

# CHOW CHOW

AN ASHEVILLE CULINARY EVENT SERIES



**SUMMER OF CHOW CHOW 2022**



# VISION & OVERVIEW

As a 501(C)3 non-profit, the mission of Chow Chow Asheville is to celebrate and enrich the unique foodways of the Southern Appalachian region.

As makers, chefs, artists, and farmers our vision is an equitable and thriving regional food system, where culinary and creative enterprise are central to community identity and resilience.

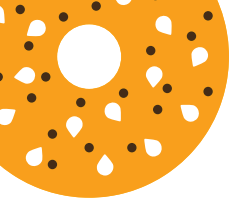
## Pillars of Our Work:

Creating immersive shared experiences to cultivate understanding of our region.

Providing a platform to amplify voices in our community working to sustain and strengthen our foodways.

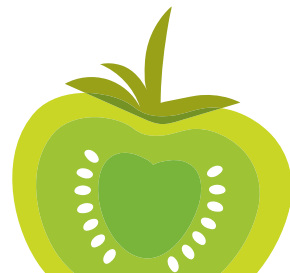
Celebrating and invigorating our local food sources and opportunities for creative enterprise.





# OUR VALUES

- We believe in catalyzing the powerful potential between local creative makers and the communities these makers serve.
- We strive to recognize the cultures and traditions of our region's diverse food and agricultural heritage.
- We advocate for thriving local food sources.
- We acknowledge and embrace the interdependency we share.
- We champion the collective contributions of our local creative economy.
- We celebrate justly through bringing people together, lifting up community voices, and raising awareness of and within our unique corner of Southern Appalachia.
- We commit to providing immersive experiences that broaden our understanding of one another.



# BOARD OF DIRECTORS

## 2022 BOARD MEMBERS:

Gene Ettison,  
Chief Visionary Officer,  
The Ettison Investment  
Group

\*John Fleer,  
Chef, Owner, Rhubarb,  
The Rhu, Benne on Eagle

Murphy Horne Fletcher,  
Attorney, McGuire,  
Wood & Bisette Law  
Firm

Steven Goff,  
Executive Chef, Jargon  
Restarant

Lexie Harvey,  
Founder, Cordial & Craft

Anya Inochkina,  
CPA, Berdon  
Accountants  
& Advisors

Meredith Leigh,  
Author and Consultant

Rhea Lidowski,  
Marketing Coordinator,  
Chemist Spirits

Caitlin McMahon,  
SVP Supply Chain,  
Tupelo Honey Hospitality

Joel Mowrey, Owner,  
Smoking J's Fiery Foods

Neomi Negron, Owner,  
Buggy Pops

Kyle Pedersen,  
Marketing Director,  
Wicked Weed Brewing

\*Peter Pollay,  
Co-Founder, Executive  
Chef, Mandara  
Hospitality Group

\*Vanessa Salomo,  
Co-Owner, Business  
Development, Corner  
Kitchen, Chestnut

\*Elizabeth Sims,  
Owner, Elizabeth Sims  
Consulting

\*Jael Skeffington,  
Co-Founder, CEO,  
French Broad Chocolate

Jen Swanson,  
Communications  
Consultant

Justin Thompson,  
Communications  
Manager, Mountain  
BizWorks

\*Founding Board Members

# BOARD OF DIRECTORS

## PAST BOARD MEMBERS:

\*Jane Anderson,  
*Executive Director, AIR*

\*Kevin Barnes, Owner,  
*Ultimate Ice Cream*

Brandy Bourne, Owner,  
*The Big Crafty and  
Horse + Hero*

\*Katie Button,  
*Co-Founder, CEO, Katie  
Button Restaurants*

\*Aaron Grier, Co-  
Owner, *Gaining Ground  
Farm*

\*Charlie Hodge, Owner,  
*Sovereign Remedies*

\*Meherwan Irani, Chef/.  
*CEO/Co-Founder, Chai  
Pani Restaurant Group &  
Spicewalla*

\*Connie Matisse (she/  
her), CEO and Co-  
Founder, *East Fork*

\*Jessica Reiser,  
*Co-Founder, CEO,  
Burial Beer Co.,  
Forestry Camp Bar and  
Restaurant*

\*Dodie Stephens,  
*Director of  
Communications, Explore  
Asheville*

\*Adrian Vassallo, *DHG  
Wealth Advisors*

\*Mike Tiano,  
*Co-Owner, Haw River  
Wine Man*

\*Marilyn Zapf,  
*Assistant Director and  
Curator, Center for Craft*

*\*Founding Board Members*

# CHOW



# CHOW



# 2021 CHEF HIGHLIGHTS



**J Chong**



**Annie  
Pettry**



**Travis  
Milton**



**Patty  
Saenz**



**Steven  
Goff**



**Ashleigh  
Shanti**



**Lynn  
Wells**



**Jeremy  
Salig**



**Eric  
Morris**



**Greg  
Collier**



**Beth  
Kellerhals**



**Luis  
Martinez**

Mike Achberger  
Michel Baudouin  
Michelle Bailey  
Katie Button

Brian Canipelli  
Sujitra "May"  
Chubthaisong  
Silver Cousler

Camille Cogswell &  
Andrew Ditomo  
Brian Crow  
Susannah Gebhart

Cleophus Hethington  
Austin Inselmann  
Hominy Farm  
Andrew McLeod

Naomi Mikami  
Antonio Perez  
Suzy Phillips  
Hector Revilla

Clarence Robinson  
Joe Scully  
Jamie Turner  
Jill Wasilewski

**OVER 80 2021 PARTICIPATING CHEFS!**

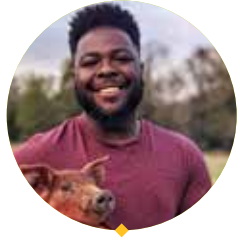
# 2021 SPEAKER HIGHLIGHTS



**Tamarya  
Sims**



**William  
Dissen**



**"Pork" Rhyne  
Cureton**



**Adrian  
Parra**



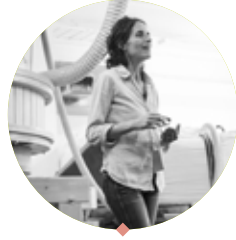
**Cleaster  
Cotton**



**Meg  
Chamberlain**



**Meherwan  
Irani**



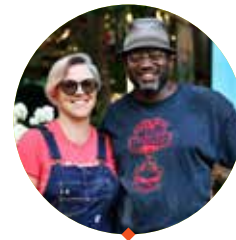
**Jennifer  
Lapidus**



**Tyson  
Sampson**



**Marianne  
Martinez**



**Safi Martin  
DeWayne Barton**



**Laura  
Lengnick**

Kim Bailey  
Dave Bauer  
Ale Sharpton  
Claude Coleman, Jr.

Sergio Fernandez  
Tracey  
Greene-Washington  
April Jones

Jeff Kaplan  
Joe Kato  
Meredith Leigh  
Andrew Magazine

Brent Manning  
Craig Mauney  
Al Murray  
Priscilla Robinson

Susi Gott Seguret  
Honey Simone  
Jael Skeffington  
Chris Smith

Phyllis Stiles  
Amy Walker  
Bill Whipple  
Sebastian Wolfrum

**OVER 60 2021 PARTICIPATING SPEAKERS!**



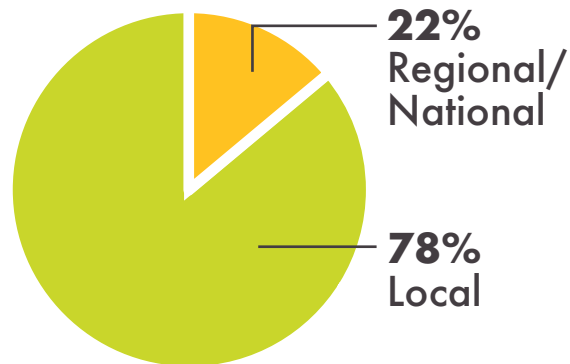


# 2021 CHOW CHOW AT A GLANCE

## Attendees

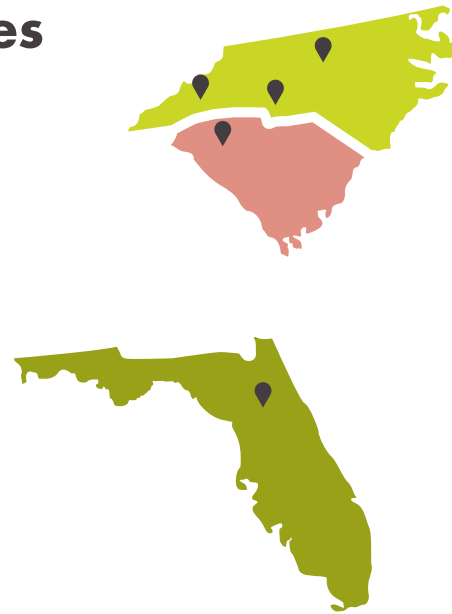
  
**2,841**

### EVENT ATTENDEES

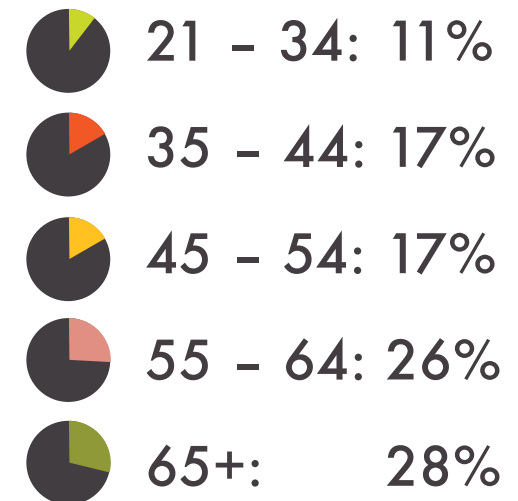


### Top Attendees Locations

North Carolina  
South Carolina  
Florida  
25 states\* + DC



### Attendee Ages:

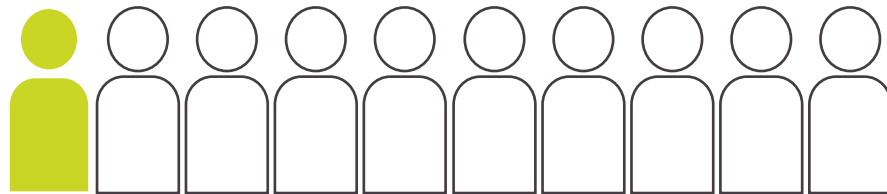
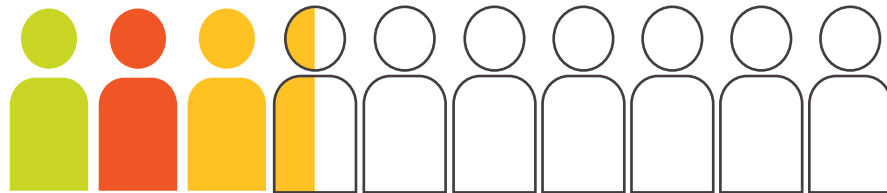


\*AL, AZ, CA, CO, CT, DE, DC, FL, GA, HI, IL, IN, KY, MD, MA, NC, NJ, NY, OH, PA, SC, TN, TX, UT, VA, WI



# 2021 CHOW CHOW AT A GLANCE

## Chefs and Speakers



\*Black, Indigenous and people of color

**In Comparison  
Buncombe County stats:**

White : 89%  
BIPOC\*: 11%

50

Beverage

91

Farms

40

Makers

26

Artists/  
Performers

18

Venues

83

Sponsors

34

Friends of  
Chow Chow

66

Volunteers

200+

Dishes Created

21

Events

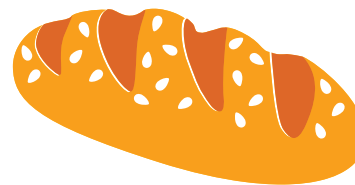


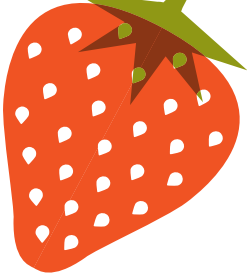


# SUMMER OF CHOW CHOW 2021 EVENTS



- Appalachian Pride Brunch
- Sobremesa
- Pollinating Metamorphosis
- Great Grains
- A Find Dining Experience
- The Grass is Greener
- Paella Cook-Along with Chef Katie Button (virtual)
- Container Gardening (virtual)
- Out of the Box: CSA Challenge
- Trial to Table
- Embroidered Napkins (virtual)
- Fermentation Feast
- Carbon Harvest
- Diaspora
- Forest as Farm
- Sustainable Waters
- Root to Bloom
- Farmers Market Cook-Along with Chef J Chong (virtual)
- Recipes from Rabbit's Motel
- Burton St Garden Gathering
- Food Stories





# NATIONAL MEDIA COVERAGE

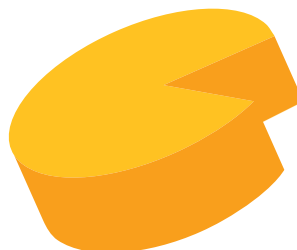


Earned Media for  
Chow Chow 2021:

**4.8 MILLION TOTAL  
EDITORIAL REACH**

Estimated publicity value:

**\$92,500**

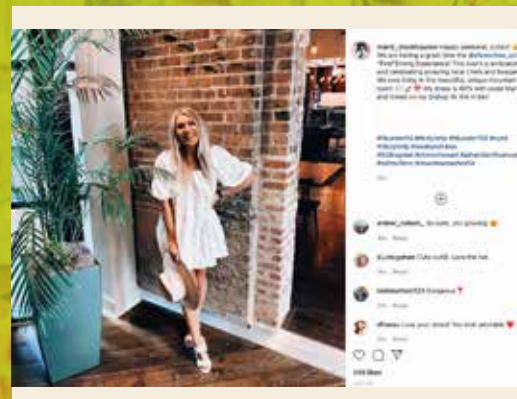
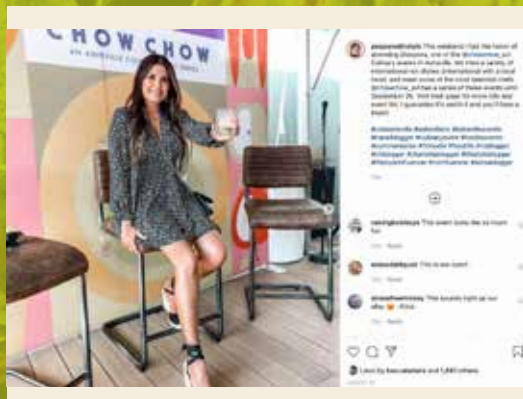


## SAMPLE MEDIA COVERAGE

- Today.com
- Garden & Gun
- Nashville Scene
- WNC Magazine
- AVL Today
- Visit NC
- Citizen-Times
- Mountain Xpress
- Charleston Post & Courier
- Raleigh News & Observer
- NY Times
- Chicago Tribune



# 2021 SOCIAL MEDIA IMPACT



**1.1 MILLION**  
Organic Feed impressions  
**6,988**  
Instagram Followers  
**33%**  
Increase over prior years

**10 INFLUENCERS BRANDS**  
with a total potential reach of 553.3k  
were hosted as part of the event: @camarrero @missjenmedia @ashevilleguide  
@marnistockhausen @pepperedinstyle @nashville\_eats @saralongsworth @foodistagirl  
@differentwrld @chilipeppermadness

**5** VIP Media Accounts Hosted

**1.75 MILLION** Estimated Impressions

\*\*\*These numbers do not include Instagram stories, which likely reached far more viewers/followers.



# THANK YOU TO OUR 2021 SPONSORS

**DESTINATION SPONSOR** Explore Asheville

**AUTO SPONSOR** Hunter Volvo Asheville

**VIRTUAL SERIES SPONSORS** Roots Hummus & Spicewalla Brand

## OVERALL LEVEL SPONSORS

Garden & Gun  
Wicked Weed Brewing  
McGuire Wood & Bisette Law Firm  
Kimpton Hotel Arras  
Aloft Hotels  
AC Hotels Marriot  
Go Mini's Portable Storage  
NC Department of Agriculture  
Curate Bar de Tapas | La Bodega | Wine Club | Trips  
US Foods  
Cintas

Chestnut  
Corner Kitchen  
Devil's Foot Beverage Company  
Asheville Area Chamber of Commerce  
New Belgium Brewing  
Ketel One Botanical  
One Click Fix  
KUDU Grills  
ASK Law Firm  
Cultivated Cocktails  
Atlas Branding & Design

Asheville Ale Trail  
Cheney Brothers  
The Times Bar  
Mountain Valley Spring Water  
Edible Asheville  
Hickory Nut Gap Meats  
Pernod Ricard USA  
Spicewalla Brand  
Roots Hummus  
Quility  
Shay Brown Events Management

The Country Malt Group  
Farm & Sparrow  
Riverbend Malt House  
Blue Ridge Public Radio  
Romantic Asheville  
Sarilla Sparkling Tea  
Savvy Marketing Solutions  
WNCW 88.7  
Beam Suntory  
Advantage Direct

## SIGNATURE EVENT SPONSORS

Sedera  
Venture Asheville  
Sysco  
First Bank

Parsec Financial  
Dewey Property Advisors  
Echoview Fiber Mill  
Earth Equity Advisors

GreyBeard Realty  
Ecolab  
Mountain Valley Spring Water  
Blue Spiral 1

Sevenya Healthcare  
Spicewalla Brand

## VENUE SPONSORS

Wicked Weed Funkatorium  
Smoky Park Supper Club  
Atelier Maison  
Salvage Station

Highland Brewing  
The Foundry Hotel  
Hickory Nut Gap Farm  
Olivette Riverside Community & Farm

Franny's Farm  
Jettie Rae's Oyster House  
Peace Gardens  
Forestry Camp

WNC Farmers Market  
Yesterday Spaces  
The Asheville Masonic Temple  
Williams - Sonoma Biltmore Village

## BEVERAGE SPONSORS

12 Bones Brewing  
Archetype Brewing  
Beam Suntory  
Bhramari Brewing  
Blue Moon Water  
Botanist & Barrel  
Burial Beer Co.  
Chemist Spirits  
Cultivated Cocktails

Eda Rhyne Distilling Company  
Devil's Foot Beverage Company  
Dixie Vodka  
Dynamite Roasting Company  
Ginger's Revenge  
Glass Revolution Imports  
Grapevine Distributors  
Haw River Wine Man  
Highland Brewing

Hillman Beer  
Ketel One Botanical  
Le Bleu Water  
Mountain Valley Spring Water  
New Belgium Brewing  
Noble Hard Cider  
Oak & Grist Distilling Company  
Pernod Ricard USA  
Pleb Urban Winery  
Savor Shrub Bitters

Sarilla Sparkling Tea  
Sideways Farm & Brewery  
South Slope Coffee  
Sutler's Spirit  
The Times Bar  
Urban Orchard Cider Co.  
Vidl Winery  
Wehrloom Honey  
Wicked Weed Brewing

## PRODUCT SPONSORS

Apple Brandy Beef  
Colfax Creek Farm  
Dare Vegan Cheese  
Firewalker Hot Sauce

French Broad Chocolate  
Hickory Nut Gap Meats  
Hominy Farm  
Manchester Farms Quail

Mills River Creamery  
Nicewonder Farm & Vineyards  
Rappahannock Oyster Co.  
Roots Hummus  
Spicewalla Brand

Sister of Mother Earth  
Sunburst Trout Farms  
Tidewater Grain Co.  
Well Seasoned Table

## LODGING PARTNERS

Kimpton Hotel Arras  
AC Hotels Marriott  
Aloft Hotels

DoubleTree By Hilton  
Hilton Asheville Biltmore Park  
Hampton Inn & Suites

Residence Inn Biltmore  
Cumberland Falls Bed & Breakfast

Pinecrest Bed & Breakfast  
Hilton Garden Inn

We appreciate your consideration to support Chow Chow: An Asheville Culinary Event Series. Chow Chow is a celebration of the unique foodways of our Southern Appalachian region.

The people and businesses of our creative economy have been deeply affected by the pandemic. We are also in an environment where an overdue reckoning around social and racial justice is dramatically shifting our societal views and values. We are hopeful that these events will ultimately lead us to a better world and more purposeful lives.

We are focusing on the mission and vision of Chow Chow with purpose and intention as we plan for 2022. We recognize this is a time to listen and learn, to work more diligently towards our goals for equity and inclusivity while we continue to celebrate Asheville and economically support its larger creative community of farmers, restaurants, chefs, producers, makers and artisans.

As a sponsor of Chow Chow your commitment will be vital as we create dynamic and meaningful 2022 programming. We know you join us in believing that our culinary and creative makers are essential to the vibrancy of our region. Your support will ensure our ability to celebrate and enrich our unique community of makers, each adding singular ingredients to our region's recipe for culinary and artistic identity.

Best regards,

*Rebecca Lynch*

Executive Director  
& the Chow Chow  
Board of Directors





# CHOW

## SPONSORSHIP OPPORTUNITIES

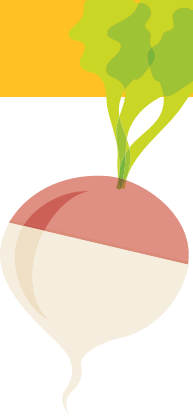






# CHOW CHOW 2022

THE SUMMER OF CHOW CHOW RETURNS  
JUNE 23-26, AUGUST 4-7, SEPTEMBER 8-11



## THREE WEEKENDS OF EVENTS & PROGRAMS TO SATISFY EVERY APPETITE

We are excited for the return of the Summer of Chow Chow in 2022! With three weekends of culinary events, June 23-26, August 4-7, September 8-11, you will have the opportunity to gather with us around the table all summer long. Our schedule of 2022 programming will include fun, delicious, immersive, meaningful, and educational events that celebrate and enrich the unique foodways of Southern Appalachia, while fostering dialogue about issues that impact our community including racial justice, climate change, and food justice.

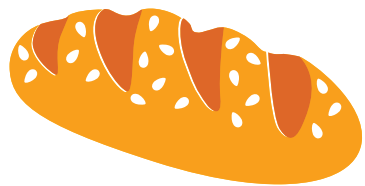


Join us and celebrate at a variety of flights & bites tasting events, five course dinners, workshops, and more! 3,500-4,500 total estimated attendees.

We look forward to coming together and building community around enriching experiences and conversations exploring our shared humanity.

Events will be held following all guidelines issued by state and local governments.





# OVERALL CHOW CHOW SPONSOR LEVELS







## LEVEL ONE OVERALL CHOW CHOW SPONSOR

**TOTAL INVESTMENT: \$50,000+**

- Logo and hyperlink on website under sponsor section, larger size, and top-level placement
- Tickets: 4 tickets to a Flights & Bites Event, 4 tickets to a Food for Thought Event, 4 tickets to a Workshop, 4 Opening Party Tickets, 4 Closing Party Invites (20 total)

### + Standard Benefits

- Logo on enews sent in advance to promote Chow Chow
- Logo on sponsor signs and programs at Chow Chow events
- Social Media recognition
- Opportunity to put item in VIP bags (must provide the product - 400 items)
- Sponsor VIP Bag

## LEVEL TWO OVERALL CHOW CHOW SPONSOR

**TOTAL INVESTMENT: \$25,000+**

- Tickets: 2 tickets to a Flights & Bites Event, 2 tickets to a Food for Thought Event, 2 tickets to a Workshop, 2 Opening Party Tickets, 2 Closing Party Invites (10 total)

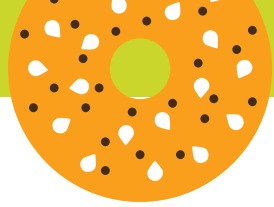
### + Standard Benefits

- Logo and hyperlink on website under sponsor section
- Logo on enews sent in advance to promote Chow Chow
- Logo on sponsor signs and programs at Chow Chow events
- Social Media recognition
- Opportunity to put item in VIP bags (must provide the product - 400 items)
- Sponsor VIP Bag

\*Overall Chow Chow Sponsorships ARE eligible for in kind/trade donations.







### LEVEL THREE OVERALL CHOW CHOW SPONSOR

#### TOTAL INVESTMENT: \$10,000+

- Tickets: 2 tickets to a Flights & Bites Event, 2 tickets to a Food for Thought Event, 2 Opening Party Tickets, 2 Closing Party Invites (8 total)

#### + Standard Benefits

- Logo and hyperlink on website under sponsor section
- Logo on enews sent in advance to promote Chow Chow
- Logo on sponsor signs and programs at Chow Chow events
- Social Media recognition
- Opportunity to put item in VIP bags (must provide the product - 400 items)
- Sponsor VIP Bag

### LEVEL FIVE OVERALL CHOW CHOW SPONSOR

#### TOTAL INVESTMENT: \$2,500+

- Tickets: 2 Opening Party Tickets, 2 Closing Party Invites (4 total)

#### + Standard Benefits

- Logo and hyperlink on website under sponsor section
- Logo on enews sent in advance to promote Chow Chow
- Logo on sponsor signs and programs at Chow Chow events
- Social Media recognition
- Opportunity to put item in VIP bags (must provide the product - 400 items)
- Sponsor VIP Bag

### LEVEL FOUR OVERALL CHOW CHOW SPONSOR

#### TOTAL INVESTMENT: \$5,000+

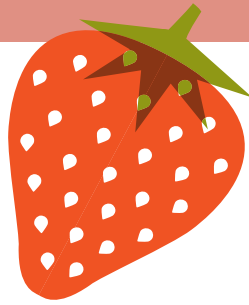
- Tickets: 2 tickets to a Flights & Bites Event OR 2 tickets to a Food for Thought Event, 2 Opening Party Tickets, 2 Closing Party Invites (6 total)

#### + Standard Benefits

- Logo and hyperlink on website under sponsor section
- Logo on enews sent in advance to promote Chow Chow
- Logo on sponsor signs and programs at Chow Chow events
- Social Media recognition
- Opportunity to put item in VIP bags (must provide the product - 400 items)
- Sponsor VIP Bag



\*Overall Chow Chow Sponsorships ARE eligible for in kind/trade donations.



## OFFICIAL AUTOMOBILE SPONSOR

### TOTAL INVESTMENT: \$20,000

- Opportunity to display automobile at 17 Chow Chow events
- Tickets: 2 tickets to a Flights & Bites Event, 2 tickets to a Food for Thought Event, 2 tickets to a Workshop, 2 Opening Party Tickets, 2 Closing Party Invites (10 total)
- + **Standard Benefits**
  - Logo and hyperlink on website under sponsor section
  - Logo on enews sent in advance to promote Chow Chow
  - Logo on sponsor signs and programs at Chow Chow events
  - Social Media recognition
  - Opportunity to put item in VIP bags (must provide the product - 400 items)
  - Sponsor VIP Bag

## SOUVENIR TASTING GLASS SPONSOR

### TOTAL INVESTMENT: \$20,000

- Logo on Chow Chow branded souvenir tasting glass (3,500-4,500 est. attendees)
- Tickets: 2 tickets to a Flights & Bites Event, 2 tickets to a Food for Thought Event, 2 tickets to a Workshop, 2 Opening Party Tickets, 2 Closing Party Invites (10 total)
- + **Standard Benefits**
  - Logo and hyperlink on website under sponsor section
  - Logo on enews sent in advance to promote Chow Chow
  - Logo on sponsor signs and programs at Chow Chow events
  - Social Media recognition
  - Opportunity to put item in VIP bags (must provide the product - 400 items)
  - Sponsor VIP Bag

\*These Sponsorships are NOT eligible for in kind/trade donations.



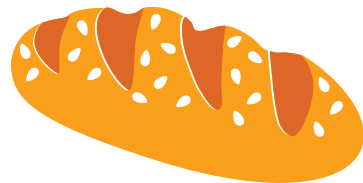
## SUSTAINABILITY SPONSOR

(Recycling & Compost)

### SPONSORSHIP RESERVED

**TOTAL INVESTMENT: \$15,000**

- Logo on recycling & composting signage at events
- Tickets: 2 tickets to a Flights & Bites Event, 2 tickets to a Food for Thought Event, 2 Opening Party Tickets, 2 Closing Party Invites (8 total)
- + **Standard Benefits**
  - Logo and hyperlink on website under sponsor section
  - Logo on enews sent in advance to promote Chow Chow
  - Logo on sponsor signs and programs at Chow Chow events
  - Social Media recognition
  - Opportunity to put item in VIP bags (must provide the product - 400 items)
  - Sponsor VIP Bag



\*These Sponsorships are NOT eligible for in kind/trade donations.

## VIP BAG SPONSOR

### SPONSORSHIP RESERVED

**TOTAL INVESTMENT: \$5,000**

- Logo on Chow Chow branded VIP Bag
- Tickets: 2 tickets to a Flights & Bites Event OR 2 tickets to a Food for Thought Event, 2 Opening Party Tickets, 2 Closing Party Invites (6 total)
- + **Standard Benefits**
  - Logo and hyperlink on website under sponsor section
  - Logo on enews sent in advance to promote Chow Chow
  - Logo on sponsor signs and programs at Chow Chow events
  - Social Media recognition
  - Opportunity to put item in VIP bags (must provide the product - 400 items)
  - Sponsor VIP Bag

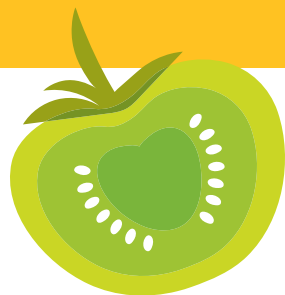






# CHOW CHOW EVENT SPONSORS





## OPENING PARTY SPONSOR

### TOTAL INVESTMENT: \$10,000

June 23

400 attendees/event

- Tickets: 2 tickets to a Flights & Bites Event OR 2 tickets to a Food for Thought Event, 4 Opening Party Tickets, 2 Closing Party Invites (8 total)

#### + Standard Benefits

- Logo and hyperlink on website event page and under sponsor section
- Recognition on official event ticket (sent to all attendees via email)
- Logo on enews sent in advance to promote Chow Chow
- Recognition on signage as event sponsor at sponsored event
- Logo on sponsor signs and programs at Chow Chow events
- Opportunity to welcome attendees at sponsored event
- Opportunity to have a booth/table presence at sponsored event
- Social Media recognition
- Opportunity to put item in VIP bags (must provide the product - 400 items)
- Sponsor VIP Bag

\*These Sponsorships are NOT eligible for in kind/trade donations.

## CLOSING PARTY SPONSOR

### TOTAL INVESTMENT: \$10,000

September 12

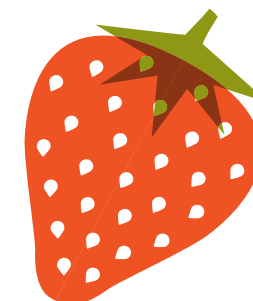
300-500 attendees/event (invite only)

- Tickets: 2 tickets to a Flights & Bites Event OR 2 tickets to a Food for Thought Event, 2 Opening Party Tickets, 4 Closing Party Invites (8 total)

#### + Standard Benefits

- Logo and hyperlink on website event page and under sponsor section
- Recognition on official event ticket (sent to all attendees via email)
- Logo on enews sent in advance to promote Chow Chow
- Recognition on signage as event sponsor at sponsored event
- Logo on sponsor signs and programs at Chow Chow events
- Opportunity to welcome attendees at sponsored event
- Opportunity to have a booth/table presence at sponsored event
- Social Media recognition
- Opportunity to put item in VIP bags (must provide the product - 400 items)
- Sponsor VIP Bag

**DETAILS ON EVENTS PROVIDED SEPARATELY**



# SIGNATURE EVENTS

## FLIGHTS & BITES TASTING EVENT SPONSORS

(Up to 6 Available)

### TOTAL INVESTMENT: \$5,000 EACH

June 24-25, August 5-6, September 9-10

300 attendees/event

- Tickets: 2 tickets to sponsored event, 2 Opening Party Tickets, 2 Closing Party Invites (6 total)

#### + Standard Benefits

- Logo and hyperlink on website event page and under sponsor section
- Recognition on official event ticket (sent to all attendees via email)
- Logo on enews sent in advance to promote Chow Chow
- Recognition on signage as event sponsor at sponsored event
- Logo on sponsor signs and programs at Chow Chow events
- Opportunity to welcome attendees at sponsored event
- Opportunity to have a booth/table presence at sponsored event
- Social Media recognition
- Opportunity to put item in VIP bags (must provide the product - 400 items)
- Sponsor VIP Bag

\*These Sponsorships are NOT eligible for in kind/trade donations.

## FOOD FOR THOUGHT SEATED DINNER & BRUNCH EVENT SPONSORS

(Up to 6 Available)

### TOTAL INVESTMENT: \$5,000 EACH

June 25-26, August 6-7, September 10-11

150 attendees/event

- Tickets: 2 tickets to sponsored event, 2 Opening Party Tickets, 2 Closing Party Invites (6 total)

#### + Standard Benefits

- Logo and hyperlink on website event page and under sponsor section
- Recognition on official event ticket (sent to all attendees via email)
- Logo on enews sent in advance to promote Chow Chow
- Recognition on signage as event sponsor at sponsored event
- Logo on sponsor signs and programs at Chow Chow events
- Opportunity to welcome attendees at sponsored event
- Opportunity to have a booth/table presence at sponsored event
- Social Media recognition
- Opportunity to put item in VIP bags (must provide the product - 400 items)
- Sponsor VIP Bag

DETAILS ON EVENTS PROVIDED SEPARATELY







## CHOW CHOW WORKSHOP SPONSORS

(Up to 6 Available)

### TOTAL INVESTMENT: \$1,500 EACH

Saturday & Sunday mornings, June 25-26, August 6-7, September 10-11

25-50 attendees/event

- Tickets: 2 tickets to sponsored event, 2 Opening Party Tickets OR 2 Closing Party Invites (4 total)

#### + Standard Benefits

- Logo and hyperlink on website event page and under sponsor section
- Recognition on official event ticket (sent to all attendees via email)
- Logo on enews sent in advance to promote Chow Chow
- Recognition on signage as event sponsor at sponsored event
- Logo on sponsor signs and programs at Chow Chow events
- Opportunity to welcome attendees at sponsored event
- Social Media recognition
- Opportunity to put item in VIP bags (must provide the product - 400 items)
- Sponsor VIP Bag

\*These Sponsorships are NOT eligible for in kind/trade donations.

## SUNDAY SUPPER SERIES SPONSOR

### SPONSORSHIP RESERVED

### TOTAL INVESTMENT: \$50,000

June 26, August 7, September 11

300 attendees/event

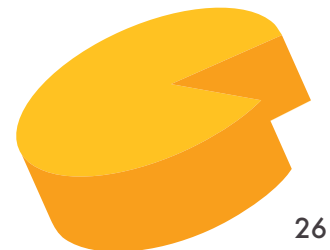
(3 Pay-What-You-Wish Community Events)

- Tickets: 2 tickets to each Sunday Supper, 2 Tickets to a Flights & Bites Event OR 2 Tickets to a Food for Thought Event, 2 Tickets to a Workshop, 2 Opening Party Tickets, 2 Closing Party Invites (10 total)

#### + Standard Benefits

- Logo and hyperlink on website event page and under sponsor section
- Recognition on official event ticket (sent to all attendees via email)
- Logo on enews sent in advance to promote Chow Chow
- Recognition on signage as event sponsor at sponsored event
- Logo on sponsor signs and programs at Chow Chow events
- Opportunity to welcome attendees at sponsored event
- Opportunity to have a booth/table presence at sponsored event
- Social Media recognition
- Opportunity to put item in VIP bags (must provide the product - 400 items)
- Sponsor VIP Bag

## DETAILS ON EVENTS PROVIDED SEPARATELY



## VENUE SPONSOR

### TOTAL INVESTMENT: IN-KIND DONATION OF EVENT VENUE

- Tickets: 2 tickets to hosted event(s), 2 Opening Party Tickets, 2 Closing Party Invites
- + **Standard Benefits**
  - Logo and hyperlink on website event page and under sponsor section
  - Recognition on official event ticket (sent to all attendees via email)
  - Logo on enews sent in advance to promote Chow Chow
  - Recognition on signage as venue sponsor at sponsored event
  - Logo on sponsor signs and programs at Chow Chow events
  - Social Media recognition
  - Opportunity to put item in VIP bags (must provide the product - 400 items)
  - Sponsor VIP Bag

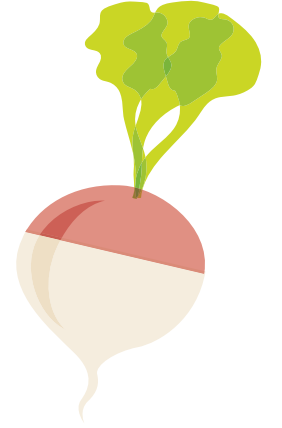








# OTHER SPONSORSHIP OPPORTUNITIES



## LODGING PARTNERS

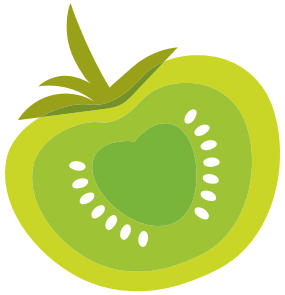
- Donation of rooms (minimum of 2 per night for 2 nights) for the VIP talent and media visiting for Chow Chow
- Promoted as a Lodging Partner of Chow Chow 2022 including website listings, logo on signage, and more

## CUSTOM SPONSORS

- Opportunity to curate a custom sponsorship for Chow Chow 2022. Investment and benefits to be determined based on amount and sponsorship area.

## IN KIND SPONSORS

- Chow Chow welcomes businesses interested in supporting the event series through the donation of products or services. In kind sponsors donating products or services valued at \$2,500+ will be recognized as an appropriate Overall Level Sponsor outlined earlier. In kind sponsors donating products or services valued below \$2,500 will be recognized as Supporting Sponsors. As noted on prior pages, in kind or trade sponsors are not eligible for speciality or event sponsorships.







# SPONSORSHIP PROMOTION

Sponsorship provides an opportunity for traditional recognition as well as collaborative and engaging native content. Chow Chow serves as a platform for the culinary community to speak to Asheville. Sponsorship provides your brand that same opportunity. Below are a few ways that we can integrate your brand into our storytelling while maintaining content that is dynamic, interesting and invites the audience to take action.

- Instagram Feed Post - Event highlights, Community engagement, Audience Inspiration
- IG Stories - Event Details and Descriptions, Event Coverage, Highlights, and Context (supporting feed post or IGTV video)
- Reels - Short-form storytelling, Personality-driven content, event promotion, and "Get to Know You" Content
- IGTV - Vertical Videos, Interviews, Storytelling, Event Promo
- Facebook - Event Promotion, Community Engagement, Targeted Content
- Monthly Email Newsletter - Event Highlights, General Promotion, Storytelling





## CONTACT

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# CHOW

Brochure Design: Atlas Branding  
Photography: Tim Robison, Stephan Pruitt, Fiasco Pictures, Get Savvy, LifeofLindsey



# CHOW