

SAVORY SALT LAKE

MAY 22, 2015
THE TOWER AT RICE ECCLES

kuer
kuer.org **90.1**
NPR Utah

A CELEBRATION OF PUBLIC RADIO, CULINARY ARTS, AND LOCAL FOODS FROM UTAH.

KUER 90.1 is pleased to present the fourth annual Savory Salt Lake event, **Friday, May 22nd** at **the Tower at Rice-Eccles Stadium**. Savory Salt Lake is a KUER donor event that raises funds for the station by celebrating public radio, culinary arts and local foods. In 2014, Wine Enthusiast Magazine voted Salt Lake City as one of the five New Foodie Cities in America, noting the thoughtful and innovative stylings of Utah chefs. Savory Salt Lake highlights this innovation and, for one evening, brings together KUER's affluent supporters and engaging community partners.

Last year's event hosted more than 350 guests at the Leonardo, and featured guest judge, Silver Medal Olympian Devin Logan with veteran judges Doug Fabrizio and Vanessa Chang, to award R&R BBQ with a repeat win for both Celebrity Judge and People's Choice for a second year in a row. Vinto and Les Madeleines took home the awards for best dessert, a new category added in 2014.

Due to the continued success and praise, KUER is expanding Savory Salt Lake in 2015 to a larger venue able to accommodate more vendors. Guests will again be encouraged to vote for their favorite small plate and dessert. We are excited to announce that our celebrity judges this year will be Ty and Holly Burrell, along with veteran judges Vanessa Chang and Doug Fabrizio, who will be voting for their favorite dishes as well. Approximately 350 guests and 22 vendors will be in attendance.

When:

Friday, May 22, 2015 from 6:30 to 9:30pm
VIP Reception from 5:30 to 6:30pm

Where:

Tower at Rice-Eccles Stadium
451 South 1500 East
Salt Lake City, UT 84112



SAVORY RY SALT LAKE

Sponsorship

Being a sponsor of Savory Salt Lake puts you at the center of a network of some of Utah's greatest chefs and restaurants. With the help of corporate sponsors and participating vendors, KUER will create a unique, high-quality event that generates new audiences and consumers to the growing market of culinary arts in Utah.

Presenting Sponsor: \$10,000

Pre-Event Exposure

- Presenting sponsor mentioned in pre-recorded promo to air during KUER's spring fund drive (April 10-17, 2015).
- Numerous verbal live announcements by KUER staff during KUER's spring fund drive.
- 5-second tag in all 30-second promos promoting Savory Salt Lake post-fund drive until May 21, or until tickets sell out.
- Mention in up to 3 newsletters including logo placement when available.
- Prominent logo/name placement on KUER.org event page promoting Savory Salt Lake.
- Prominent logo/name placement in banner ad promoting Savory Salt Lake on KUER.org or other digital arenas.
- Prominent logo/name placement in all printed marketing materials promoting Savory Salt Lake.
- Promoted as presenting sponsor in all PR materials sent to local and regional food blogs, writers, and etc.
- General social media promotion.

On-Site Benefits:

- Prominent logo/name placement in all on-site printed materials and signage, including table tents, banners, etc.
- Logo/name placement on event staff and volunteer lanyards.
- Personal live acknowledgment by a KUER spokesperson during Savory Salt Lake and VIP early access.
- Opportunity to have a company spokesperson on stage to help present awards.
- Opportunity to have company chef participate in the competition.
- 20 tickets to the Savory Salt Lake, including VIP early access.

Post-Event Exposure:

- Logo/name placement in thank you letter.
- Name placement in KUER's underwriting directory.
- Logo/name placement on awards and on chef photo sent out to all participating restaurants
- General social media promotion.

For more information, contact Ja'Naye Payne at jpayne@kuer.org or 801-581-3227 or Gayle Ewer at gewer@kuer.org or 801-587-9331



SAVORY RY SALT LAKE

Supporting Sponsor: \$5,000

Pre-Event Exposure

- Name recognition in up to 3 newsletters including logo placement when available (fund drive e-blast, post-fund drive wrap up newsletter, pre-event newsletter).
- Secondary logo/name placement on KUER.org event page promoting Savory Salt Lake.
- Secondary logo/name placement in all printed marketing materials promoting Savory Salt Lake outside of KUER.
- General social media promotion.

On-Site Benefits:

- Secondary logo/name placement in all on-site printed materials and signage, including table tents, banners, etc.
- Secondary logo/name placement on event staff and volunteer lanyards.
- Personal live acknowledgment by a KUER spokesperson during VIP early access.
- 14 tickets to the Savory Salt Lake, including VIP early access.

Post-Event Exposure:

- Secondary logo/name placement in thank you letter.
- Name placement in KUER's underwriting directory.
- General social media promotion.

Contributing Sponsor: \$2,500

Pre-Event Exposure

- Name recognition in up to 3 newsletters including logo placement when available (fund drive e-blast, post-fund drive wrap up newsletter, pre-event newsletter).
- Tertiary logo/name placement on KUER.org event page promoting Savory Salt Lake.
- Tertiary logo/name placement in all printed marketing materials promoting Savory Salt Lake outside of KUER.
- General social media promotion.

On-Site Benefits:

- Tertiary logo/name placement in all on-site printed materials and signage, including table tents, banners, etc.
- Tertiary logo/name placement on event staff and volunteer lanyards.
- Personal live acknowledgment by a KUER spokesperson during VIP early access.
- 10 tickets to the Savory Salt Lake, including VIP early access.

Post-Event Exposure:

- Tertiary logo/name placement in thank you letter.
- Name placement in KUER's underwriting directory.
- General social media promotion.

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