



SPONSORSHIP DECK 2024

November 4th, 2024 • The Fillmore Philadelphia

MISSION + IMPACT

This one-of-a-kind 6-course family style dining experience is hosted by celebrity Chef Robert Irvine and presented by the Robert Irvine Foundation, whose primary focus is giving back and supporting our service members, veterans, first responders, their families, and those in need through their Food, Wellness, Community and Financial Support programs.

Watch the Robert Irvine Foundation's 2023 Impact Video [HERE](#)



THE EVENT

November 4, 2024 • 6:00 p.m. – 11:00 p.m.
[The Fillmore Philadelphia](#) (29 E Allen Street, Philadelphia)

The Beat 'n Eats Food + Music Event brings together the very best in food and music for a truly one-of-a-kind experience featuring a family style, six-course dinner presented by top celebrity and local chefs accompanied by live music performances from established and emerging artists.

The event also features a Pre-Party and an After-Party with unique menus and live music.

Proceeds raised from the event will support the programs and initiatives of the *Robert Irvine Foundation*.

Expected Guests: + / - 400

Target Media Impressions: 30–40 Million (per market)



PAST FEATURED CHEFS



"There's no other foundation I've been a part of that's been able to [impact] veterans and our military personnel the way Robert does...it truly touched my heart and that's the reason I'm a part of this."

– **Chef Chad Durkin**

Food Network Challenge Winner, Sweet Genius, Next Great Baker 3 & Cake Boss



ANDREW ZIMMERN



JOSE GARCES



AMANDA FREITAG



JENNIFER CARROLL



MARC MURPHY



BUDDY VALASTRO

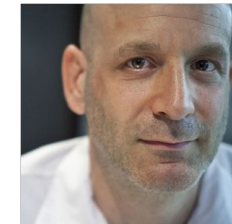


MORIMOTO



ELIZABETH FALKNER

ALL FEATURED CHEFS
GENEROUSLY DONATE
THEIR TIME TO SUPPORT
THIS EVENT.
NO APPEARANCE FEES
ARE PAID.



MARC VETRI



BEAU MACMILLAN

FEATURED SPONSORS (2023)



WHEELS UP



SPONSORSHIP OPPORTUNITIES



BENEFIT SUMMARY	TITLE SPONSOR (\$100,000)	PLATINUM SPONSOR (\$75,000)	GOLD SPONSOR (\$50,000)	SILVER SPONSOR (\$30,000)
“Presented by” Name Under Title Rights	X			
Tables/Tickets <i>VIP table includes access to Heroes Welcome Reception; GA Table includes access to Pre-Party</i>	3 VIP Tables Seating for 30	2 VIP Tables Seating for 20	1 VIP Tables Seating for 10	5 Individual Tickets Seating for 5
Featured in Press Release	X			
Co-branded Step & Repeat	X	X		
Onsite Brand Activations	Primary Location	Secondary Location	Main Room Only	Main Room Only
Social Posts	8	6	4	1
Listing on Event Website (Hyperlink)	Listing w/ Hyperlink	Listing w/ Hyperlink	Listing w/ Hyperlink	Listing w/ Hyperlink

TITLE SPONSORSHIP

\$100,000

Includes the following:

- Exclusive “Presented by” Name Under Title Rights
- (3) VIP Tables (*Seating for 30*)
- Co-Branded Step & Repeat
- Onsite Brand Activation (Primary Location)
- (8) Social Posts
- Logo with hyperlink on event website





PLATINUM SPONSORSHIP \$75,000

Includes the following:

- (2) VIP Tables (*Seating for 20*)
- Co-Branded Step & Repeat
- Onsite Brand Activation (*Secondary Location*)
- (6) Social Posts
- Logo with hyperlink on event website

GOLD SPONSORSHIP

\$50,000

Includes the following:

- (1) VIP Table (*Seating for 10*)
- Onsite Brand Activation (Main Room Only)
- (4) Social Posts
- Logo with hyperlink on event website





SILVER SPONSORSHIP \$30,000

Includes the following:

- (5) VIP Tickets (*Seating for 5*)
- Onsite Brand Activation (Main Room Only)
- (2) Social Posts
- Logo with hyperlink on event website

EXCLUSIVE ACTIVATIONS



SPONSOR BENEFITS	Pre-Party (\$50,000)	AFTER PARTY (\$30,000)	BEATS N' EATS SWAG BAG (\$15,000)
Exclusive "Presented by" Name Under Title Rights	X	X	X
Tables/Tickets	(2) VIP Tables	(1) VIP Table	(1) VIP Table
Logo Placement	X Branded Signage	X Branded Signage	X Branded Tote Bag (1-Side)
Onsite Brand Activations	X	X	X
Speaking Opportunity	X		
Co-Branded Step & Repeat	X	X	
Print & Media Recognition	Beats 'n Eats Pre-Party "Presented by" recognition	After Party "Presented by" recognition	Swag Bag "Presented by" recognition
Social Posts	2	2	1
Listing on Event Website	Logo w/ Hyperlink	Logo w/ Hyperlink	Logo w/ Hyperlink





TICKETS & TABLES

TABLE / TICKET PURCHASES

COST

VIP TABLE

Includes 10 VIP Tickets and access to the Beats 'n Eats Pre-Party.

\$7,500

"TABLE FOR THE TROOPS"

10 Tickets to be gifted to veterans in the purchasing company's name. Includes access to the Beats 'n Eats Pre-Party.

\$7,500

INDIVIDUAL TICKET

Includes access to the Beats 'n Eats Pre-Party.

\$750

LET'S PARTNER

For all sponsorship and partnership inquiries,
please contact:

DONNA COBB

VP, Corporate Development

Email: dcobb@robertirvinefoundation.org

Phone: (610) 517-6135

