

CHEF UPSTAIRS AND EJSE STUDIOS  
PRESENT

# THE WORLD'S LARGEST VIRTUAL COOKING CLASS

Sponsorship Presentation



# HOW IT STARTED

Last February The Chef Upstairs and EJSE Studio hosted “The World’s Largest Virtual Cooking Class” in support of Daily Bread Food Bank. The event was very successful with over 1,600 connections from 10 countries, allowing us to raise almost \$50,000 for our charity!

We wanted to give back to the community during a time that was challenging for so many.

.Food bank visits have increased over 50% since last year. Just this past June, they saw 124,000 client visits to food banks in Toronto.

We want to help!





# WHAT WE ARE DOING

## ATTEMPTING A WORLD RECORD

---

On Family Day - February 21, 2022, we are at it again! This time we are going for the Guinness World Record! Our event is fun, engaging and geared to family fun. We encourage families to participate and take on various roles in the kitchen to create an amazing gourmet meal.

By participating with us, you can help ensure our neighbours have access to the food they need this season and beyond.

# ABOUT THE EVENT

## CONNECT AND SUPPORT

---

Our event will connect you, friends, family and team members in the heart of everyone's home!

Our virtual event will be presented online for approximately 90 min with a 30 min VIP Sponsor lounge. Be a unique part of this event to attempt the World Record for the 'Largest Virtual Cooking Class'

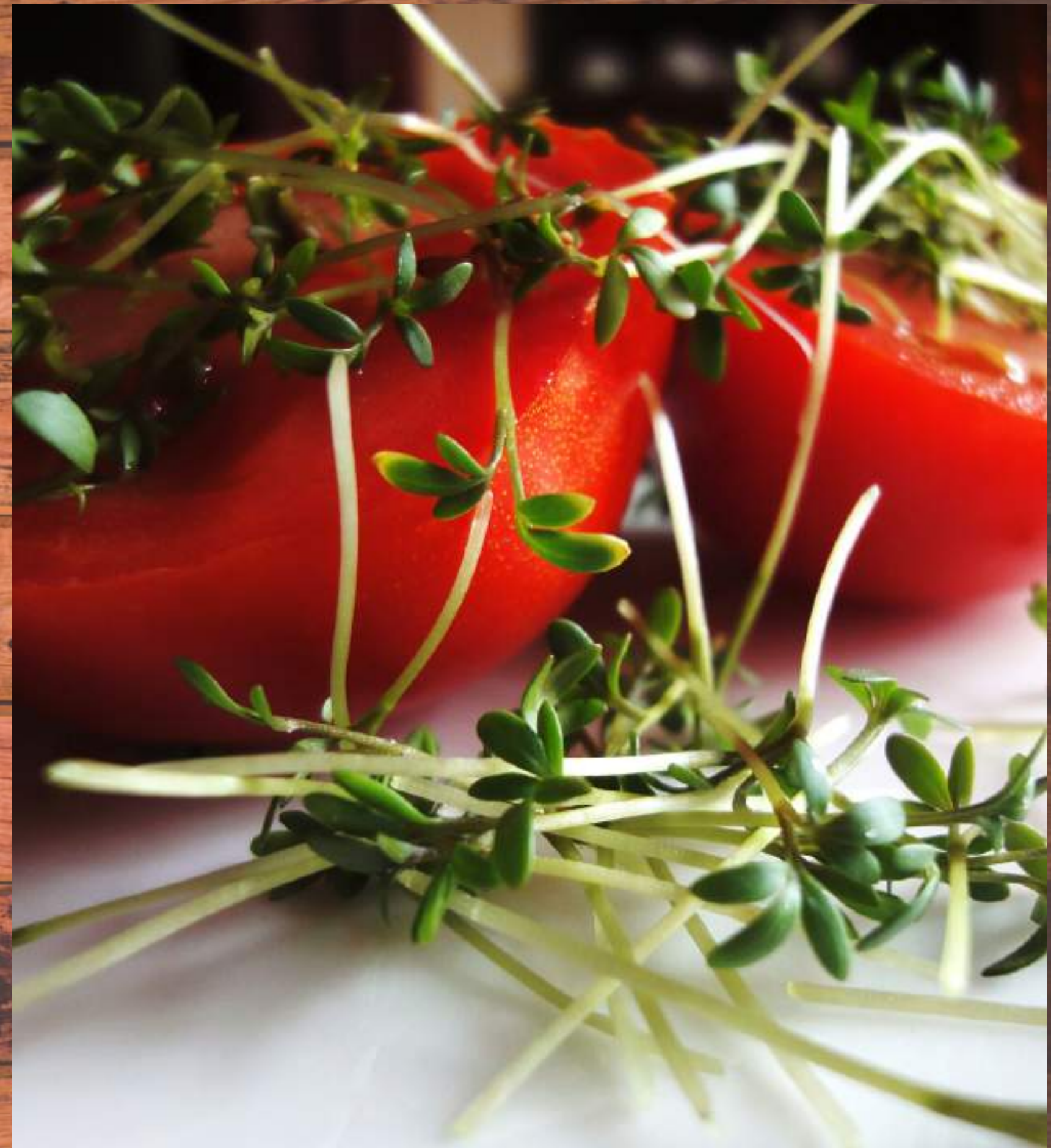
Our talented and entertaining Chefs will help attendees create an amazing epicurean meal made easy. Chefs will walk you step by step through the prep and cooking stages to wow your guests at your next dinner party. The best part is that we will also be raising funds to support those in need in our community.

# WHAT ATTENDEES EXPERIENCE

## EXCLUSIVE VIP SPONSOR LOUNGE PRE-EVENT SHOW

The VIP Lounge is an exclusive opportunity to showcase your brand to invited clients and our esteemed attendees. You will have 30 minutes to show videos, play trivia games, host special entertainment like a magician/illusionist, or just host a DJ dance party.

Activation fees commensurate with activity selected.



# Additional Experiences



## SPONSOR MESSAGE VIA VIDEO

Available both pre-event marketing and night of, depending on level of commitment. Share your brand and link to a great CSR initiative.



## SPONSOR EXPERIENCE BOX

Branded items that can be packaged and delivered to registered attendees. Activation costs may apply.



## PRIZE DONATION OPPORTUNITIES

Engage audience with quick and simple contests to draw or compete for amazing prizes.



## CUSTOM ENGAGEMENT

Be a part of a customized closing that celebrates the amazing evening. Sponsor messaging and sponsored entertainment.

# WHY SPONSOR

Record breaking is a one-of-a-kind opportunity to bring communities together, spread a positive message and create a memorable, long-lasting experience. But making history is challenging and rarely made alone...

We would love your help and participation in making our inspiring event OFFICIALLY AMAZING™!

- Align your brand with an inspiring and worthy cause
- Increase awareness and expand your reach with pre, during and post attempt promotion
- Generate media exposure and unique, shareable content
- Engage with and bring together communities



# Our Marketing Plan

WE HAVE DEVELOPED AN EXTENSIVE AND FAR REACHING MARKETING PLAN TO PROMOTE THIS IMPORTANT EVENT AND WE INVITE YOU TO ALIGN YOUR BRAND WHILE HELPING US RAISE MUCH-NEEDED FUNDS.



Our outreach will include

- Press releases
- Social media
- Event Website
- Promo videos and thank you messages to our over 5,000 subscribers !

We will leverage additional exposure through Guinness World Record digital media with extensive contacts and reach.

- 15M+ Facebook Fans
- 5M+ YouTube Subscribers
- 3M+ Instagram Followers
- 250K+ Twitter Followers



# SPONSORSHIP LEVELS



## EXECUTIVE CHEF EXCLUSIVE - \$50,000

- Noted as presenting sponsor on press release
- Two Minute video on event Webpage.
- Opportunity to host pre-show VIP lounge (welcome show as guests' login - 15 mins prior to show start).
- Pre-recorded congratulations/closing video for event
- Brand exposure on all marketing material pre and post event
- Banner ad on landing page 1 week post event
- Tagged on all social media promotions
- Highest Level Logo Recognition in all Communications
- One Dedicated E-Blasts promoting sponsor products/services pre-event
- Three dedicated promotional posts as sponsor on social media
- Opportunity to be sole sponsor for Experience Box
  - Experience Box may include specific branded items from your company that will help to enhance the at home experience for attendees.
  - May include cooking products, recipes, gift cards. We can help you create an amazing Experience Box. (activation and shipping cost may be incurred)
- Brand recognition by host at event

# SPONSORSHIP LEVELS



## SOUS CHEF - \$20,000

- Second Highest-Level Logo Recognition in all Communications
- Logo on landing page
- One promotional post on Social media
- 30 second video promo night of event
- Banner Ad on one (1) email pre-event promotion
- Verbal Recognition by host at Virtual Event
- Logo & Level Recognition on Event Slides/Signage, Presentation Slides, social media

## COMMIS CHEF - \$10,000

- Third Highest Level Logo Recognition in all Communication for event
- Verbal Recognition by host at Virtual Event
- Logo & Level Recognition on Event Slides/Signage, Presentation Slides, social media

# FOR MORE INFORMATION OR CUSTOM PACKAGES

## CONTACT US:

RITA PLASKETT

Em: [rita@eexperts.ca](mailto:rita@eexperts.ca)

PH: 647-347-9660 x3

ROSE TIMMERMAN

Em: [rose@eexperts.ca](mailto:rose@eexperts.ca)

PH: 647-347-9660 x1

