

Help boost awareness, excitement and pride for dining out in America.

How the Program Works

- Sponsors/restaurants & consumers nominate local restaurant favorites
- *The Food Channel*® augments with additional market restaurant reviews
- PR Team & *The Food Channel* work with local media to coordinate activity/create buzz
- *The Food Channel* visits restaurant to interview owner/chef/customers and develop video
- Individual restaurants are posted on *foodchannel.com* for social media syndication with article and video



Featured Restaurant Benefits

- High-profile restaurant coverage on leading consumer and professional food website
- Local PR before and during *The Food Channel* visit to expand the restaurant exposure
- “Operator Marketing Tool Kit” with on-premise signage “As Seen on *The Food Channel*”
- Customizable digital patron incentive to support product feature & opt-in for patron contact
- Links from *The Food Channel* & sponsor websites
- Viral syndication via *Twitter*, widgets, food sites and *The Food Channel* followers

Program Sponsorships

- Rotation of sponsor operator features
- Beginning in November 2009, the first market covered will be 15 restaurants in Las Vegas sponsored by



Sponsor Benefits

- Ability to recognize key customers
- Nomination letter to restaurant/customer
- Logo as restaurant feature sponsor on *foodchannel.com* article & banner
- Mentions in all local/national press materials
- Cross links to all partner and customer websites

Other Program Sponsors



Sponsorship Packages

- Available for individual locations or in bundles of 5 restaurants within the same market
 - With or without onsite PR support
 - Contact info@foochannel.com for individual or bundled pricing

The Food Channel® Reach

- Average Monthly Site Visits 200,000+
- Culinary Professionals/Students/Foodies
 - Gender Male 48%
 - Female 52%
 - Age 18-34 21%
 - 35-49 29%
 - 50+ 42%
 - HHI \$30k-\$60k 28%
 - \$60k-\$100k 31%
 - \$100k+ 25%
 - Education College 44%
 - Graduate 15%

Viral Syndication

- Twitter Followers 3,000+
- TrendWire E-Newsletter Distribution 15,000+
- FoodWire e-Newsletter Distribution 20,000+
- Widget Active Installs 1,500
- Information on viral syndication process and metrics available from info@foodchannel.com



Contact Us for Sponsor Details

info@foodchannel.com