

CONNECT YOUR BRAND TO

THOUSANDS OF LONG BEACH FOOD LOVERS AND THE BEST LONG BEACH RESTAURANTS, CHEFS AND BARTENDERS!



Long Beach Food & Beverage respectfully seeks a partnership commitment to assist in the support of the Restaurants, Chefs and Bartenders in Long Beach, CA

DON'T MISS OUT ON THIS DELICIOUS OPPORTUNITY!

Contact Terri Henry at terri@LBFoodandBeverage.org or (562) 572-4770 for more information.

Long Beach Food & Beverage is a registered 501(c)3 California non-profit organization. Tax ID # 84-2641039. Partnership commitments or contributions to LBFB are tax deductible. All benefits and activities require LBFB board approval.

Please consult with your accountant or attorney. Customized or partial in-kind partnerships are available.

ABOUT Long Beach Food & Beverage

Founded in 2019, Long Beach Food & Beverage is a California-based registered non-profit 501(c)3 dedicated to supporting Long Beach Restaurants, Chefs and Bartenders with events and initiatives throughout the year. LBFB will give you the opportunity to put your company, brand or service in front of the best restaurants in Long Beach, our creative Chefs and Bartenders and thousands of hungry food lovers with disposable incomes that enjoy the finer things in life. From Belmont Shore to Bixby Knolls, North Long Beach to Downtown, the East Village to Naples Island, our partners will be assertively promoted to the city's half million residents.

WHY SUPPORT LONG BEACH FOOD & BEVERAGE?

Long Beach Food & Beverage empowers Restaurants, Chefs and Bartenders, engages local foodies, and elevates brands. We've created a platform powered by experts in the food and spirits industries. We also enable brand partners to access local culinary talent, produce dynamic videos and distribute across digital, social, authentic experiences. Our 20,000+ food loving subscribers is made up primarily of urban, affluent, food obsessed consumers of all ages; plus we leverage our expanding social networks of combined 10+ followers.

Long Beach Food & Beverage welcomes those brands providing products and services to our valued Restaurants, Chefs and Bartenders to apply to become a partner. Together we can help make your brand – and the Long Beach culinary community – thrive!

Opportunities include being featured on our website, in eblasts and social media, and videos as well as being recommended as a vetted resource to the restaurants we consult with. You will also have the opportunity to offer any special incentives, tastings, training, workshops and presentations to the restaurants we work with. The Platinum Level of partnership enjoys a dedicated eblast to our 20K+ email subscribers.

Sponsor an initiative or our overall mission. Initiatives Include:

- Zero Cost Consulting Services for Struggling Restaurants
- Cooking/Cocktail Classes (On-going during the COVID-19 pandemic)
- Chefs Serving Shelters (Quarterly)
- Holiday Kids Pajama Drive (November)
- Kids in the Kitchen Field Trips (Annual)
- Long Beach Kitchen Ink Photo Gallery (On-going)
- Chefs/Restaurateurs Read One Star Yelp Reviews Video (TBD)
- Dine LBC – Long Beach Restaurant Week (2021)
- Long Beach Beer Week (TBD)

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VIDEO PARTNERSHIP

We'll Tell Your Story... With a Contemporary Twist.

When you partner with us on a video initiative, you enjoy beginning-to-end chef and bartender talent sourcing, production, and distribution. Skip over the agency red tape and outsourced production teams—we do it all in-house!

Our diverse audience is incredibly savvy when it comes to helping shape the future of food, cooking and cocktails in Long Beach. We help your brand stand out with enthusiasm and credibility, and speak to the authenticity they crave.

Video & Editorial:

We'll tell your brand's story through LBFB's unique voice and our most popular chefs and bartenders.

Influencers & Social:

Amplify your brand using our various growing platform assets and vetted influencers.

Distribution & Optimization:

Across the LBFB vast network and our Chef and Bartenders' social networks.



CUSTOM VIDEO PACKAGES

Bring Your Brand to Life with One-of-a-Kind Video Experiences

Option 1: Includes one 2-3 minute video with one starring Chef/Bartender, your co-ownership of the video, professional production, eblast inclusion, website, social media posts, 20k+ impressions. Dish/cocktail demo video: \$5000

Option 2: Product placement/brand mention in three live streaming, interactive cooking/cocktail classes per month, social media posts: \$1000/month (minimum four month commitment)

CREATE WITH US!

*All Video Partnerships are a revenue share initiative benefiting the participating Chef or Bartender. Contact Terri Henry at terri@LBFoodandBeverage.org or (562) 572-4770 for more information.

YEAR AROUND EXPOSURE FOR YOUR BRAND

SOME OF OUR INITIATIVES...

LBFB organizes various food themed events and activities throughout the year giving your brand even greater media exposure. Check out some of the initiatives we organize:



ONLINE COOKING/COCKTAIL CLASSES

Long Beach Food & Beverage interactive video cooking classes are a chance to virtually connect with our local Chefs and Bartenders, learn simple cooking skills, tricks and tips, and most importantly, support the Long Beach culinary community through this difficult time.

See Video Partnership info for more details

DINE LBC - LONG BEACH RESTAURANT WEEK

On hiatus for 2020, Dine LBC Restaurant Week looks forward to returning in August 2021. Founded in 2014, the annual restaurant week is guaranteed to put “butts in seats” of our value restaurants and positions Long Beach as a culinary destination.

Multiple opportunities for all partnership levels.

CHEFS SERVING SHELTERS

Organized quarterly, LBFB coordinates five chefs and/or restaurant owners to prepare and serve breakfast or lunch at one of several local facilities that provide services to our Long Beach neighbors struggling with homelessness or food insecurity.

Platinum and Gold level sponsors are welcome to help out in your own branded apparel for potential media coverage and exposure.

KIDS IN THE KITCHEN

LBFB organizes field trips for local elementary and middle school age kids from low income, underserved neighborhoods where kids interested in the culinary arts are teamed up with a local chef in their restaurant kitchen to spend an afternoon learning skills and enjoying a hands-on cooking experience.

HOLIDAY KIDS PAJAMA DRIVE

LBFB organizes a holiday pajama drive with donations going to local shelters that service families. Participating restaurants offer a complimentary dessert or appetizer in exchange for a new, unwrapped pair of kids PJs, slippers, robe or security blanket.

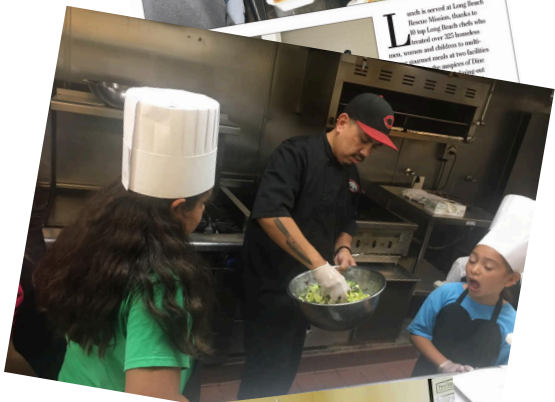
Platinum level partner logos are included on collateral, email marketing and acknowledged in press releases announcing the annual drive.



MULTICOURSE MEALS FOR A CAUSE



LBFB is proud to serve at Long Beach Shelter Mission, thanks to all top Long Beach chefs who donated over 200 hours of their time and talent to make our mission a reality. We are grateful for the support of our community and the dedication of our staff.





LONG BEACH FOOD & BEVERAGE ANNUAL PARTNERSHIP OPPORTUNITIES

All Partnerships are for One Full Year

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5000
Recognition and appreciation as LBFB Platinum Partner	<input checked="" type="checkbox"/>			
One dedicated eblast to LBFB database of 20K subscribers	<input checked="" type="checkbox"/>			
Logo placement in all print/digital advertising	<input checked="" type="checkbox"/>			
Logo on all LBFB produced promotional items	<input checked="" type="checkbox"/>			
Company name/logo on in-restaurant LBFB produced collateral and marketing material	<input checked="" type="checkbox"/>			
Company name/logo included on LBFB email marketing communication and eblasts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Acknowledgment in all event press releases	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Company name/logo printed on all LBFB event signage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Premier front page placement of logo on website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Logo/link on LBFB website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Company name/logo on all event invitations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Any incentive program promoted to restaurants/chefs/bartenders and food lovers to purchase/use/buy your products or services	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Active promotion of your product/service to food lovers, restaurants, chefs and bartenders	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunities for giveaways/raffle items at all LBFB events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Regular content on LBFB social media platforms leading up to and during the initiatives	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>