# 2022 Taste of the NFL Attendee Demographics



Age

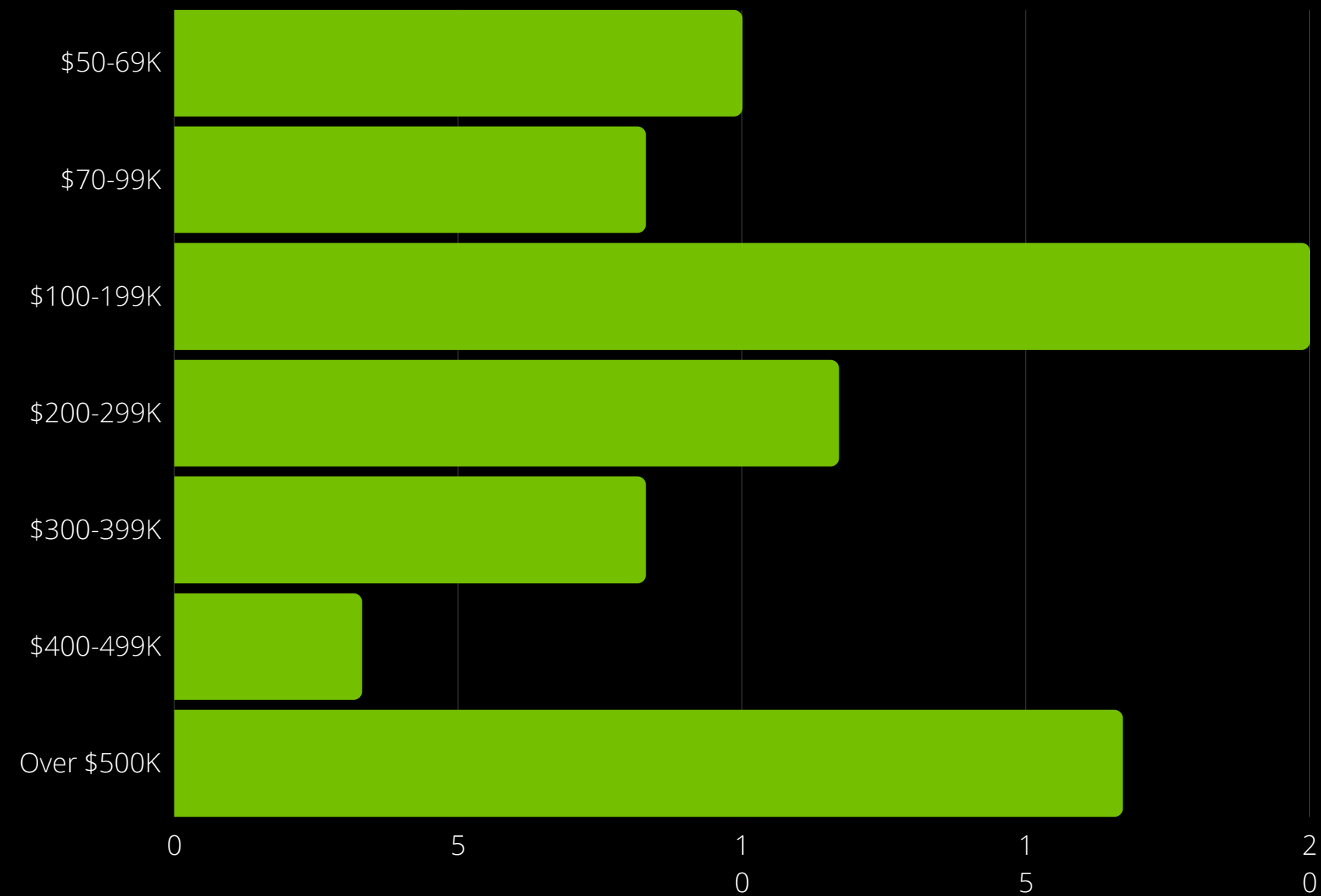


Gender



# 2022 Taste of the NFL Attendee Survey Results

## Annual Household Income



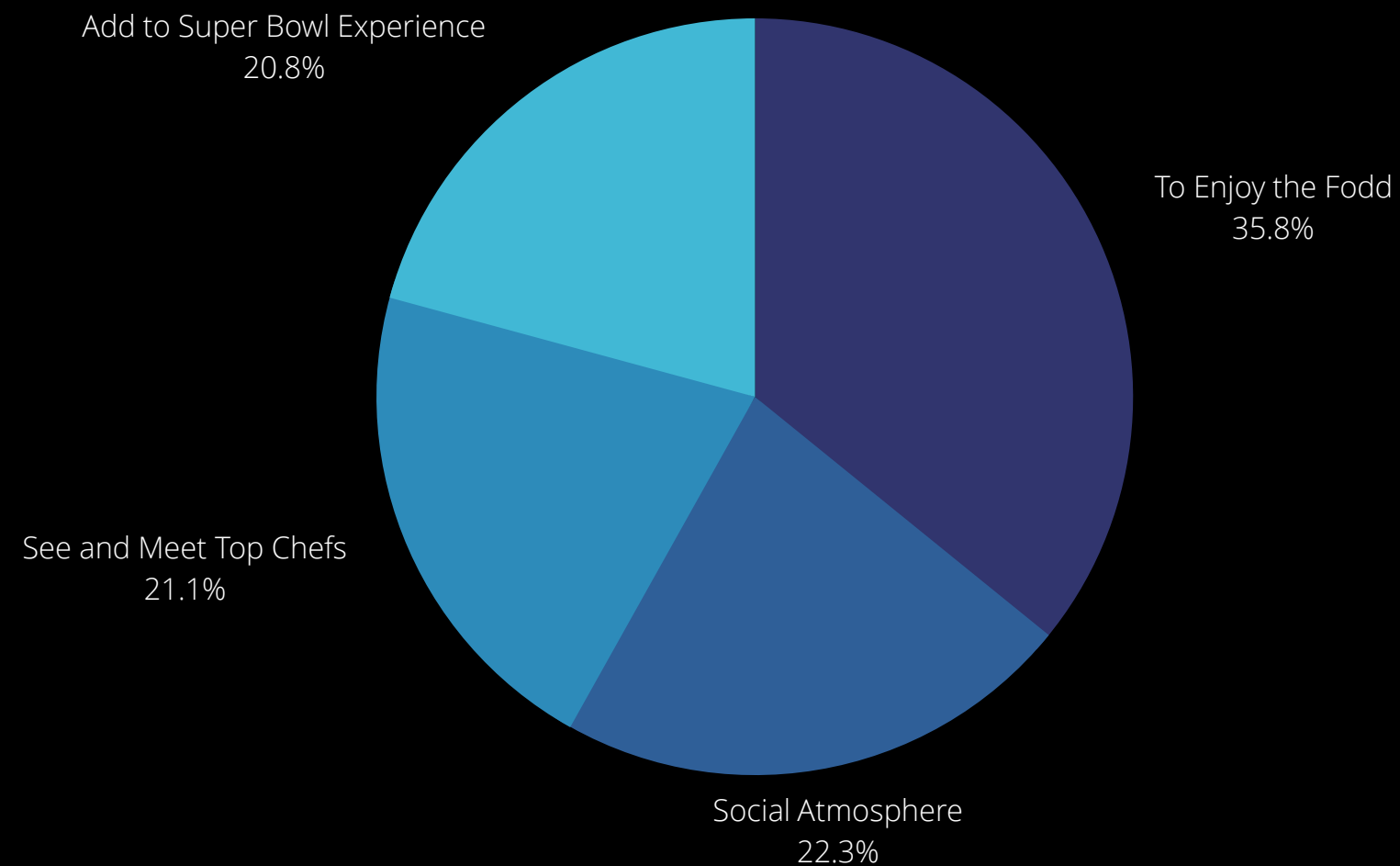
## Partnership Value - Purchase From Partner



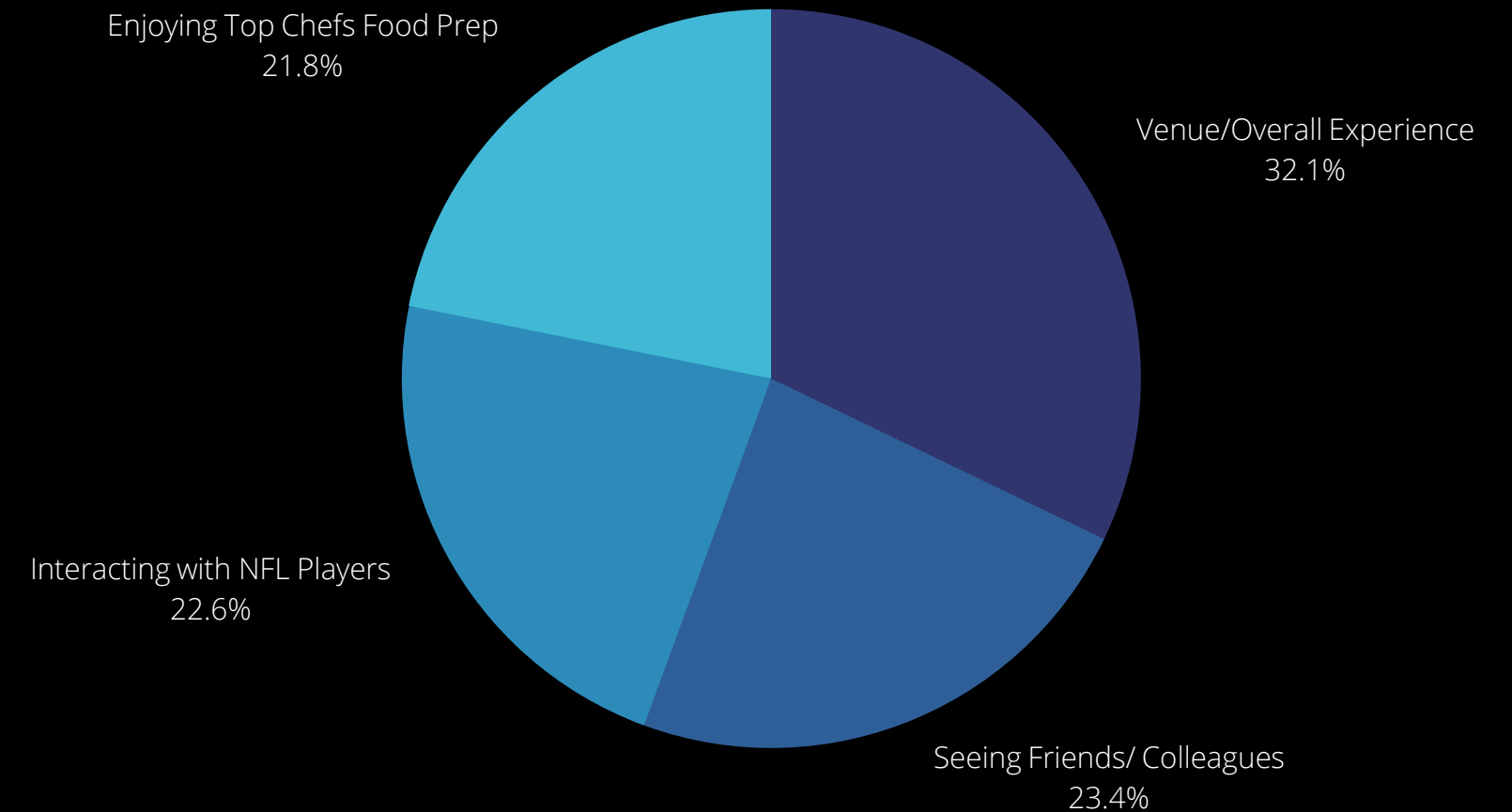


# 2022 Taste of the NFL Attendee Survey Results

## Top Reasons for Attending



## Liked Most About Attending





# Friday Night Huddle

NFL players, Sponsors, VIPS, and Staff will be invited to an intimate "Pre-Game" Rally the Friday night before Taste of the NFL to celebrate our hard work and get ready for the biggest food event of Super Bowl LVII.

**What:** Friday Night Huddle – cocktail party with heavy appetizers and beverages

**Who:** 150 Guests – NFL players, Sponsors, VIPS, and Staff

**When:** Friday, February 10, 4–6 pm

**Overview:**

Guests will mix and mingle and players will receive instruction on the next day's activities through this briefing session. A short program to recognize our team will be moderated by GENYOUth's CEO, Ann Marie Krautheim.





# 2023 Taste of the NFL Sponsorship Benefits

- Custom Activation Footprint
- Ability to curate signature samples
- Social Media Posts
- Event Tickets
- Gift bag integration
- Onsite Branding & Logo integration
- VIP Welcome reception cocktails
- Chef cooking integrations
- End Student Hunger Logo Rights

Budget: \$25,000





# Thank You!



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