

edible

EVENTS

It's who you want to reach –half a million very special people.

UNIQUELY POSITIONED

Trusted by both food and drink enthusiasts AND the trade, buyers up and down the food chain use Edible to source new products and ideas.

THEY WANT YOU

89% would pay more for a product that is local, organic, humanely raised, sustainably made or has a story behind it.

SETTING TRENDS

We chronicle and celebrate local food and drink culture from Manhattan to Montauk—an area of the country known for setting nationwide trends.



The image features a blue circular logo in the top left corner with the word "edible" in a white script font and "EVENTS" in a white sans-serif font below it. The background is a photograph of a social event, likely a wine tasting, with people gathered around a bar. A woman in the foreground is smiling and pointing at a bottle of wine being poured into a glass. Other people are visible in the background, some looking at the wine. The lighting is warm and indoor.

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WHY DO OUR EVENTS WORK?

Take it from our attendees:

- 96% say they purchase wine, beer or spirits they try at the event.
- 99% say they visit a restaurant or seek out a food product present at the event.
- 95% say they recommend these products to friends and family after the event.
- 98% would come to another Edible event.

[Based on May 2014 survey of
2000 Edible event attendees.]

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WHY DO OUR EVENTS WORK?

This live space
engagement is
reinforced by how
readers use the
magazine

- 85% keep their issues for 3 months or more.
- 70% read *edible* to source new restaurants and products.
- 83% have purchased a product or visited an establishment as result of reading *edible*.

[Based on June 2014 survey of
20000 *Edible* readers.]

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WHO THEY ARE

54% are women, 46% are men

Average HHI is \$185,000

63% of our readers are between 25-40 years old

Median reader age is 34

92% are college graduates

81% are professionals, educators, chefs/restaurateurs

THEIR HABITS

52% enjoy beer, wine or another drink nightly

50% dine out or order more than 4 nights per week

25% entertain in their home at least once a week

92% cook at home

58% consider themselves “skilled” cooks

24% consider themselves “advanced” cooks





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BEAUTIFUL, OFF-THE-BEATEN-PATH LOCATIONS

Our events are seasonal in nature and offer our audience an array of local edibles and drinks, cooking demonstrations, information on food-related nonprofits, music and much more.

GOOD SPIRITS

At these edible cocktail parties, we match mixology-minded chefs and food artisans with spectacular, storied spirits and ask them to strive for liquid symbiosis. Good Spirits is the ideal setting for rolling out new alcohol and alcohol-related brands, or new campaigns for established brands.



DEC 2014
BROOKLYN

FEB 2015
MANHATTAN

THE LOCATIONS

Green Space,
Brooklyn
Metropolitan Pavillion,
Manhattan

WHO'S INVOLVED

30 distillers and
30 restaurants serve
outrageous cocktails
with spot-on food
pairings.

ATTENDANCE

700
ticketed attendees
per event

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9TH
ANNUAL

BROOKLYN UNCORKED

MAY
28
2015



**NEW YORK
STATE'S BEST
WINES PAIRED
WITH NEW YORK
CITY'S BEST
CHEFS AND
FOODMAKERS.**

THE LOCATION

Skylight One
Hanson,
Brooklyn

WHO'S INVOLVED

40 winemakers and
35 restaurants pour local
wines, paired
with local eats.

ATTENDANCE

1000
at \$75/ticket

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7TH
ANNUAL

GOOD BEER

**NY'S ULTIMATE BEER &
FOOD PAIRING EVENT**

JULY
30
2015



THE LOCATION

Skylight One
Hanson,
Brooklyn

WHO'S INVOLVED

35 local brewers
35 restaurants and
food makers serve
beer-inspired fare.

ATTENDANCE

800
at \$75/ticket

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FOOD TRUCK DERBY

A caravan of New York City and Long Island food trucks park amidst potato fields at the Hayground School for a bonanza of ethnic and mobile eats at the height of the Hamptons season.

AUGUST
7
2015



THE LOCATION

The Hayground
School in
Bridgehampton

WHO'S INVOLVED

A caravan of over 20
food trucks from
Manhattan and
Long Island.

ATTENDANCE

800
at \$65/ticket

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4TH ANNUAL **EDIBLE ESCAPE**

OCTOBER
22
2015

Even New York locavores need the occasional world flavors. Join us at Edible Escape, where you can eat and drink like a local, wherever you go.



THE LOCATION

Angel Orensanz
Center,
Lower East Side

WHO'S INVOLVED

40 restaurants, breweries,
winemakers and food-
forward travel destinations,
from 20 countries and
regions in the U.S.

ATTENDANCE

600
at \$75/ticket

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CUSTOM EVENTS/CAPABILITIES

Using incredible food and drink as the hook, Edible produces unforgettable custom events for a range of brands and businesses. The goal is to engage and entice your existing audience, and to expand with new audiences.



NEW FISH CITY

A popup seafood and beer festival to welcome 2000 residents and neighbors to the new Brookfield Plaza at the World Trade Center.



FOOD TRUCK FOR SPRING

A curated display of 10 food trucks and farmers market to welcome spring shoppers to Tanger Outlets in Riverhead and Manhasset, Long Island.



HOW TO SERIES

A monthly DIY course at Brooklyn Brewery showing soldout crowds how to make paella, pickles and launch food businesses. All paired with Brooklyn Brewery beer.



COCKTAIL COMPETITION

A cocktail contest where customers visit bars and vote for their favorites online at a custom website hosted by Edible.

DIGITAL CAPABILITIES & FEATURES

- Online, mobile friendly event schedules
- Personalized event programs, including custom schedules, favorited speakers and exhibitors
- Event attendee networking, including attendee lists and contact options
- Social media aggregation experiences based on event location and event hashtags / keywords
- Event notifications, surveys and polls
- “Stay connected” / CRM opportunities for event participants and those interested in future events



DIGITAL CAPABILITIES & FEATURES

SPONSORSHIP OPPORTUNITIES:

- **DIGITAL PROGRAM LEAD SPONSOR (PRE / DURING / POST)**
Includes branding in pre-event emails, web and app experiences
- **INTERSTITIAL EVENT SPONSORSHIP (DURING)**
Includes branding in mid-event digital notifications and updates
- **SOCIAL MEDIA BOARD SPONSORSHIP (PRE / DURING / POST)**
Branding within social media feeds / pinboards of event social posts
- **LIVE STREAM SPONSORSHIP (DURING / POST)**
Can include rights to stream within the sponsor's website(s)
- **EVENT WRAP UP SPONSORSHIP (POST)**
Branding in post-event photo galleries and videos

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CALENDAR OF EVENTS 2015

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

FEBRUARY



12

GOOD SPIRITS

82 MERCER

APRIL



16

GOOD DAIRY

82 MERCER

JUNE



25

GOOD SEAFOOD

82 MERCER

AUGUST



7

FOOD TRUCK DERBY

HAYGROUND SCHOOL

OCTOBER



22

EDIBLE ESCAPE

ANGEL ORENSANZ CENTER

MARCH



19

GOOD MEAT

82 MERCER

MAY



28

BROOKLYN UNCORKED

82 MERCER

JULY



30

GOOD BEER

82 MERCER

SEPTEMBER



10

LONG ISLAND CHEF SUMMIT

HUNTINGTON

NOVEMBER



17

GOOD SPIRITS

ONE HANSON

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EVENTS

PRESENTING SPONSOR BENEFITS

\$75K

EVENT PRESENCE

- Dedicated space on-site, size TBD.
- Presenting sponsor designation on all printed and digital materials
- Contest opportunities
- Opportunity to include product or vouchers in event gift bags handed out to all attendees.
- Shared event title on Edible Cobranded website with event photos, videos and possible contests
- Digital Program lead sponsor

PRINT PROMOTION

Full-page, editorial-adjacent ads in **any four issues** of *Edible Manhattan*.

ONLINE & OTHER MEDIA BRANDING AND PROMOTION

- Logo and name inclusion on community-specific e-blasts (20K in Manhattan and Brooklyn).
- Dedicated banner ads on four *edible* websites for three months, with increased frequency around the event .
- Logo and name inclusion in social media promotion by *edible*.

PERKS & BENEFITS

- 10 gift subscriptions to the *edible* of your choice.
- 20 tickets to the event(s).



SILVER SPONSOR BENEFITS

\$50K

EVENT PRESENCE

- Dedicated space on-site, size TBD.
- Sponsor designation on all printed materials including advertising prior to and signage and event guide at the event.
- Contest opportunities
- Opportunity to include product or vouchers in event gift bags handed out to all attendees.

PRINT PROMOTION

- Full-page, editorial-adjacent ads in **any two issues** of *Edible Manhattan*.

ONLINE & OTHER MEDIA BRANDING AND PROMOTION

- Logo and name inclusion on community-specific e-blasts (20K in Manhattan and Brooklyn).
- Dedicated banner ads on four *edible* websites for two months, with increased frequency around the event.
- Logo and name inclusion in social media promotion by *edible*.

PERKS & BENEFITS

- 8 gift subscriptions to the *edible* of your choice.
- 16 tickets to the event(s).



BRONZE SPONSOR BENEFITS

\$25K

EVENT PRESENCE

- Dedicated space on-site, size TBD.
- Logo on all printed materials including advertising prior to and signage and event guide at the event.
- Contest opportunities
- Opportunity to include product or vouchers in event gift bags handed out to all attendees.

PRINT PROMOTION

- Half-page, editorial-adjacent ads in **any two issues** of *Edible Manhattan*.

ONLINE & OTHER MEDIA BRANDING AND PROMOTION

- Logo and name inclusion on community-specific e-blasts (20K in Manhattan and Brooklyn).
- Dedicated banner ads on four *edible* websites for one month, with increased frequency around the event.
- Logo and name inclusion in social media promotion by *edible*.

PERKS & BENEFITS

- 6 gift subscriptions to the *edible* of your choice.
- 12 tickets to the event(s).



PARTNER BENEFITS

\$6K

EVENT PRESENCE

- One 8' table at one event.
- Logo on all printed materials including advertising prior to event along with signage and event program.
- Opportunity to include product or vouchers in event gift bags handed out to all attendees.

PRINT PROMOTION

- One half-page, editorial-adjacent ad **in one issue** of *Edible Manhattan*.

ONLINE AND OTHER MEDIA BRANDING AND PROMOTION

- Logo and name inclusion on community-specific e-blasts (20K in Manhattan and Brooklyn).
- Dedicated banner ads on four edible websites for one month.
- Name inclusion in social media promotion by edible.

PERKS AND BENEFITS

- 6 gift subscriptions to the edible of your choice.
- 6 tickets to the event(s).



TABLE PRESENCE ONLY

\$3K

EVENT PRESENCE

- One 8' table at each event.

PRINT PROMOTION

- One quarter-page, editorial-adjacent ad **in one issue** of *Edible Manhattan*
- Name listing in all print ads and event materials

DIGITAL

- Name inclusion in all digital materials including e-blasts, event webpage, digital program and social media promotions

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**SEE WHAT
WE CAN DO**

Watch our sizzle reel here.

