



The Rock & Roll Kitchen® 1924 West Montrose Ave #117 Chicago IL 60613 TheRockNRollKitchen.com

PUT YOUR COMPANY IN THE SPOTLIGHT WITH A UNIQUE LIVE COOKING SHOW!

THE ROCK & ROLL KITCHEN® is a cooking show backed by a rock & roll band. It features musicians who cook, and cooks who play. Hosted by the Rock & Roll Chef®, the show is fast moving, lively and fun.

PARTY IN THE KITCHEN!

Ever notice how, at so many parties, everyone ends up in the kitchen, watching the food being made, tasting the dishes before they're plated, drawn to the heart of the home? Our show speaks to this natural attraction, with one major difference: We add great live music to the blend.



The Rock & Roll Chef®

WHO WATCHES THE ROCK & ROLL KITCHEN?

The Rock & Roll Kitchen (RRK) enjoys perhaps the broadest audience of any cooking show. Why? By focusing on quality recipes and cooking techniques, it appeals to those interested in traditional cooking shows; by adding the element of top-notch music and musical guests, it also expands the appeal to include anyone who enjoys great live music. Specifically: cooking and featured guest chefs target women 24 – 56; live music and guest musicians target a nearly immeasurable larger audience. (i.e., those who enjoy rock & roll music or featured musical guests.)

FORMAT

The Rock & Roll Kitchen was originally created for television, and is now being expanded to live outdoor performances. Similar to a TV show, the band plays an opening song; the announcer introduces the host; the host appears, performs a bit with the band; the host does an introductory monologue; and then the guest artist is introduced and begins their segment.

WHAT YOU GET

1. Your logo & link to your website on TheRockNRollKitchen.com for 1 year following selected live show;
2. Your logo shown on available signage/graphics (TBA) throughout your sponsored segment;
3. Your product or service integrated into your sponsored segment AND “talked up” by the chef throughout your sponsored segment;
4. Printed recipe handout available to audiences during RR Kitchen shows;
5. Your downloadable coupon on TheRockNRollKitchen.com. NOTE: *You provide final art/language. If you do not have coupon art available, we offer design services (upcharges apply);*
6. Bounceback opportunities (coupons, fliers handed out) to your key retailers.

CONTACT NORINE SMYTH TODAY FOR DETAILS
TEL: 773.868.3010 X 232 OR norine@chicagoevents.com

WHY FEATURE YOUR PRODUCT OR SERVICE WITH THE ROCK & ROLL KITCHEN?

Just like other sponsored segments and shows for Kraft Foods, Sunbeam, Quaker Oats, Edward Don, RRK can integrate your product or service into our cooking show script. As these big companies know, it's easier to sell your product AFTER you educate the consumer on how to use it. More, brand loyalty is created and maintained when you take the time to educate your customers.

YOUR SPONSORED SEGMENT

During your sponsored segment, the Rock & Roll Chef and/or guest artist will cook a dish (or dishes), featuring your product. Details of your product will be "talked up" by the performers, he/she will also mention where the product can be purchased.



"Party In The Kitchen!"

YOUR LOGO/IDENTITY

Your company's logo will be shown on available graphics (TBA) throughout the segment, and your company's banner will be displayed on the cooking stage. NOTE: If your company has a broadcast quality TV spot, inquire about availability of electronic magnification options.

HOW LONG IS A SPONSORED SEGMENT?

Each segment lasts from 20 - 30 minutes; Sponsoring more than one segment is available.

MERCHANDISE/PROMOTIONS

Following your segment (until the conclusion of the next segment), a small area will be available for the guest artist and you to promote your product or service, distribute collateral materials, coupons, meet & greet audience.

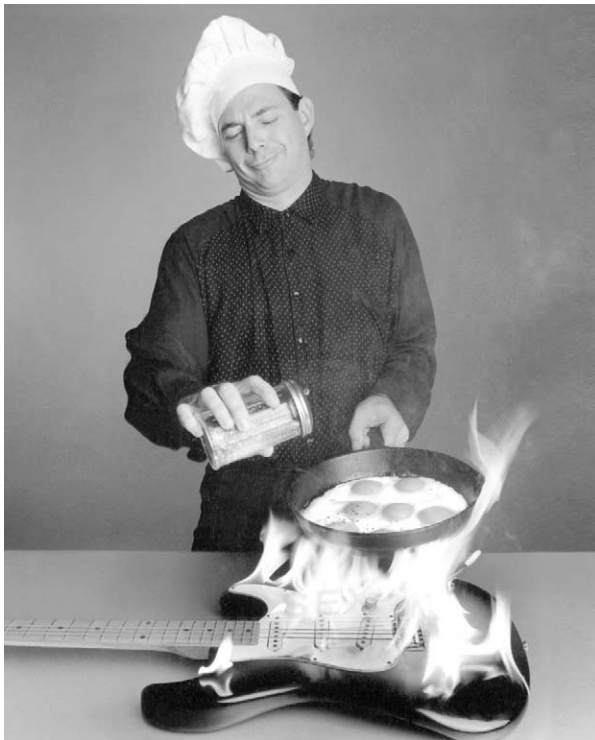
NOTE: *You are fully responsible for this aspect of the show.*

ABOUT YOUR SEGMENT

1. RECIPE SELECTION: Guest artist is given first choice option for creating a dish featuring/integrating your product or service. Guest artists are also given the option of adapting your product/service to fit their style. However, if guest artist wishes, they may choose to prepare a dish following your provided recipe.

2. RECIPE SUBMISSION: Please submit recipe via email.

3. LOGO/PHOTOS/ART: Please submit any/all logos, recipe photos, artwork etc. as a digital file.



**For More Info, Contact Us Today Or Visit:
TheRockNRollKitchen.com**