



Pensacola Business Radio and YST are proud to announce

YOU SAY TOMATO

Let's cook the whole thing off

You Say Tomato is the fascinating show that takes a unique and entertaining look at the very best of US and UK food and drink. Americans and Brits alike will love it.

Single Most Important Thought -

You Say Tomato looks and sounds like a fascinating show. It will give you an Entertaining and Illuminating insight into the very best of US and UK food and drink. It will highlight what separates our two countries when it comes to cooking, and what we have in common, in a fun and engaging way.

You Say Tomato takes the audience on a journey of discovery that celebrates the very best of British and American cuisine. It does this by showcasing classic recipes from both sides of the pond and through the entertaining and informative conversations between the two presenters, American Chef and Entrepreneur, Keith Hoffert and British actor and cook, David Gillespie.

Target & Product Audience – International

All who are interested in food, cooking, drink and culture in the USA and UK.

Tone

Friendly, fun, informative, engaging and entertaining.

Attitude

Different but warm, open and accessible.

Sponsorship opportunities are Available and Listed Below and can be Custom Tailored – Please Contact Keith Hoffert for more details – 850.288.9959 or khoffert1@gmail.com

How Can Your Brand Benefit From You Say Tomato Season 1

- Connect your brand to an influential audience of trendsetters.
- Multi-platform integrations including, Radio, Internet, Television and Broadcasting Entities to drive traffic, maximize reach and deliver program scale.
- Deliver brand creative on a relevant and entertaining platform that resonates with consumers at a cultural level.
- Provide your brand with a compelling sponsorship opportunity to meet YOUR brand objectives.
- Let You Say Tomato partner with you to develop strategic and innovative solutions to meet your marketing objectives. Contact us today! Key sponsorship opportunities are available that combined with our targeted media campaign will provide your brand with access to multiple cross platform opportunities building brand awareness and maximizing exposure.

What makes this opportunity unique?

- We only accept sponsors that have a natural affinity for our audience. We offer the best in class multiplatform execution showcasing your brand, and create a comprehensive buying guide that we can wholeheartedly endorse. If your product is AWESOME, let's talk! For our sponsors, we have multiple levels of involvement and ways to engage with your ideal audience of Chefs and Restaurateurs, Households, American and UK audiences of all ages.

IN KIND

If your product meets our needs, we will give your company valuable product placement in our show with no additional fee. Product must be donated (or for more valuable items – loaned) to the show for the April 2016 shoot.

SILVER

For brands that desire a deeper engagement with the show and our fans, the enhanced sponsor opportunity gives your product category exclusivity, a positive mention or feature on the show, as well as behind the scenes interview footage of our creatives engaging with your brand. The fee for this enhanced experience is \$1,000.

GOLD

If your brand would benefit from both on and offline integration, the Gold level is for you. With additional outreach at live events, multiplatform ad integration, blogs, videos, and social media tie in's to bring awareness to your brand, the Gold level delivers engaged fans and starts conversations that continue long after the ads roll. The Gold level starts at \$5,000 and is custom designed just for you.

PLATNIUM

The ultimate brand experience with The You Say Tomato, this level is customized for maximum exposure, includes premium product placement of your item in the show, as well as in depth engagement in the Behind The Scenes area of the website, front end advertising in the website, and custom areas of the site branded for you. Examples of this would be a custom player for the shots and discussions of your product, our exclusive interviews with the celebrities and Guests on the show; or your logo as the “brought to you by” on the second screen app. The Viral level of sponsorship packages are unique and thus, cannot be quoted until all the aspects of the campaign are mapped out.

To be considered for a sponsorship opportunity, please contact us at – 850.288.9959 or khoffert1@gmail.com