



LOCAL BUSINESS SPONSORSHIPS

Selling Points for Securing a Grocery Sponsor

This list is intended to assist your sales staff in securing a grocery 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.

Grocery sponsors vary by market but have included: Wal-Mart, Super Target, Whole Foods Safeway, local grocery stores, and catering businesses, 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 over 200 select communities each year.
- In your community, you have the opportunity to be the exclusive grocery sponsor! Imagine... An auditorium packed with a captive audience of 500 or more enjoying live recipe demonstrations featuring your groceries!
- The Cooking School partners with brands you sell in your store. The demonstrated recipes feature common ingredients found in most supermarkets. Brands you know like Kraft, McCormick, and Crisco. Use in-store signage to tag the featured items used in the Cooking School [e.g., “To Be Featured at Taste of Home Cooking School to be held (insert date)” or “As Featured at the Taste of Home Cooking School (insert date school was held)”].
- Attendees of the Taste of Home Cooking School in your community are potential customers!
 - Attendees have the primary shopping responsibility in their household and spend an average of \$102 per week on groceries.
 - 92% do most of the grocery shopping.
 - 81% prefer making meals from scratch rather than buying pre-cooked meals and 66% buy based on quality, not price.
 - On average, attendees continue to make meals at home, averaging 4.9 nights a week.
- Working with the event partner, supermarkets have the opportunity to provide door prizes, display signage, feature their products, deli and floral items at an expo-style booth, feature their logo in all promotional advertising, tickets and more. Their involvement is determined by them and the event partner.
- Receive a special “Thank you!” by the Emcee during the demonstration.
- The Cooking School Emcee can communicate specific information about your supermarket to the audience.

- Many grocery sponsors give away a grand prize such as a supermarket shopping spree. The prize is awarded the night of the show, but is promoted in all of the show's marketing materials. This creates excitement and makes your name memorable in the minds of many!
- The supermarket sponsor provides the groceries for the Culinary Specialist's recipe demonstrations (approximately \$300 - \$350) and can also provide 20 bags of groceries to be awarded to audience members as door prizes. The door prize bags line the stage and multiply your logo visibility by 20! The dishes prepared during the show are awarded as door prizes, so lucky winners will go home with fabulous food made with your groceries!
- 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 over 500 people in one night!