

# Sponsor Menu





# "Top Chef" Sponsor

**Full Menu \$50,000 • Includes all 4 items**

*Coming Soon  
DOOF RADIO!  
Contact us for  
Details.*

**Category Exclusivity • Right of First Refusal as We Expand Nationally**

## **LIVE FESTIVAL: DOOF-A-PALOOZA EXPECTED ATTENDANCE: 30,000**

*A fun-filled, food extravaganza featuring performance, video & hands-on activities that celebrate the magic of food – Jack London Square - Oakland - May 22, 2011*

- Center Stage Visibility - Banner with Logo - Co-event billing
- Company Name on special contests • 10 verbal acknowledgements from stage by Emcee
- Logo on t-shirts for kids - 100% logo size and "Top Chef" placement
- Special gift bag inclusion in bags for promotional info
- Direct product sampling
- Logo on all Web, print and advertising promotions (Over 4 million media impressions)
- Dedicated 20x20 booth space • Large column (160 x 600) ad unit on home page

**\*\$25,000**

## **DOOF LIVE ONLINE COOKING SHOW**

*First-of-its-kind live, interactive Web cooking show*

**\*\$10,000**  
(12 show series)

- "Brought to you..." sponsor - contests, tie-ins and special mentions by show hosts
- Dynamic banner at the top of the home page
- A DooF video spot featuring sponsor's product and mission segments at the beginning and end of each show
- Presenting Sponsor for contests
- Home page video player has your branded segments on a rotating basis
- Product placement and tie-ins
- Link to full page on DooF site
- Large column (160 x 600) ad unit on cooking show broadcast page

## **DOOF ON WHEELS 50 EVENTS/YEAR - MARKET REACH: 75,000 PEOPLE**

*A mobile food show that reaches into every community with hands-on activities, education and weekly video blogs*

**\*\$20,000**

- Company Logo on the DooF Mobile & event banners
- Events/Schools/Farmers' Markets
- Fun-filled food games & activities
- Live - Q & A
- Elementary and Middle School Shows
- Branded videos featured on YouTube, Facebook and feedbackwards.com

## **INTERSTITIALS: HILARIOUS DOOFY MINUTE-LONG TV COMMERCIALS**

*Showcase your Company or a Food you Make*

- Co-billing and complete product exposure
- Use of video content for your company branding and communications
- Viral YouTube and TV campaign
- Contest tie-ins to schools and Facebook donation campaigns

**\*\$20,000**  
(includes national TV campaign)

See detailed Media Kit for more details about the entire DooF initiative. \*a la carte price





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# "Master Chef" Sponsorship

**Full Menu \$25,000 • Includes all 4 items**

## LIVE FESTIVAL: DOOF-A-PALOOZA EXPECTED ATTENDANCE: 30,000

A fun-filled, food extravaganza featuring performance, video & hands-on activities that celebrate the magic of food – Jack London Square - Oakland - May 22, 2011

- Activity Area Visibility - Banner with Logo hosting a dedicated area
- 5 verbal acknowledgements from stage by Emcee
- Logo on t-shirts for kids - 75% logo size and "Master Chef" placement
- Special gift bag inclusion for promotional info
- Direct product sampling
- Logo on all Web, print and advertising promotions (Over 4 million media impressions)
- Dedicated 20x20 booth space • Message size (300 x 250) ad on home page

**\*\$10,000**

## DOOF LIVE ONLINE COOKING SHOW

First-of-its-kind live, interactive Web cooking show

- "Featured" sponsor – product tie-ins
- A DooF video spot featuring sponsor's product during show
- Home page video player has your branded segments on a rotating basis
- Pre-roll or overlay ads on other video segments, on a rotating basis
- Log & message size (300 x 250) on cooking show broadcast page

**\*\$5,000**  
(6 show series)

## DOOF ON WHEELS 25 EVENTS/YEAR - MARKET REACH: 35,000 PEOPLE

A mobile show that reaches into every community with hands-on activities, education and weekly video blogs

- Company Logo on the DooF Mobile & event banners
- Events/Schools/Farmers' Markets
- Fun-filled food games & activities
- Live - Q & A
- Elementary and Middle School Shows
- Featured in videos featured on YouTube, Facebook and foodbackwards.com

**\*\$10,000**

## INTERSTITIALS: HILARIOUS DOOFY MINUTE-LONG TV COMMERCIALS

Showcase your Company or a Food you Make

- "Brought to you by..." sponsor
- Use of video content for your company branding and communications
- Viral YouTube and TV campaign
- Contest tie-ins to schools and Facebook donation campaigns

**\*\$10,000**  
(includes national TV campaign)

See detailed Media Kit for more details about the entire DooF initiative. \*a la carte price





# "Sous Chef" Sponsorship

**Full Menu \$10,000**

**Includes all 3 items + 6 Cooking Shows**

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## **LIVE FESTIVAL: DOOF-A-PALOOZA EXPECTED ATTENDANCE: 30,000**

*A fun-filled, food extravaganza featuring performance, video & hands-on activities that celebrate the magic of food – Jack London Square - Oakland - May 22, 2011*

- Activity Host - ex: Take the "Young Chef Challenge" – "Hosted by..."
- Verbal Acknowledgement from stage by emcee
- 50% size logo on t-shirt
- Special gift bag inclusion for promotional info
- Direct product sampling
- Logo on all Web, print and advertising promotions (Over 4 million media impressions)
- Dedicated 20x20 booth space • Logo size (180 x 150) ad on home page

**\*\$5,000**

## **DOOF LIVE ONLINE COOKING SHOW**

*First-of-its-kind live, interactive Web cooking show*

- "Mentioned" sponsor – product placement
- A DooF video spot featuring sponsor's product during show
- Home page video player has your branded segments on a rotating basis
- Pre-roll or overlay ads on other video segments, on a rotating basis
- Logo size (180 x 150) ad unit on all Web site pages

**\*\$1,000**  
(per episode)

## **DOOF ON WHEELS 10 EVENTS/YEAR - MARKET REACH: 15,000 PEOPLE**

*A mobile show that reaches into every community with hands-on activities, education and weekly video blogs*

- Company Logo on the DooF Mobile & event banners
- Events/Schools/Farmers' Markets
- Fun-filled food games & activities
- Live - Q & A
- Elementary and Middle School Shows
- Inclusion in videos featured on YouTube, Facebook and foodbackwards.com

**\*\$5,000**

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