

An aerial view of the New York City skyline at sunset. The sky is a mix of blue and orange, with scattered clouds. The city is densely packed with skyscrapers, including the Empire State Building and the Freedom Tower. The water of the harbor is visible in the distance.

Los Angeles Times

Coast <sup>TO</sup>  
Coast

PARTNERSHIP OPPORTUNITIES  
MAY 2024

Los Angeles Times

# Coast TO Coast

Presented by

**CITY NATIONAL BANK**  
AN RBC COMPANY

WE'RE BRINGING L.A.'S BEST CHEFS TO NYC

## **TWO** CULINARY CAPITALS. **ONE** BIG EVENT.

**Date:** Tuesday, May 7, 2024

**Time:** 7:00 – 9:30pm (VIP - 7pm, GA – 7:30pm)

**Location:** The Lighthouse (Pier 61 Chelsea Piers, Manhattan)

**Attendees:** 600

Two culinary capitals will come together for one special night in NYC for the ultimate west / east coast collaboration.

The Times food staff will invite an all-star line-up of renowned chefs and restaurants from Los Angeles and New York to serve their favorite dishes and celebrate the bicoastal culinary scene.





PUT YOUR BRAND IN  
FRONT OF AN  
AUDIENCE OF  
**AFFLUENT NEW YORK  
BASED 21+ FOOD AND  
SPIRIT ENTHUSIASTS**

**Attendee Snapshot:**

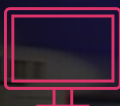
- 50% of attendees had HHI of \$100K+, and 33% have HHI of \$75K+
- 50% male, 50% female
- 67% of attendees were age 25-35
- 25% of attendees were age 36-45
- 93% of attendees hold a college degree



# MARKETING MUSCLE

THE #1 MEDIA PLATFORM IN L.A.

NATIONAL REACH



## DIGITAL

Millions of impressions reaching 41 million monthly unique visitors



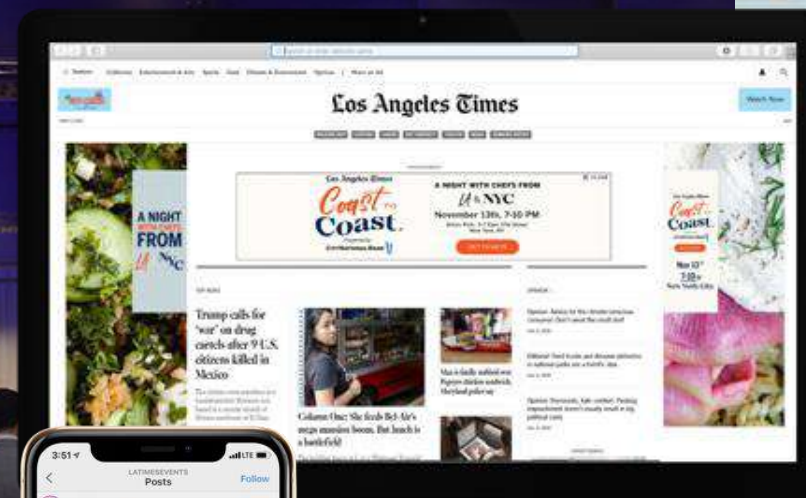
## SOCIAL

Event driven content strategy reaching millions of followers and their collective groups



## EMAIL

Targeted and tracked to millions of subscribers



only, enjoy signature bites from notable chefs from both coasts. ... DIRECT FROM L.A., A FOOD EVENT YOU CAN'T MISS. November 13th, 7-10 PM. Ticket Price: \$99. GET TICKETS



Note: The final media mix and promotional plan will vary.  
Source: Digital (Google Analytics, Jan. – June 2021 Avg.), Readership (Scarborough LA 2020 R2).

SEE YOUR BRAND NEXT  
TO SOME OF THE  
HOTTEST CHEF TALENT IN  
THE COUNTRY

# RESTAURANTS FROM LA AND NEW YORK BRINGING THEIR BEST

## RESTAURANTS FEATURED IN THE PAST

### NYC

Cervo's, Dame, Forsythia, Gotham Bar & Grill, Jeju Noodle Bar, Kimika, Lure Fishbar, Lysée, Mena, Nami Nori, Russ & Daughters, Semma, Superiority Burger, West-bourne

### LA

Birdie G's, Rustic Canyon, El Ruso, Eric Wareheim (Actor, Cookbook Author), Howlin' Rays, Las Jaras Wine, Mariscos Jalisco, Moo's Craft BBQ, Nicole Rucker, Phenakite, Porridge + Puffs, Sqirl



Ed Szymanski of Dame



Michelin Starred Chef Jeremy Fox of Birdie G's and Rustic Canyon



Eric Wareheim (Foodheim Cookbook, Las Jaras Wine)

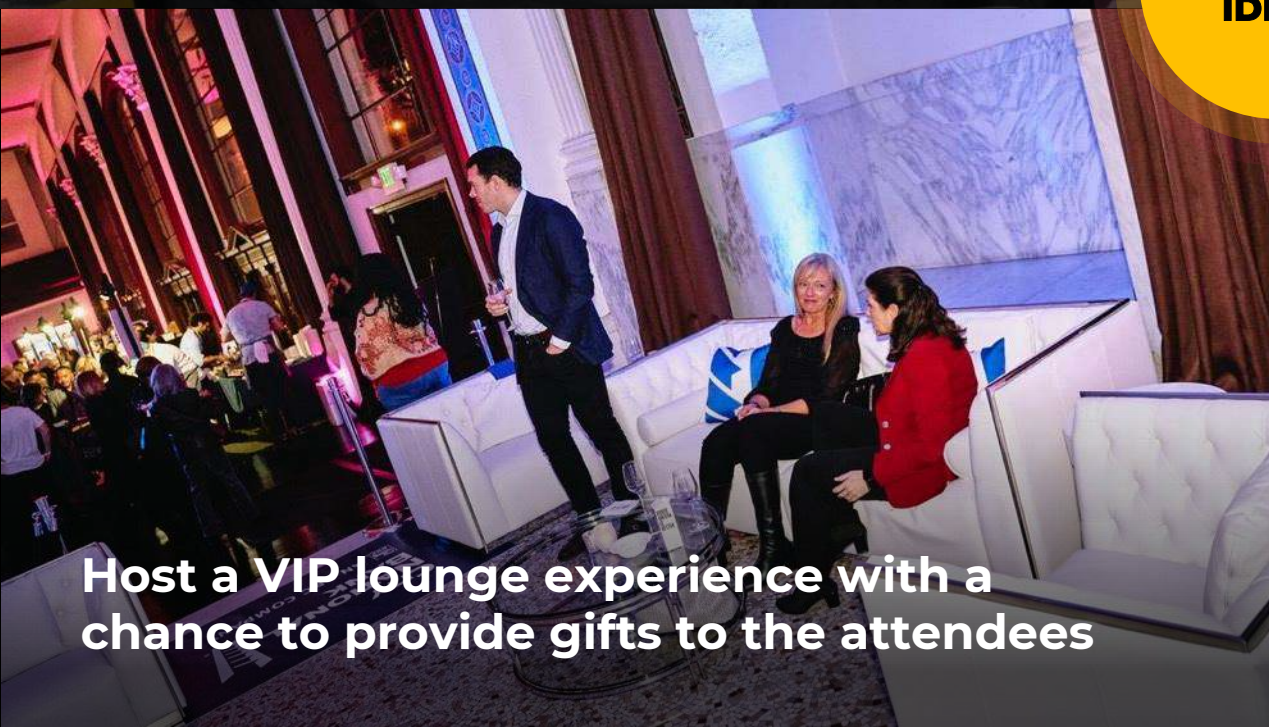


**Activate a custom car display, giveaway merch, host the valet and generate leads**



**Offer beverage samples and custom cocktails or other product demos**

**ACTIVATION IDEAS**



**Host a VIP lounge experience with a chance to provide gifts to the attendees**

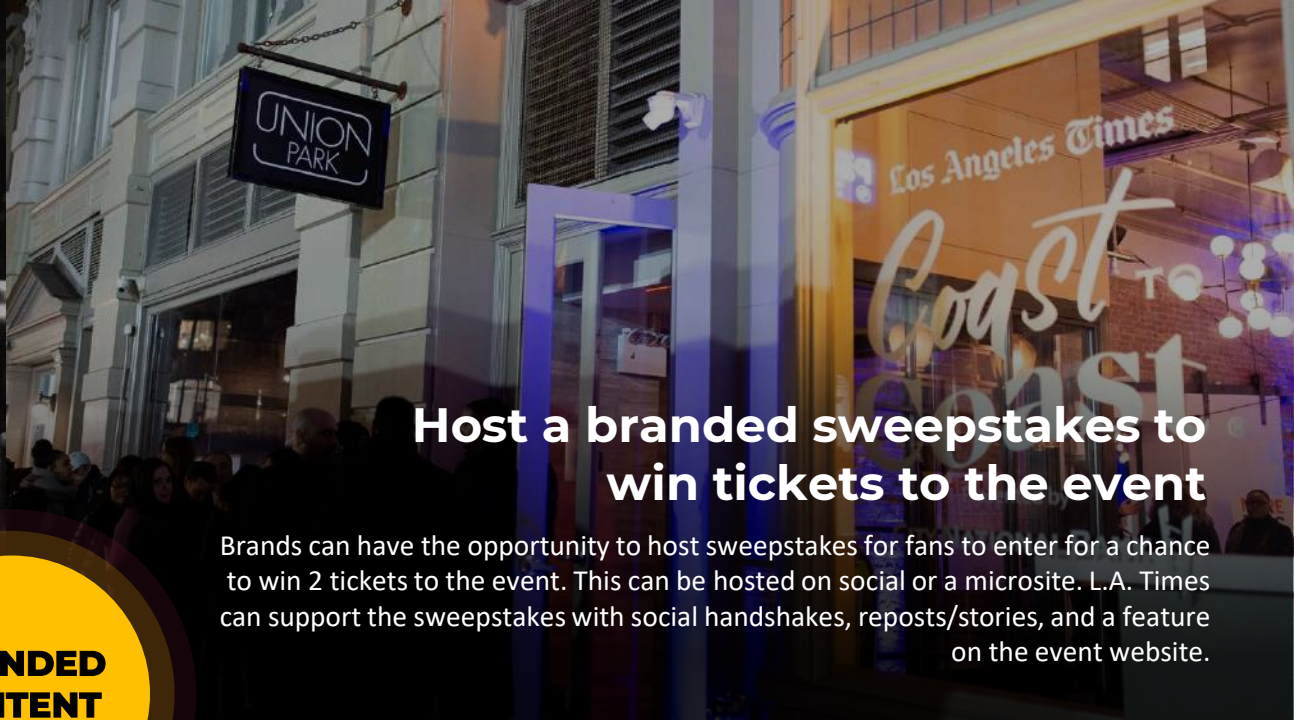


**Create a unique photo opportunity for guests to share on social**



## Sponsor a “Chef Collaboration” series

An episodic series starring a top chef from NY and LA. Together, they’ll collaborate to create a one-of-kind dish to be served at the event. In each episode, we’ll go behind the scenes and see their ideas and inspirations for the recipe, watch them cook it, and ultimately see how it all came together. Guests can look forward to trying the finished product at the event! Episodes will launch as lead-up content on the L.A. Times food YouTube channel prior to the event. Brands can own the full content series, video pre-roll and product placement opportunities.



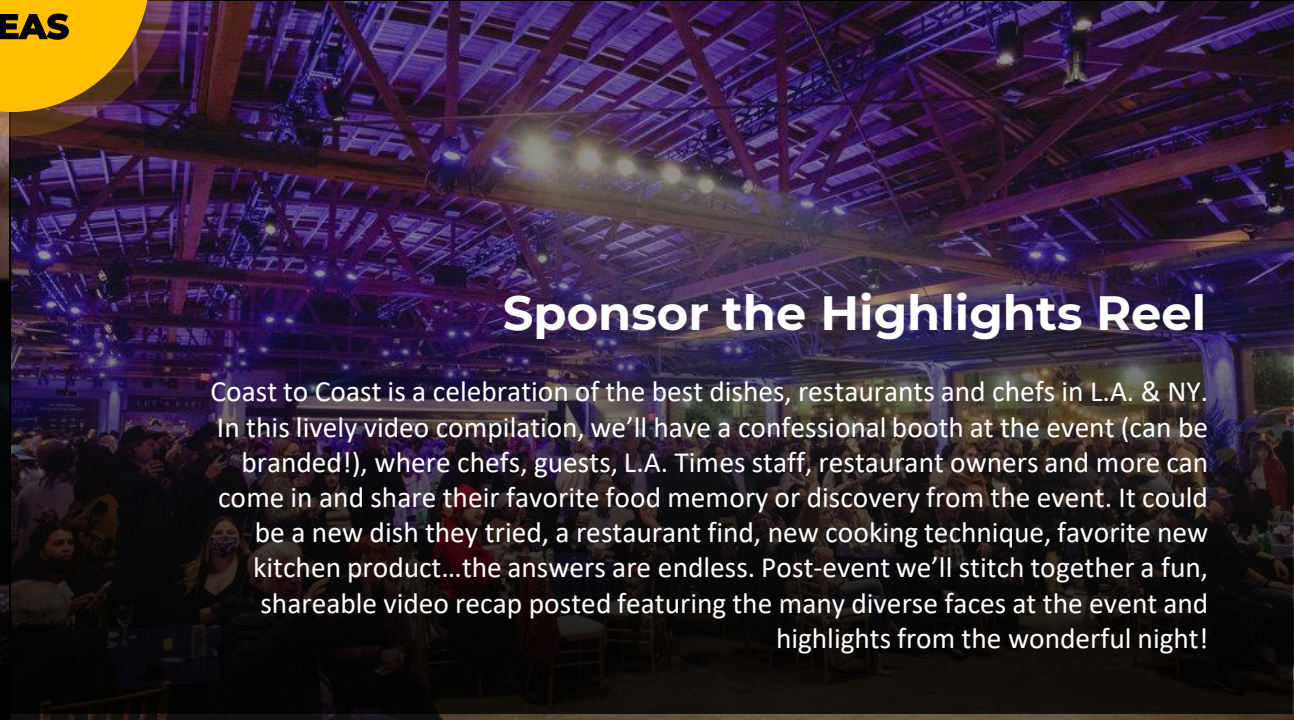
## Host a branded sweepstakes to win tickets to the event

Brands can have the opportunity to host sweepstakes for fans to enter for a chance to win 2 tickets to the event. This can be hosted on social or a microsite. L.A. Times can support the sweepstakes with social handshakes, reposts/stories, and a feature on the event website.



## Create “how-to” recipe or mixology videos

Consumers love recreating popular recipes, menu items and unique cocktails from the comfort of home. We can partner with your brand or product to create short, fun step-by-step videos on how to make your signature cocktail (can also be one you’re serving at the event). Videos can be filmed at L.A. Times state-of-the-art test kitchen and launched surrounding the marketing campaign.



## Sponsor the Highlights Reel

Coast to Coast is a celebration of the best dishes, restaurants and chefs in L.A. & NY. In this lively video compilation, we’ll have a confessional booth at the event (can be branded!), where chefs, guests, L.A. Times staff, restaurant owners and more can come in and share their favorite food memory or discovery from the event. It could be a new dish they tried, a restaurant find, new cooking technique, favorite new kitchen product...the answers are endless. Post-event we’ll stitch together a fun, shareable video recap posted featuring the many diverse faces at the event and highlights from the wonderful night!



# PARTNERSHIP **OPPORTUNITIES**

## BENEFITS

- Use of event name, imagery and marks for promotion or advertising
- Category Exclusivity
- Programming
- Tickets / Exclusive Access
- Activation Area(s) / Footprint(s)
- Display / Sample / Sell product or services
- Gifting to talent and/or VIPs
- Geo Targeting Event Attendees

## BRAND INTEGRATION

- Event Signage
- Official Event Merchandise
- Digital Advertising
- Print Advertising
- Email Marketing
- LA Times Official Social Media
- Website
- Communication with LAT Subscribers and Guests of the Event

CUSTOM PACKAGES **AVAILABLE**



A woman in a white shirt and blue apron, wearing a pink floral headscarf and glasses, is serving food from a buffet table. She is handing a white bowl of food to a woman with long blonde hair. Another woman with dark hair is standing next to her, holding a glass of wine. The buffet table is set with various dishes, including a bowl of brown sauce, a plate of sliced meats, and a bowl of green salad. The background is a busy indoor event space with many people and warm lighting.

**THANK  
YOU!**