

2025

PARTNERSHIP OPPORTUNITIES





A BRAND NEW CULINARY EXPERIENCE UNLIKE ANY OTHER

YES CHEF FOOD FEST, created by renowned content creator **Jack's Dining Room**, attracts **passionate food lovers** who are always seeking the next viral dish. We've built a culinary experience from the ground up, **radically disrupting the landscape of food festivals** and **setting a new standard** for what's possible. The festival became an **instant sensation with over 6,000+ attendees, 250M+ media impressions, and free culinary surprises** like a 300 lb. blue fin tuna cutting, caviar bumps, fresh-shucked oysters, and so much more. As we return to **NYC in June 2025** and expand **LA in fall 2025**, we're inviting partners to connect with the ultimate culinary consumer—those influenced by viral moments both on-site and across social media.



 <p>MASSIVE MEDIA REACH</p> <p>250M+ MEDIA IMPRESSIONS</p>	 <p>FESTIVAL AUDIENCE</p> <p>10K+ FOODIE ATTENDEES</p>	 <p>CULINARY EXCELLENCE</p> <p>TOP-TIER CHEFS & RESTAURANTS EXPERTLY CURATED</p>	 <p>BEST IN CLASS SAMPLES</p> <p>CAVIAR BUMPS, FRESH OYSTERS, DUBAI CHOCOLATE & MORE</p>	 <p>2025 MARKETS</p> <p>NYC JUNE 2025 LA OCTOBER 2025 + MORE TO COME</p>	 <p>INFLUENTIAL FOODIES</p> <p>ENGAGE WITH FOOD LOVERS ON-SITE AND ONLINE</p>
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THEM

VS.

US



WHAT'S NEXT?

MORE CHEFS. MORE INNOVATION. MORE VIRAL MOMENTS.

BROOKLYN, NEW YORK

JUNE 7 & 8, 2025

SATURDAY & SUNDAY

TWO SESSIONS EACH DAY

10,000 FOOD FANS ACROSS THE WEEKEND

**30+ FOOD VENDORS SERVING LIMITED
TIME SPECIALTY ITEMS FROM THE
BEST NYC RESTAURANTS IN THE
WORLD**

**ONCE IN A LIFETIME LIVE FOOD
EXPERIENCES**

**EPIC VIP ONLY MOMENTS FROM THE
MOST SOUGHT OUT DINING
EXPERIENCES**

EVENT LAYOUT

RESTAURANTS

STAGE

MULTIPLE BARS

SEATING

VIP SECTION



**VENDORS GET A 10X10
PLOT ALONG WITH
COOKING & FOOD
HANDLING ITEMS**

**STAGE FOR
ENTERTAINMENT,
CONTESTS &
GIVEAWAYS &
ANNOUNCEMENTS**

**MASTER CENTER BAR
FEATURING EXTENSIVE
COCKTAIL
PROGRAMMING**

**PICNIC TABLES & HIGH
TOPS THROUGHOUT
THE VENUE**

**EXCLUSIVE VIP
SECTION FOR
INFLUENCERS &
CONTENT CREATORS**

FEATURE YOUR BRAND NEXT TO THE BEST RESTAURANTS IN THE CITY



ATTENDEE CUSTOMER PROFILE

YES CHEF FOOD FEST ATTRACTS A **VIBRANT, DIVERSE CROWD** THAT SPANS **ALL AGES, RACES, AND BACKGROUNDS**, UNITED BY A **SHARED LOVE FOR FOOD** AND VIRAL CULINARY MOMENTS. OUR ATTENDEES ARE **TREND-SAVVY, HIGHLY ENGAGED ON SOCIAL MEDIA**, AND **CONSTANTLY SEEKING IMMERSIVE LIVE EXPERIENCES**.



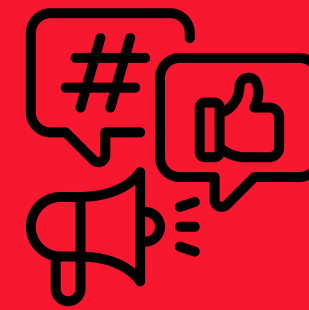
MIX OF ADULTS,
FAMILY &
CHILDREN



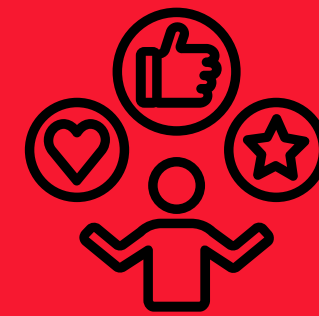
ATTENDEES FROM
ALL BACKGROUNDS
& CULTURES



FOODIES THAT ARE
PASSIONATE ABOUT
TASTING THE BEST DISHES



HIGHLY ACTIVE
ON SOCIAL MEDIA



LIVE EXPERIENCE
DRIVEN



HYPER AWARE
OF TRENDS





JACK'S DINING ROOM

Highlights the BEST bites & VIP experiences globally.

Trusted voice in the culinary world.

The most viral food content creator.

Massive following across social platforms.



1.4M



1.4 M



500 K



20 K

3 MILLION+

FOLLOWERS

3 BILLION+

IEWS

100 MILLION+

LIKES

WE RUN THE FOOD GAME & SHOWCASE VIP EXPERIENCES BETTER THAN ANYONE ELSE ON SOCIAL MEDIA.

If you're on social media & love food – you know Jack, and you associate his brand with the BEST of the BEST bites and restaurants.



THE MOST VIRAL FOOD FESTIVAL...EVER.

250M+ IMPRESSIONS

2024 ATTENDEES INCLUDED



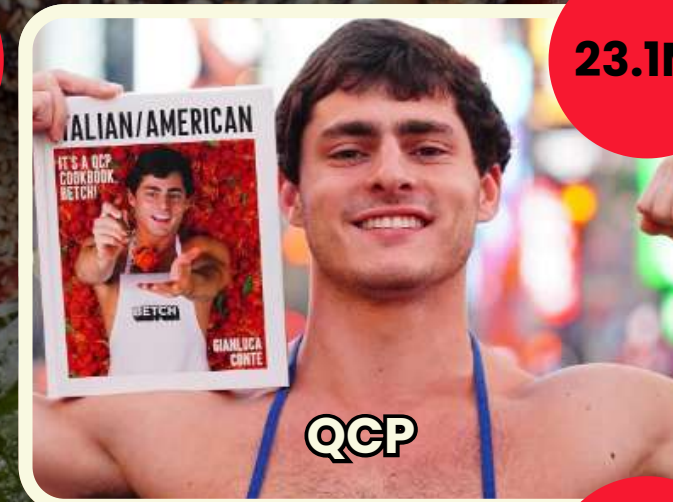
2M+



1.5M+



6M+



23.1M+



4.4M+



2.6M+



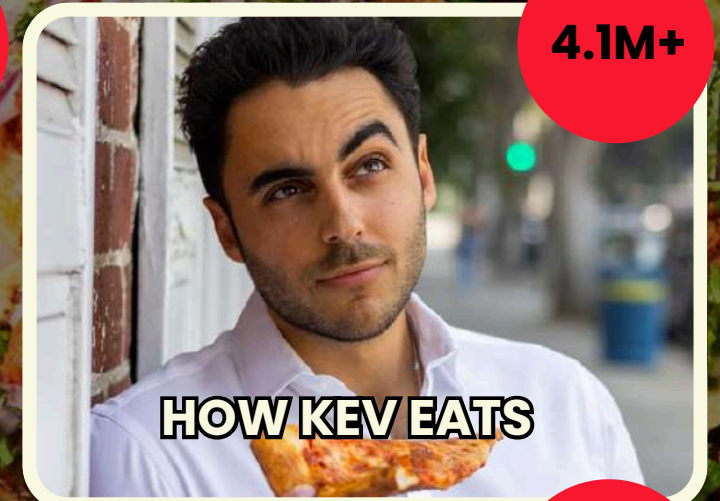
1M+



1.2M+



500K+



4.1M+



4M+



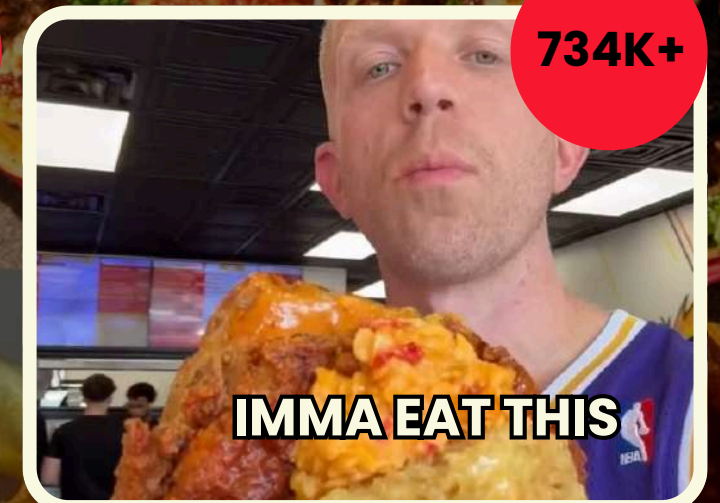
100K+



1M+



310K+



734K+

THE BIGGEST CONTENT CREATORS IN THE FOOD SPACE

NYC 2025 PARTNERSHIP PACKAGES

PRESENTING PARTNERSHIP

DIGITAL, MARKETING & MEDIA

- EVENT TO BE RENAMED FEATURING THE PRESENTING PARTNER IN TITLE "YES CHEF FOOD FEST PRESENTED BY X"
 - NEW OFFICIAL EVENT LOGO LOCKUP CREATED FEATURING BRAND USED ACROSS ALL MARKETING & MEDIA ASSETS
 - ALL OWNED MENTIONED OF YES CHEF FOOD FEST TO INCLUDE PRESENTING PARTNER BOTH IN LOGO AND/OR IN TEXT MENTIONS
- SOCIAL AMPLIFICATION FROM @YESCHEFFOODFEST
 - 3 IG FEED POSTS, 5 IG STORIES, 3 TIKTOKS
- CUSTOM CONTENT CREATION FEATURING YOUR BRAND ACTIVATION
- HIGHEST BRAND SHARE OF VOICE IN OFFICIAL EVENT PRESS RELEASE, WEBSITE, MARKETING MATERIALS & TRAILER & RECAP VIDEOS POSTED ON JACK'S CHANNELS
- LEAD BRAND INCLUSION ON EVENT WEBSITE
- RIGHTS TO CREATE SWEEPSTAKES OR SIMILAR INITIATIVES AROUND THE EVENT & AMPLIFIED BY JACK



PRESENTED BY...

ON-SITE

- MARKETING CATEGORY EXCLUSIVITY
- PRESENTING PARTNER TO BE FEATURED ON STAGE
- DEDICATED 10X0 ACTIVATION SPACE FOR PRESENTING BRAND PARTNER
- SIGNAGE & BRANDING FEATURING THE PRESENTING PARTNER ON MENUS, TABLE TOPS, GIVEAWAY ITEMS, STEP & REPEAT ETC
- 30 VIP TICKETS
- 30 GA TICKETS



DEMONSTRATION / STAGE PARTNERSHIP

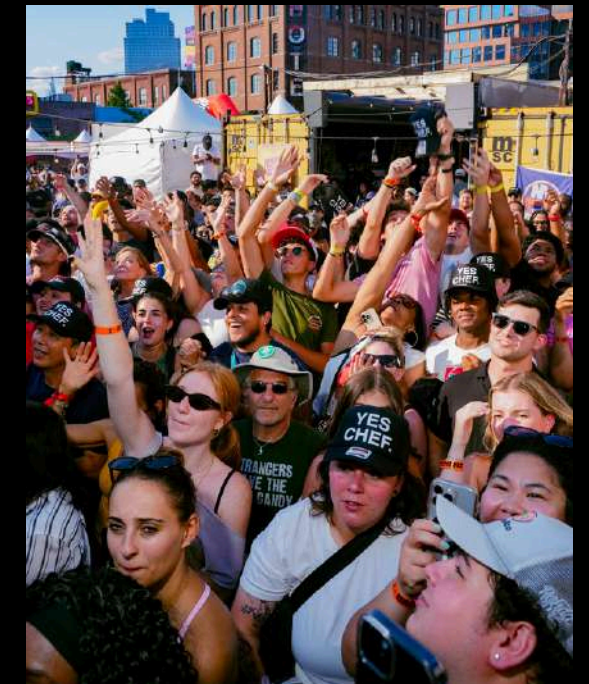
CREATE A VIRAL MOMENT – STEP INTO THE SPOTLIGHT DURING THE MOST FILMED PART OF THE FESTIVAL—ON STAGE WITH JACK, LEADING A HIGH-IMPACT DEMONSTRATION. THIS IS WHERE ALL EYES ARE, AND YOUR BRAND CAN TAKE CENTER STAGE

DIGITAL, MARKETING & MEDIA

- EVENT WEBPAGE FEATURE
- SOCIAL AMPLIFICATION FROM @YESCHEFFOODFEST
 - 1 IG FEED POSTS, 1 IG STORIES, 1 TIKTOKS
- BRAND MENTION IN OFFICIAL EVENT PRESS RELEASE, WEBSITE, MARKETING MATERIALS & TRAILER & RECAP VIDEOS POSTED ON JACK'S CHANNELS
- CUSTOM CONTENT CREATION
- ACCESS TO ALL PHOTOS FROM EVENT

ON-SITE

- BRANDING ALL OVER STAGE WHERE ALL ANNOUNCEMENTS ARE MADE OR A LIVE DEMONSTRATION
- STEP & REPEAT & OTHER TASTEFUL SIGNAGE
- 15 VIP TICKETS



VIP SECTION PARTNERSHIP

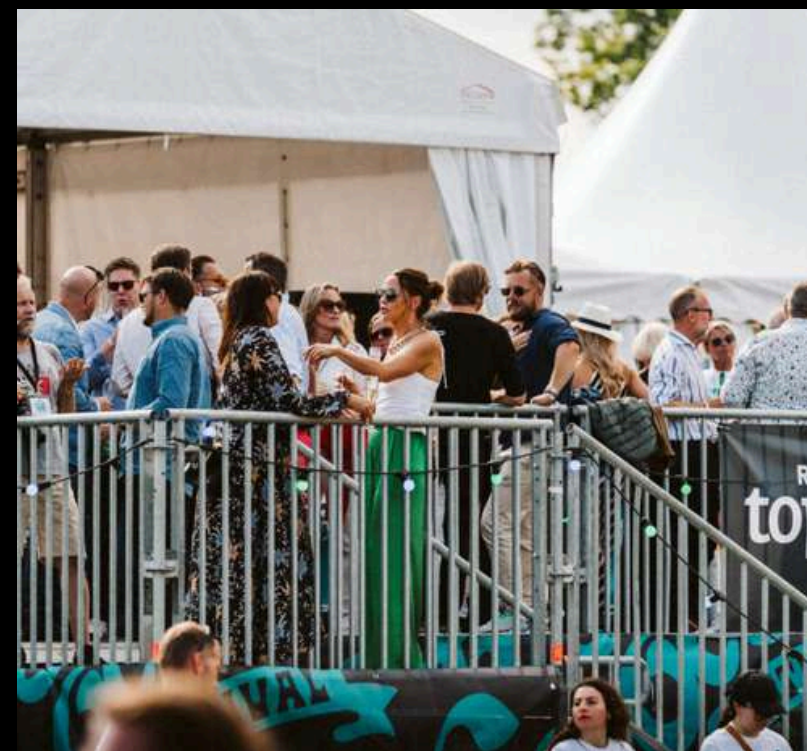
THE VIP SECTION WILL HOST THE INFLUENCERS AND CONTENT CREATORS THAT WILL BE IN ATTENDANCE & WILL BE THE BREEDING GROUND FOR ORIGINAL CONTENT FROM THE BIGGEST CREATORS IN THE FOOD SPACE

DIGITAL, MARKETING & MEDIA

- FEATURED ON VIP TICKET & EVENT WEBSITE
- SOCIAL AMPLIFICATION FROM @YESCHEFFOODFEST
 - 1 IG FEED POST, 1 IG STORIES, 1 TIKTOK
- MAJOR BRAND SHARE OF VOICE IN OFFICIAL EVENT PRESS RELEASE, WEBSITE, MARKETING MATERIALS & TRAILER & RECAP VIDEOS POSTED ON JACK'S CHANNELS
- CUSTOM CONTENT CREATION
- ACCESS TO ALL PHOTOS FROM EVENT
- RIGHTS TO CREATE SWEEPSTAKES OR SIMILAR INITIATIVES AROUND THE EVENT & AMPLIFIED BY JACK

ON-SITE

- MARKETING CATEGORY EXCLUSIVITY
- PARTNER TO BE FEATURED IN VIP SECTION
 - SIGNAGE, TABLE TOPS, CUSTOM BOTTLE GLORIFIERS, ETC
- RIGHTS TO HAVE PRODUCT OF BRANDS CHOICE TO BE INCLUDED IN THE VIP TICKET PRICE & DISTRIBUTED ON SITE
- 10X10 ACTIVATION SPACE IN VIP SECTION
- LOGO ON VIP STEP & REPEAT
- 10 VIP TICKETS



GENERAL PARTNERSHIP

GET CATEGORY EXCLUSIVITY AND BE THE ONLY BRAND OF ITS KIND ON THE MENU. COLLABORATE WITH US TO CREATE AN ICONIC DRINK THAT EVERYONE WILL WANT—DRIVING BUZZ AND MAKING YOUR BRAND THE MUST-HAVE EXPERIENCE OF THE FESTIVAL

DIGITAL, MARKETING & MEDIA

- EVENT WEBPAGE FEATURE
- SOCIAL AMPLIFICATION FROM @YESCHEFFOODFEST
- 1 IG FEED POSTS, 1 IG STORIES, 1 TIKTOKS
- BRAND MENTION IN OFFICIAL EVENT PRESS RELEASE, WEBSITE, MARKETING MATERIALS & TRAILER & RECAP VIDEOS POSTED ON JACK'S CHANNELS
- CUSTOM CONTENT CREATION
- ACCESS TO ALL PHOTOS FROM EVENT

ON-SITE

- MARKETING CATEGORY EXCLUSIVITY
- PARTNER TO RECEIVE A 10X10 ACTIVATION SPACE IN GA AREA
- TASTEFUL SIGNAGE & BRANDING THROUGHOUT THE EVENT
- BAR PRESENCE TBD ON CATEGORY
- LOGO ON GA STEP & REPEAT
- 6 VIP TICKETS



NYC 2024 PARTNERSHIP LINEUP



PRESENTING
PARTNER



STAGE
PARTNER



CULINARY
PERFORMANCE



SIGNATURE
DRINK



ACTIVATION
PARTNER



PRODUCT
PLACEMENT



& MANY MORE

2024 EVENT RECAP



PRESENTED BY COCA-COLA



**SIZZLE
REEL**

Presenting Sponsor: Coca-Cola was the presenting sponsor of Yes Chef Food Fest.

Product Sampling: Coca-Cola handed out product to attendees throughout the entire event

VIP Sponsorship: Sponsored the invite-only VIP section that was the backdrop for all creator content

General Admission Activation: Set up a golf cart karaoke booth with barrel coolers and a photo booth.

Social Media Presence: Coca-Cola was prominently featured in social media content surrounding the event, gaining millions of impressions





YES CHEF FOOD FEST

THANK YOU!

PARTNERSHIPS@YESCHEFFOODFEST.COM