

Los Angeles Times

FOOD BOWL

**2023 PARTNERSHIP
OPPORTUNITIES**



Los Angeles Times

THE BEST IN THE WEST

It's the L.A. Times' unique California perspective that sets us apart from other publishers

40 million+ reach across digital, audio, social, print, events & TV

75 million Page Views

1.6 million Sunday Print Readers / 1.2 million Weekday Print Readers

41% of readers have a HHI of \$100k+

73% of readers attended college

49 Pulitzer Prizes

One of the most diverse newsrooms in the US

FOOD AT LA TIMES

7.3 million foodies and growing

5.5 million readers spent between \$2,500 and \$10,000 on travel in the past 6 months

11 million took international trips in the past year

1 in 4 readers (8.8 million) plan to buy a car in the next 6 months





SOCAL'S PREMIERE FOOD EVENT

SEPTEMBER 2023

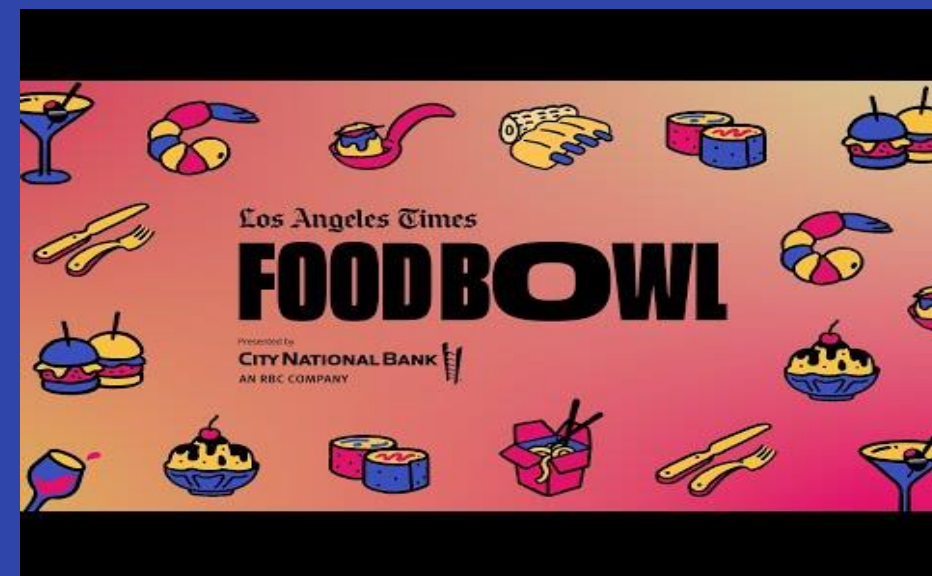
L.A. Times Food Bowl celebrates our diverse food scene combining the best of local eateries and world-renowned culinary talent, featuring the Night Market festival at Paramount Studios, pop-up dining events, special guest chef collaborations, panel discussions, film screenings and more.

Food Bowl's star-studded program of events will bring together the LA food community to support the Los Angeles Regional Food Bank and Project Angel Food.

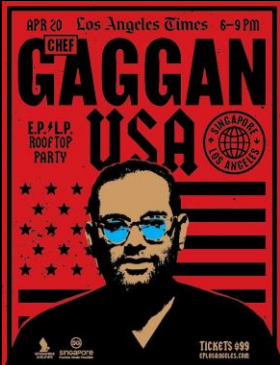
Food Bowl 2023 Features:

- Launch Party
- Night Market Weekend at Paramount Studios, September 22-24
- LA Times Gold Award & Restaurant of the Year Award
- LA Times brings International Chefs to SoCal

SPONSOR SIZZLE REEL
(CLICK BELOW)



EACH YEAR FOOD BOWL BRINGS RENOWNED CHEFS FROM ALL OVER THE WORLD



Gaggan Anand
([Video](#))



Virgilio Martinez, Dominique Crenn,
Niki Makayama and Jordan Kahn



Enrique Olvera



Jose Andres



Kevin Bludso



Ludo Lefebvre



Curtis Stone



Aaron Franklin



Massimo Bottura



Nancy Silverton



Jet Tila



Josiah Citrin



Mary Sue Milliken & Susan Feniger



Rosio Sanchez



Matty Matheson

FOOD BOWL ATTENDEES



Upscale, dynamic, and passionate foodies
55% with HHI 100K+
13% with HHI 500k+



Celebrities, Food and Beverage
Industry and Culinary Talent



56% Multicultural Angelenos



Environmentally Conscious
2x more likely to lease Electric Vehicles



Philanthropic
72% have donated to a non-profit



Young Affluent Audience
80% under 45 years old



Politically active
Over 65% vote



Avid Travelers
Over 72% have traveled the last 12 months

launch party

LA Times will kick off Food Bowl with a launch party honoring the Restaurant of the Year and the Gold Award.

Celebrating the best of Los Angeles with 250 attendees including top chefs and industry. Held at the start of September with food and drinks from SoCal's best restaurants.

Showcasing LA's diverse food scene, international guest chefs and sponsor integration opportunities.





night market



Held on the backlot of Paramount Studios, September 22-24. Los Angeles Times Food Bowl Night Market will feature an all-inclusive culinary experience with bites from world-class culinary artists behind over 120 of the city's top restaurants over 3 dates.

Cocktails, award winning wines, beer, drinks and sponsor sampling along with LA's top DJs.

5,000 – 6,000 expected attendees





restaurant of the year

As part of Food Bowl, L.A. Times Food will select the highly-anticipated Restaurant of the Year.

In 2022 we celebrated the Restaurant of the Year with one-of-a-kind intimate tasting menu style dinners featuring 8 to 10 specially selected courses for 20 guests at a time.

Past ROY winners include Anjak Thai (2022), Phenakite (2021), Orsa and Winston (2020), Bavel (2019), Taco Maria (2018) & LocoL (2017)

The (2023) 7th annual L.A. Times Restaurant of the Year will be chosen by Food Critic Bill Addison and the celebratory event will be dictated by the winner.



ROY 2022: Anajak Thai

More Info: <https://lafoodbowl.com/restaurant-of-the-year/>



gold•award

The Gold Award was created by and named after former L.A. Times Food critic and editor, Jonathan Gold. As part of Food Bowl, L.A. Times will select the highly-anticipated Gold Award winner.

In celebration of the Gold Award, our winner in 2022 hosted a select number of all-inclusive family-style dinners featuring the menu's finest dishes. Dinner tickets have typically included a selection of appetizers, mains, beer, wine, and dessert. We anticipate a similar experience for our 2023 Gold Award recipient dinner.

Past Gold Award winners include Meals by Genet (2022), Guelaguetza (2021), Post & Beam (2020), Bryant Ng & Kim Luu-Ng (2019), Susan Feniger & Mary Milliken (2018) and Wolfgang Puck (2017)

In 2023 the L.A. Times Gold Award celebratory event will be dictated by the winner.



GOLD 2022: Meals by Genet

More Info: <https://lafoodbowl.com/gold-award/>

SPONSORSHIP OPPORTUNITIES

COOKING STAGE

Be the title sponsor of our premiere live Cooking Stage at Night Market featuring live culinary demonstrations from some of L.A.'s top chefs and culinary figures. Your brand logo will be prominently featured on stage with brand shoutouts throughout the night.

COOKING DEMO SLOT

Sponsor a portion of the programming on the Cooking Stage. Your product can be integrated into the demonstration, displayed on stage, and mentioned by the chef during the live session.

NIGHT MARKET ACTIVATION IDEAS

LIVE ENTERTAINMENT STAGE

Be the title sponsor of the live entertainment stage featuring bands, DJs, entertainment and more. Your brand logo will be prominently featured on stage with brand shoutouts throughout the night.

VIP LOUNGE EXPERIENCE

Sponsor a VIP experience with a fully customizable lounge for guests to sit down and relax at Night Market. Opportunity for branded giveaways, custom cocktails and small bites, personalized souvenirs and more.



PARTNERSHIP BENEFITS

Benefits

- Use of event name, imagery and marks for promotion or advertising
- Category Exclusivity
- Programming
- Tickets / Exclusive Access
- Activation Area(s) / Footprint(s)
- Display / Sample / Sell product or services
- Gifting to talent and/or VIPs
- Geo Targeting Event Attendees

Brand Integration

- Event Signage
- Official Event Merchandise
- Digital Advertising
- Print Advertising
- Email Marketing
- LA Times Official Social Media
- Website
- Communication with LAT Subscribers and Guests of the Event

CUSTOM PACKAGES AVAILABLE

INVESTMENT: \$25K - \$500K+



IF YOU ARE INTERESTED IN PARTNERING WITH L.A.
TIMES FOOD BOWL IN 2023, FILL OUT THIS
ONLINE FORM, AND WE WILL CONNECT YOU TO
THE APPROPRIATE PERSON:

<https://airtable.com/shrO6VaTEVFQFmTlu>

**THANK
YOU**