



Los Angeles Times

FOOD BOWL

2024 PARTNERSHIP
OPPORTUNITIES



Los Angeles Times

THE BEST IN THE WEST ☆

☆ **50M+** reach across digital, audio, social, print, events & TV
107M Page Views

1.6M Sunday Print Readers / **1.2M** Weekday Print Readers

41% of readers have a HHI of \$100k+

73% of readers attended college

51 Pulitzer Prizes

One of the most diverse newsrooms in the US

FOOD AT LA TIMES ☆

☆ **7.3M** Foodies and growing

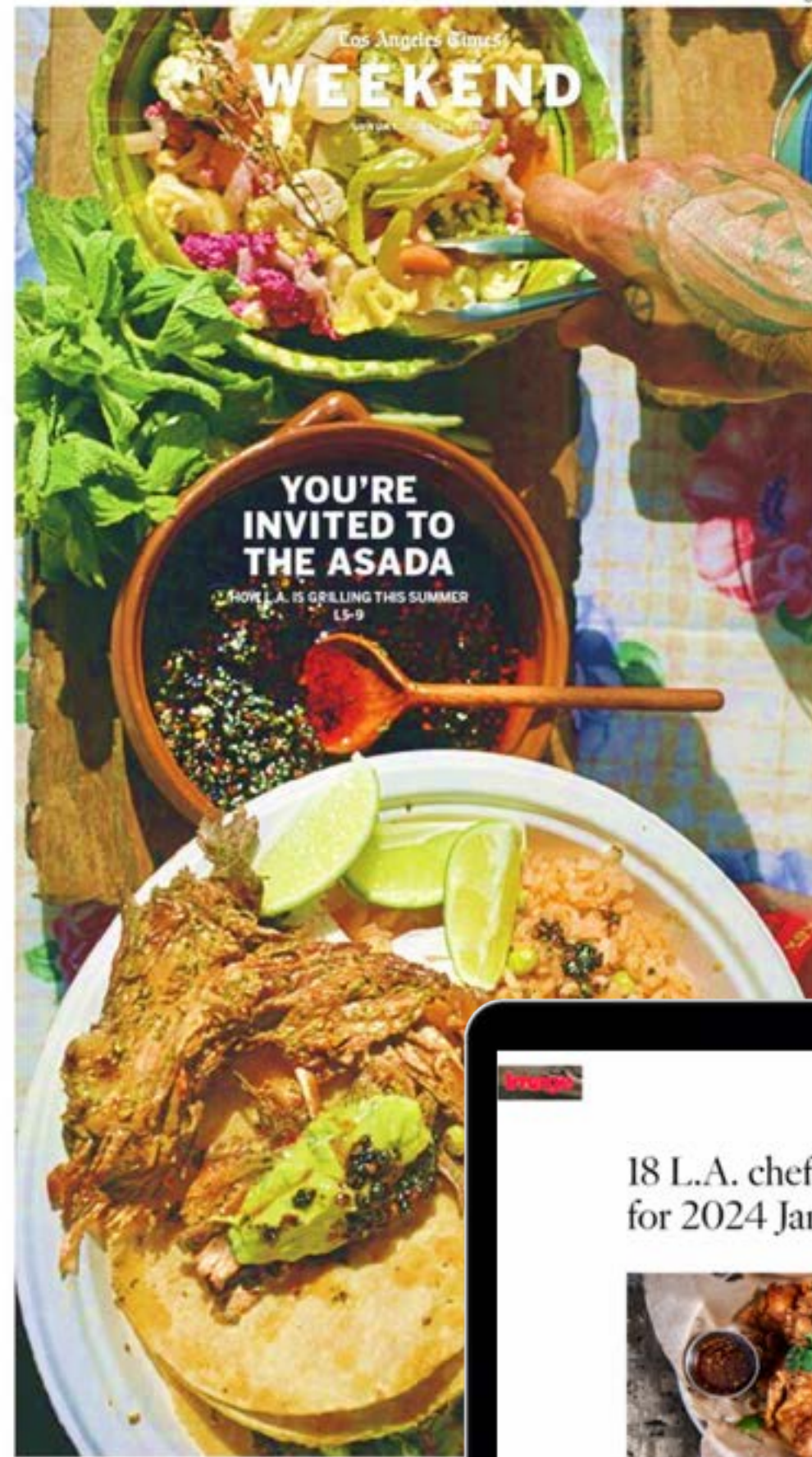
We reach **22M** consumers of alcohol beverages

17MM readers regularly eat out at restaurants

6.4MM advise others on which restaurants to try

11M took international trips in the past year

1 in 4 readers (**8.8M**) plan to buy a car in the next 6 months



SOCAL'S PREMIERE FOOD EVENT

September 20-22

L.A. Times Food Bowl celebrates our diverse food scene combining the best of local eateries and world-renowned culinary talent. This event will feature an all-inclusive culinary experience with bites and cooking demonstrations from world-class culinary artists as well as the city's top restaurants.

What to Expect:

- Venue: Paramount Studios Backlot
- 40 restaurants per day, 120 total throughout the weekend
- Live cooking demonstrations from celebrity and legendary chefs
- L.A. Times Gold Award Celebration
- L.A. Times Restaurant of the Year Celebration
- Cocktails, award-winning wines, beer, drinks and sponsor sampling
- Friday and Saturday will be 21+ and Sunday will be all ages
- Performances by LA's top DJs

6,830 guests attended our 2023
Food Bowl events

DON'T
MISS
OUT!



EXPERIENCE THE CROWNING OF L.A. TIMES' RESTAURANT OF THE YEAR + GOLD AWARD

For the first time at Food Bowl, help us celebrate the highly-anticipated Restaurant of the Year and Gold Award winners for 2024! The award winners will have a special moment on stage with recognition from the Food Editorial team, an elevated on-site presence with small bites, and the chance for elevated offerings for VIP ticket purchasers.

**ROY
2023
Winner:
Holbox**



Restaurant of the Year

For seven years and counting, L.A. Times food critic Bill Addison has selected a Restaurant of the Year to highlight as part of Food Bowl. Choosing the Restaurant of the Year goes beyond searching for L.A.'s most delicious food — the awarded restaurant must exhibit a sense of purpose and a place in the community. In short, the Restaurant of the Year is the future of L.A. dining.

More Info: <https://lafoodbowl.com/gold-award/>

**GOLD
AWARD
2023
Winner:
Parks BBQ**



Gold ♦ Award

Each year, the L.A. Times Gold Award is given to a California restaurant in honor of culinary excellence and expanding the notion of Southern California cooking. The award celebrates intelligence, innovation, and brilliance as well as an appreciation for aesthetics, culture, and the environment.

More Info: <https://lafoodbowl.com/restaurant-of-the-year/>



Gaggan Anand



Virgilio Martinez, Dominique Crenn,
Niki Makayama and Jordan Kahn



Chef "Ton" ThiTid Tassanakajohn



Jose Andres



Ahmad Alzahabi & Nick DiGiovanni



Ludo Lefebvre



Curtis Stone



Aaron Franklin



Marcus Samuelsson



Nancy Silverton



Jet Tila



Josiah Citrin



Mary Sue Milliken & Susan Feniger



Rosio Sanchez



Aarti Sequeira

RENOWNED CHEFS FROM LOS ANGELES AND ALL OVER THE WORLD



FOOD BOWL ATTENDEES



★ Upscale, dynamic, and passionate foodies
55% with HHI 100K+
13% with HHI 500k+



★ Celebrities, Food and Beverage
Industry and Culinary Talent



56% Multicultural Angelenos



★ Environmentally Conscious
2x more likely to lease electric vehicles



★ Philanthropic
72% have donated to a non-profit



★ Young Affluent Audience
80% under 45 yrs old



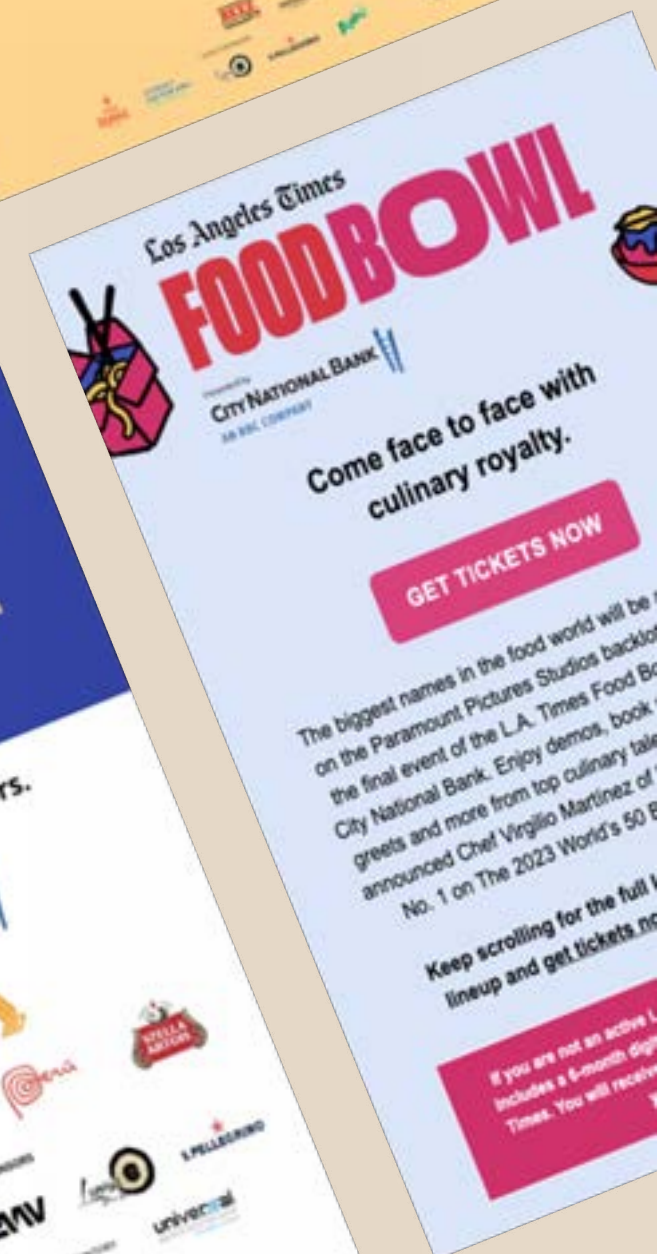
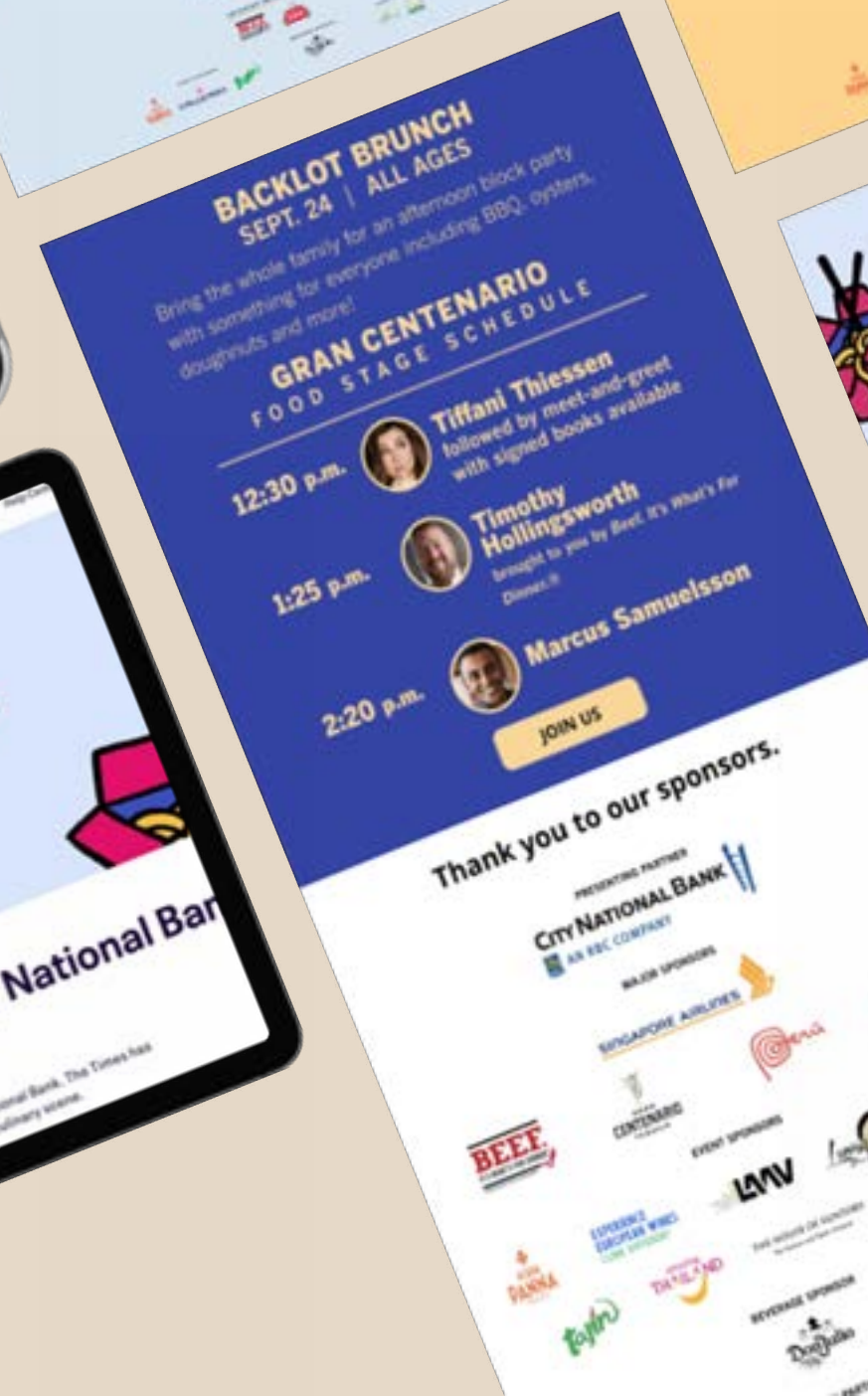
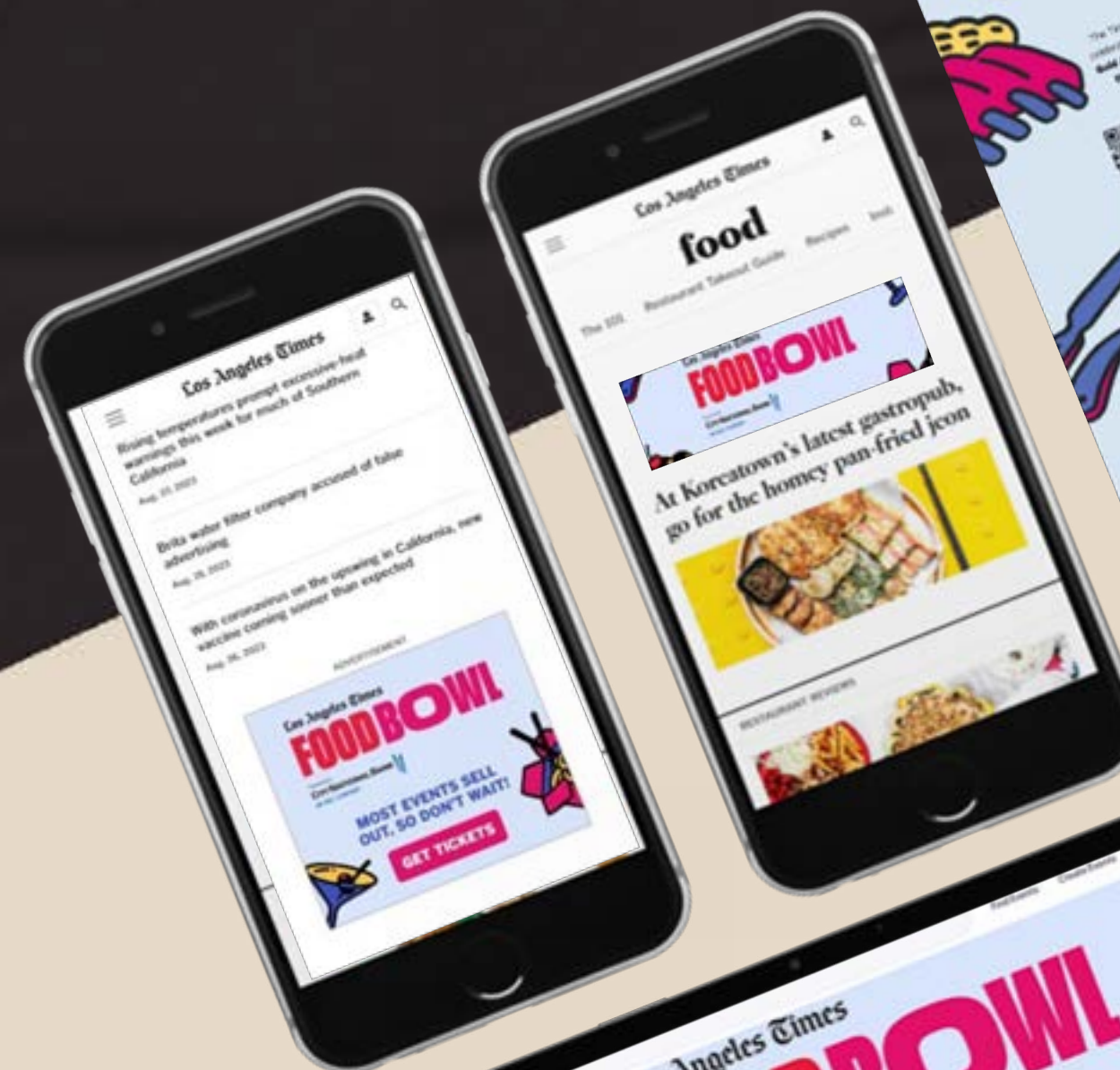
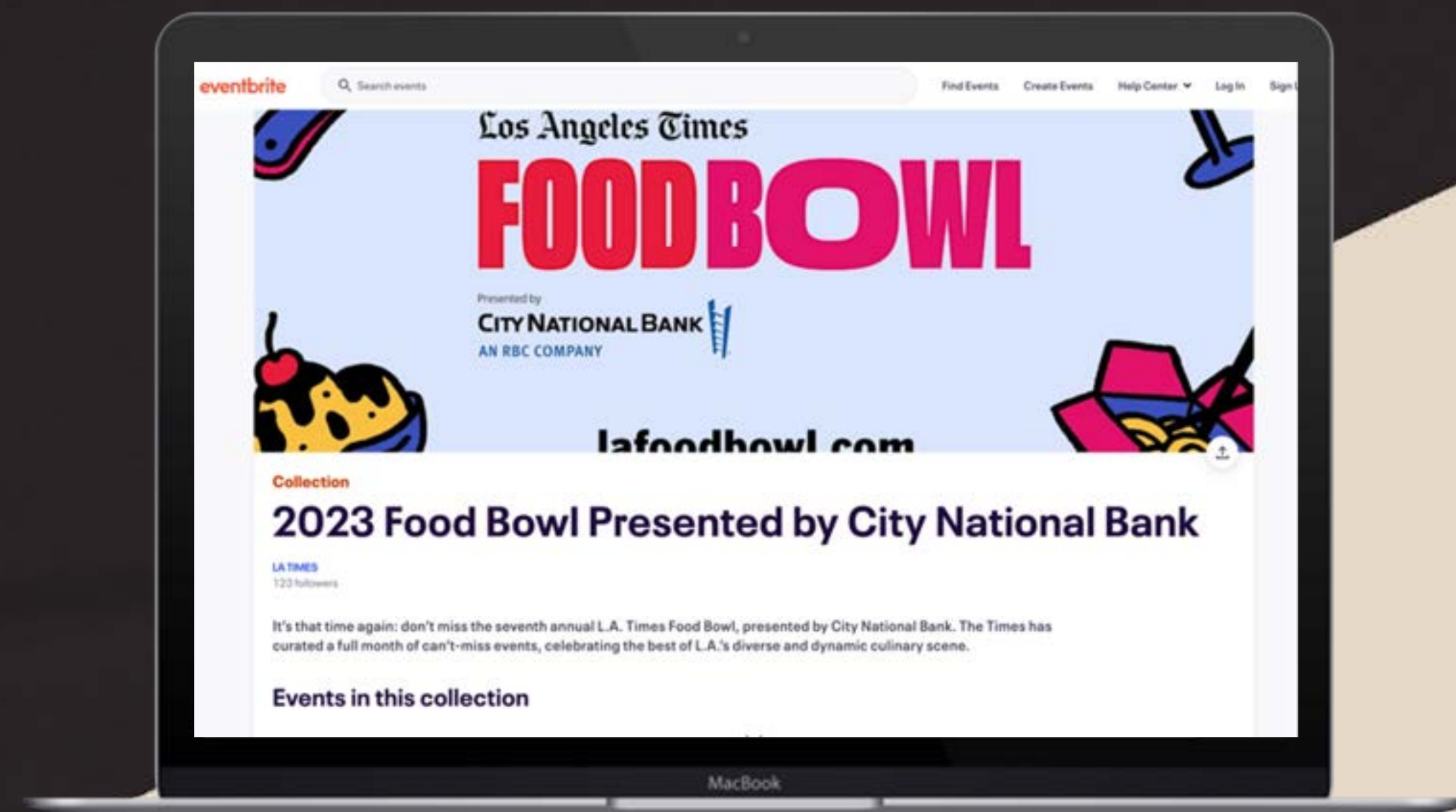
★ Politically Active
Over 65% voters



★ Avid Travelers
Over 72% have traveled the last 12 months

MULTI PLATFORM MARKETING

Last year's campaign garnered **129 million+** total advertising impressions worth over **\$1.3 million+** in media value. Sponsors will benefit from the multi-platform marketing campaign generating tens of millions of impressions.



FOOD BOWL ACTIVATION IDEAS

COOKING STAGE

Be the title sponsor of our premiere live Cooking Stage at Food Bowl featuring live culinary demonstrations from L.A. and global top chefs and culinary figures. Your brand logo will be prominently featured on stage with brand shout outs throughout the night.



AUTO DISPLAY

Host a prominently featured branded car display during the event with the opportunity to showcase products, giveaways and generate leads.



COOKING DEMO SLOT

Sponsor a portion of the programming on the Cooking Stage. Your product can be integrated into the demonstration, displayed on stage, and mentioned by the chef during the live session.



VIP LOUNGE EXPERIENCE

Sponsor a VIP experience with a fully customizable lounge for guests to sit down and relax at Food Bowl. Opportunity for branded giveaways, custom cocktails and small bites, personalized souvenirs and more.



PARTNERSHIP BENEFITS

- Use of event name, imagery and marks for promotion or advertising
- Category Exclusivity
- Programming
- Tickets / Exclusive Access
- Activation Area(s)
- Display / Sample / Sell product or services
- Gifting to talent and/or VIPs
- Geo Targeting Event Attendees
- Event Signage
- Official Event Merchandise
- Digital Advertising
- Print Advertising
- Email Marketing
- LA Times Official Social Media
- Website Inclusion
- Communication with LAT Subscribers and Guests of the Event

CUSTOM PACKAGES AVAILABLE

INVESTMENT: \$25K - \$500K+

**REACH OUT TO YOUR EVENTS PARTNER
FOR PACKAGE AND PRICING INFORMATION**



Los Angeles Times

FOODBOWL

THANK YOU

