

# 60 RESTAURANTS



# 4 BATTLING CHEFS



# ONE FIGHT AGAINST HUNGER

## October 8, 2012 • Ronald Reagan Building



### HOSTS

## JOSÉ ANDRÉS

## ANTHONY BOURDAIN

### JUDGES

## ANDREW ZIMMERN

## and MORE TO COME!

**The Capital Food Fight** brings the food industry's best talent together to support DC Central Kitchen's unique brand of community empowerment. Dozens of hot restaurants serve signature dishes to guests while top chefs compete in a live on-stage battle.



# DC Central Kitchen Social Media Reach (2011)



## Facebook

**594,000** Post Views

**2,800** Post Interactions

## DCCK Website

**152,000** Visits

**63%** New Visitors

## Capital Food Fight Website

**10,800** Visits

**72%** New Visitors

## Twitter

**Over 5,200** followers

## Media Posts

**50+** Posts mentioning  
Capital Food Fight 2011

## Social

## Demographics

Male: **30%** Female: **70%**

## E-mail Marketing

**7,000** List Subscribers

“ For the well-heeled, well-fed gastronomes,  
the annual Capital Food Fight is the  
crème de la crème of foodie events. ”

-WASHINGTONIAN

# Press Coverage 2011



# Sponsors 2011



# Sponsorship 2012

## PRESENTING CHEF SPONSOR

**\$100,000**

- 50 tickets to Capital Food Fight with VIP reception and access to Chairman's Lounge
- Specialty Stage placement or corporate room sponsorship (to be discussed)
- Host of Pre-Event – TBD with Capital Hill, local Govt. and specific corporate guests
- Prominent placement in broadcast, print and internet promotion, press releases and on DCCK and Food Fight websites
- Prominence in on-stage main screen logos and promotional banners throughout the event
- Stage introduction at the Capital Food Fight
- Opportunity to provide gift bags or a branded item in gift bags
- Logo on front cover of Food Fight program and 2 full page ads



## CORPORATE CHEF SPONSOR

**\$50,000**

- 30 tickets to Capital Food Fight with VIP reception and access to Chairman's Lounge
- Prominent placement in broadcast, print and internet promotion, press releases and on DCCK and Food Fight websites
- Prominence in on-stage main screen logos and promotional banners throughout the event
- Stage introduction at the Capital Food Fight
- Opportunity to provide gift bags or a branded item in gift bags
- Logo on front cover of Food Fight program and 2 full page ads

## EXECUTIVE CHEF SPONSOR

**\$25,000**

- 20 tickets to Capital Food Fight with VIP reception and access to Chairman's Lounge
- Featured in broadcast, print and internet promotion, press releases and on DCCK Food Fight websites
- Featured in on-stage main screen logos and promotional banners throughout the event
- Live on-stage recognition at Capital Food Fight
- Opportunity to provide gift bags or a branded item in gift bags
- Full page ad in Capital Food Fight program

## CHEF DE CUISINE SPONSOR

**\$10,000**

- 10 tickets to Capital Food Fight with VIP reception and access to Chairman's Lounge
- On-stage affiliation with either a Secret Ingredient or a Battling Chef
- Recognition in print and internet promotions and on Food Fight website
- On-stage main screen logos and promotional banners throughout the event
- On-stage recognition at event • 1/2 page ad in Capital Food Fight program

## SOUS CHEF SPONSOR

**\$5,000**

- 6 tickets to Capital Food Fight with VIP reception • Listing on Food Fight website
- 1/4 page ad in Capital Food Fight program • Stage mention, A/V & program recognition at event

## CHEF DE PARTIE SPONSOR

**\$2,500**

- 4 tickets to Capital Food Fight with VIP reception • Recognition on Food Fight website
- A/V & program recognition at event

## SAUCIER SPONSOR

**\$1,000**

- 2 tickets to Capital Food Fight with VIP privileges • Program recognition at event

## For more information:

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