

2023 Marketing Membership Kit

tasteofblueridge.com

(540) 533-1853

nancy@tasteofblueridge.com



LET US EXPAND YOUR VOICE BY JOINING OUR COMMUNITY

- Join a value-driven marketing program
- Be recognized as a leader in your community
- Meet a new audience through social selling
- Participate at dinners with the opportunity of giving a demonstration or speaking engagement
- Support your community with programs that address food security, building a quality employment base, and supporting a youth leadership program.

ROOT TO TABLE - TELLING YOUR STORY TO OUR AUDIENCE

Root to Table offers partners an extra voice to shout their message to new customers. We speak to an audience outside of your own with the hopes of bringing you new business and positive exposure. What makes us unique? We have the direct B2B relationships you might be looking for as well as a dedicated consumer audience who is looking for local businesses to support. We can prove people are getting eyes on your business through social posts, e-newsletters, and participating in events.

"Development of strong Brand exposure is key. A marketing partnership with Root to Table may be just the answer you needed."



Root to Table events have a proven track record of promoting successful culinary experiences and are expanding in 2023 to full weekends multiple times a year. This success comes from a community effort to create a "buzz" about each event through social media. With sponsors, partners, and customers sharing and interacting with our posts, this reach substantially increases the effectiveness of our campaigns.

Growing our Reach

- Website: 50,000 Annual page views (up 680% since '17)
- Social Followers increased 397% since '18
- Facebook Reach: 250K+
- Event Repeat Attendance = 35+%
- E-Newsletter: 50% Avg. Open Rate / 5% CTR

Our Audience

- Age: 27 - 65+
- Guests have attended from over 7 states
- Want to attend 2-3 events per year
- Willing to pay a higher ticket price for perceived value
- Travel up to hour and a half or more for an event

Specific Value for Chefs

- **Collaboration** - Interact and work with other Chefs and industry professionals who share a common interest in locally sourced food.
- **Exposure** - We bring you out of the kitchen and put a face behind the great food you prepare through the Root to Table Culinary Series, Social Marketing, Google SEO. All proven ways to bring you new customers!
- **Networking** - Meet new culinary businesses, locally sourced farmers, and food artisans of the region.

VALUE TO OUR PARTNERS



Emerald Annual Partnership: \$2,499

Our most popular membership option for resorts. We offer a comprehensive marketing program showcasing Chef, Restaurant, and Resort as a weekend getaway.

Memberships can be customized to include:

- Destination Weekend Bio - our 3rd most visited page
- Chef and Restaurant bios
- Featured Business Profile with Social Media Push
- Dedicated Facebook Ads
- Exclusive Foodie News Blog Post(s)
- Option to host Root to Table Events

Gold Annual Partnership: \$1,599

Great Entry Level for Restaurants - This level showcases both the Restaurant and its Chef.

Memberships include:

- Networking opportunities and Featured in Social Media Posts
- Chef and Restaurant bios
- Featured inclusion with Foodie News Blogs

ANNUAL PARTNERSHIPS

EXPOSURE FOR AN INDIVIDUAL CHEF

We value the importance of culinary crafts including our private, personal, and catering chefs. A chef's membership provides an opportunity to showcase your skills to passionate foodies, receive culinary press and recognition, and connect with other professionals in the locally sourced food movement.

Annual Chef only Partnership - \$600

- Networking opportunities with other professionals -
- Gaining a position on Google Search for your brand
- Social Media posts shares with new audiences & inclusion in Foodie News Blogs

The Value of the Taste Community

"It is a special honor to be a sponsor of the Taste of Blue Ridge's Root to Table series. . But most importantly, we appreciate partnering with Taste of Blue Ridge for its shared values of supporting local farmers and agriculture, growing sustainability, and the nurturing of high-quality products. We look forward to partnering in 2023!" A. Zito, Maple Leaf Farms





2023 CULINARY SERIES CALENDAR



Salute to Women in Culinary and Agriculture

March 12

Loudoun County / Charlottesville, VA



Taste of the Wild and Wonderful

May 5,6,7

Bavarian Inn
Shepherdstown, WV



The Great Chefs Table Giving Back Fundraiser

October 6,7,8

Audley Farm
Berryville, VA



3rd Annual Four Sensational Chefs

December 3

Loudoun County, VA

Expand your voice by reserving your partnership today!



PAST PARTNERSHIPS

VIRGINIA IS FOR LOVERS

