

SAVORY SALT LAKE

MAY 20, 2016 • THE TOWER AT RICE ECCLES



Savory Salt Lake is a special thank you event for donors of the largest NPR station in Utah, KUER 90.1, to celebrate public radio, culinary arts and local foods. Award winning chefs are just feet away from attendees as they serve their culinary creations, highlighted by local libations, celebrity judges and friendly competition.



A LOOK BACK



Due to last year's abundant success, KUER is repeating the model with 450 guests and 18 vendors at the scenic Tower at Rice Eccles Stadium. Guests will again be encouraged to vote for their favorite "Savory" or "Sweet" items, and the surprise celebrity judges will do the same.

"It's difficult to think of any event that manages to encapsulate Salt Lake's ever expanding culinary landscape in the way that Savory Salt Lake does."

- Alex Springer, SLUG Magazine

Sponsorships range from \$2,500-10,000

Get a front row seat to the educated donors, award-winning chefs and community-focused partners by becoming a sponsor of Savory Salt Lake. As a sponsor, your organization's name will be at the center of the sophisticated foodie audience.

Sponsorship opportunities may include any of the following:

Pre-event opportunities:

- Acknowledgment in Pre-recorded 30-second Promo airing during KUER's Spring Fund Drive
- Acknowledgment in Verbal Live Announcements by KUER Staff during KUER's Spring Fund Drive
- Pre-recorded 5-second tag in all 30-second Promos for Savory Salt Lake Post-Fund Drive.
- Logo and Link in Fund Drive E-Blasts
- Logo and Link on KUER.org
- Logo on Print Advertising & Posters
- Acknowledgments on Social Media Pages (Twitter, Facebook, Instagram)

On-site opportunities:

- 2 Company Hanging or Standing Banners in Event Space
- Logo on Volunteer, Exhibitor and Production Badges
- Logo on Event Map
- Product Placement Opportunity Inside Savory Salt Lake Vendor Bag
- Acknowledgment from Stage (Verbal)
- Opportunity to Present Awards by Company Spokesperson
- Twelve (12) Tickets to Savory Salt Lake, including VIP Early Access and Reserved Seating
- Logo on 4 Display Screens in Event Space

Post-event opportunities:

- Acknowledgment in Post Event "Thank You"
- Acknowledgment in Post Event Press Release
- Logo on Awards and Chef Photo sent to Participating Vendors
- Logo and Link Archived on KUER.org 2016 Savory Salt Lake Page
- Company Name and Link Archived in KUER's Underwriting Directory
- Acknowledgments on Social Media Pages (Twitter, Facebook, Instagram)
- 2 Signature Savory Salt Lake Vendor Bags

