

WASTED

a celebration of sustainable food
BENEFITTING KITCHENS FOR GOOD

OCTOBER 20, 2019

404 Euclid Avenue, 92114

We invite you to become a sponsor for a one of a kind fundraiser focused on sustainability and the celebration of culinary creativity. Whether you partner with Kitchens for Good by underwriting WASTED, or donating in-kind services, you'll be making a difference while highlighting your brand in front of a socially minded audience.

About WASTED

WASTED is a tastemaker event that challenges local and national celebrity chefs and mixologists to take items that would typically be WASTED from their kitchen and re-purpose it into a bite-sized dish, cocktail or dessert. The 400+ guests will be voting on the winning creations. This event works to bring the idea of sustainability to the consciousness of both chefs and consumers and create a call-to-action around re-thinking food waste. The inaugural event in 2018 featured 30 chefs and mixologists, sold out to over 350 guests, and raised over \$50,000 in proceeds to benefit Kitchens for Good.

About Kitchens for Good

Proceeds from the event will benefit Kitchens for Good, a non-profit that tackles issues of food waste, poverty and hunger in San Diego. Kitchens for Good takes surplus food that might otherwise go to waste, and turns it into nutritious meals for the hungry, while training men and women previously perceived as unemployable for careers in the culinary industry. Kitchens for Good empowers low-income individuals to overcome histories of incarceration, foster care and homelessness to become employed and self-sufficient. All proceeds from WASTED benefit Kitchens for Good and its culinary job training program, Project Launch, that trains 100+ individuals annually.



WASTED

A culinary competition where celebrity chefs promote sustainability through incorporating unconventional, and otherwise "WASTED" ingredients into sweet, savory, and cocktail creations.



Through our media outreach WASTED garnered significant press

Over 200,000

Media Impressions

As seen on...

KPBS FOX 5

CBS 8 KSON

SanDiegoVille

MASTER CHEF - \$10,000 AND GREATER

- >>> 10 VIP tickets
- >>> Hosting sponsor designation on all marketing materials, event website, and social media
- >>> Invitation to all media opportunities and inclusion in all press releases
- >>> Logo and company feature on all e-mail marketing

EXECUTIVE CHEF - \$5,000-\$9,999

- >>> 8 general admission tickets
- >>> Recognition on event website and 2 dedicated social media posts
- >>> Invitation to participate in 2 media opportunities
- >>> Logo on all e-mail & printed marketing materials

CHEF DE CUISINE - \$2500-\$4,999

- >>> 6 general admission tickets
- >>> Recognition on event website, printed materials, and one dedicated social media post
- >>> Invitation to participate in 1 media opportunity
- >>> Logo on one dedicated e-mail blast

SOUS CHEF - \$1,500- \$2,499

- >>> 4 general admission tickets
- >>> Recognition on event website and printed materials
- >>> Logo on one dedicated e-mail blast

PASTRY CHEF - \$500 - \$1,499

- >>> 2 general admission tickets
- >>> Recognition on event website
- >>> Logo printed on sponsorship materials