

Visit Williamsburg Promotional Opportunity Content Partnership with Bon Appetit

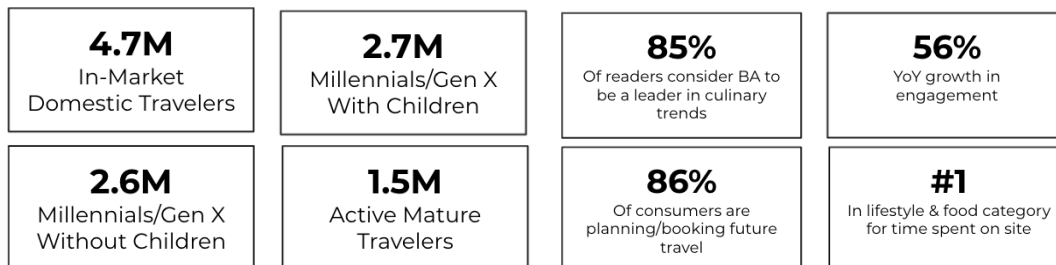
Dates:

- Production photoshoot is targeted for late-October 2021
- Media go-live date in Q12022

Description of the media partner:

Bon Appétit (.com) is known for being a top information hub for people who eat: home cooks, restaurant enthusiasts, and anyone committed to thinking about food as a lens through which to explore the world.

Audience Breakdown:



Story/Content Angle:

- Bon Appétit (BA) talent will travel to Williamsburg for 3-4 days to highlight six must-visit restaurants, bars, breweries, and/or wineries; host talent is still to be determined and will be a personality with a strong culinary background who lives outside of the local region in NYC, Chicago, LA etc.
- The resulting video will highlight the host exploring the area to find what dishes travelers can't miss when they visit Williamsburg; the talent will taste the signature dishes of several local chefs, sharing a conversation about their contribution to Williamsburg -- their background, the origins of their restaurant, the thinking behind their menu and guest experience, and what makes this dish their signature staple
- As a compliment to the video, BA will create a digital article to live on bonappetit.com and share custom video content/custom photography highlighting each establishment; an article will be written in the editorial tone that BA readers trust

- Video will be distributed through Conde Nast's network of "owned" channels, YouTube, and premium syndication; video & article will be promoted with social amplification from Bon Appetit's social handles, as well as throughout all of Visit Williamsburg's owned channels and web site

Content Considerations:

- Content is intended to highlight the diversity of cuisines and proprietors, with a focus on small businesses and sourcing local ingredients
- Participants will need to:
 - Suggest 2-3 dishes that are signature to their location (or Williamsburg) for BA to select
 - Share a brief history of the establishment and/or dish
 - Confirm if there is a founder or chef that would be available to film with talent and speak to the restaurant and signature dish
 - Confirm if we're able to film in the kitchen to capture prep of the signature dish if requested by BA

Production Considerations:

- Must be able to accommodate approximately 4 hours of filming at your location
- Must be able to release location for filming, and appearance for anyone who will be on camera in advance of shoot
- Anyone present while filming and/or interacting with talent must be vaccinated according to Conde Nast's COVID policy
 - For this reason, BA suggests that we film while the restaurant is closed so we can vet everyone who will be on set and ensure we are able to meet Conde Nast's COVID safety requirements