This list is intended to assist your sales staff in securing an appliance sponsor in your local market. It is not intended to act as a "leave behind." Remember, you determine a sponsor's involvement and the associated fees/prices.

Appliance sponsors vary by market, but in the past have included: Lowe's, The Home Depot, Sears, local appliance businesses, electric co-op's, and gas companies, among others.

- The Taste of Home Cooking School is an exciting and entertaining event for the community. A national program, the Cooking School is featured in about 200+ select communities each year.
- In your community, you have the opportunity to be the exclusive appliance sponsor! Imagine…An auditorium packed with a captive audience of 500 or more people enjoying a live cooking show featuring your appliances on-stage! It's a great opportunity to show off your newest, most innovative and attractive appliances!
- Attendees of the Taste of Home Cooking School in your community are potential customers. You have the opportunity to provide door prizes, display signage, feature your appliances on stage or at an expo-style booth, feature your logo in all promotional advertising, tickets and more. Your involvement is determined by you and the event partner.
- Receive a special "Thank you!" by the Emcee during the show.
- The Emcee can communicate specific information about your business to the audience. For example, product descriptions, special events, sales, etc.
- Many appliance sponsors work with the event partner to give away a grand prize appliance such as a washer/ dryer combo, range, and/or refrigerator. The prize is awarded the night of the show, but is promoted throughout all advertisement of the show, which creates excitement and makes your name memorable in the minds of many potential customers.
- There are many more opportunities available! To sum it up, this is a one-of-a-kind opportunity to reach potential customers personally. What other opportunity offers the ability to reach more than 500 people in one night?