A DIFFERENT KIND OF FOOD FESTIVAL

LOS ANGELES | NEW YORK CITY
A food experience built like a music festival but with restaurants as the headliners.
4,000 PEOPLE
THE BARKER HANGAR, SANTA MONICA

2018: SOLD OUT

7,000 PEOPLE
FOREST HILLS STADIUM, QUEENS
2018 HIGHLIGHTS

EEEEATSCON is designed for people who want more from a food festival than just tasting-sized portions and cooking demonstrations. The event features a highly curated group of local restaurants and exciting imports from across the country, serving food you won't find anywhere else. With live music throughout the day and panels from thought leaders and industry pioneers, EEEEEATSCON is as much about connecting with a community and getting inspired as it is about eating and being entertained.

- Total Attendance: 11,000 (NY + LA)
- GA Ticket Price: $30
- Avg Food & Beverage Spend: $45 /person
- Total Social Impressions: 1.1B (NY + LA)
- Infatuation Audience Info:
  - 60% Female // 40% Male
  - 70% ages 21-34
  - 84% of audience say IRL events lead them to new products
2019: 2 days, 2 cities

THE BARKER HANGAR, SANTA MONICA
5.18 & 5.19

FOREST HILLS STADIUM, QUEENS
10.5 & 10.6
2019 PARTNERSHIPS TIERS

ACTIVATION LEVELS

**Presenting Sponsor**  **$1M**
- Presenting Title Credits (powered by X brand)
- Massive 40x40 Branded Space OR ownership of main stage/panels
- Integration into main photo moment / experience
- Logo integration for all EEEEEATSCON signage/marketing materials
- Outdoor marketing / wild campaign
- Photo Booth / Photo Moment Build Out
- Opportunity To Sample
- Inclusion In Festival Signage & Marketing Collateral
- Booth Signage Produced By The Infatuation
- 10 Working Passes To EEEEEATSCON
- 40 Comp Tickets To EEEEEATSCON
- Photo Content Created By The Infatuation
- Up To 10% Of Budget Goes Towards Build Out / Production
- X-Large Social Content Package

**Platinum Package**  **$500K**
- Huge Footprint: 20x40 Branded Space
- Custom Curated Food Collaboration
- Photo Booth / Photo Moment Build Out
- Opportunity To Sample
- Inclusion in Festival Signage & Marketing Collateral
- Booth Signage Produced By The Infatuation
- 10 Working Passes To EEEEEATSCON
- 30 Comp Tickets To EEEEEATSCON
- Photo Content Created By The Infatuation
- Up To 10% Of Budget Goes Towards Build Out / Production
- Large Social Content Package
# 2019 Partnerships Tiers

## Activation Levels

### Gold Package $200K
- Large Footprint: 20x30 Branded Activation Space
- Opportunity To Sample
- Inclusion In Festival Signage & Marketing Collateral
- Booth Signage Produced By The Infatuation
- 10 Working Passes To EEEEEATSCON
- 20 Comp Tickets To EEEEEATSCON
- Photo Content Created By The Infatuation
- Up To 5% Of Budget Goes Towards Build Out / Production
- Medium Social Content Package

### Silver Package $100K
- Medium Footprint: 10x10 Branded Space
- Opportunity To Sample
- Inclusion In Festival Signage & Marketing Collateral
- Booth Signage Produced By The Infatuation
- 10 Working Passes To EEEEEATSCON
- 10 Comp Tickets To EEEEEATSCON
- Photo Content Created By The Infatuation
- Up To 5% Of Budget Goes Towards Build Out / Production
- Small Social Content Package
2019 PARTNERSHIPS TIERS

SAMPLING LEVELS

**Guerrilla Style** $10K
- Brand ambassadors sampling out in the field

**Guerrilla + Footprint** $25K
- Brand ambassadors sampling out of small space
- Inclusion In Festival Signage & Marketing Collateral
- Static Post on @eeeeatscon Instagram
2019 PARTNERSHIPS TIERS

SOCIAL PACKAGE BREAKDOWN

XL Content Package
- Road To EEEEEATSCON Instagram Story Series Integration Package
- 4x Instagram Stories on @infatuation_nyc or @infatuation_la
- 4x Instagram Posts on @infatuation
- Custom narrative to support brand's narrative and how it integrates into EEEEEATSCON
- Infatuation produced, brand specific EEEEEATSCON sizzle reel
- Inclusion In @infatuation Instagram Story
- Inclusion In @eeeeeatscon Instagram Story
- 1 Static Post on @infatuation Instagram
- 2 Static Posts on @eeeeeatscon Instagram
- 2 Static Posts on @infatuation_la or @infatuation_nyc
- 2 Static Posts on @infatuation_food account
- 1 Tweet on @infatuation
- 1 Inclusion in Facebook Photo Gallery on @infatuation

Large Content Package
- Inclusion In @infatuation Instagram Story
- Inclusion In @eeeeeatscon Instagram Story
- 1 Static Post on @infatuation Instagram
- 2 Static Posts on @eeeeeatscon Instagram
- 2 Static Posts on @infatuation_la or @infatuation_nyc
- 2 Static Posts on @infatuation_food account
- 1 Tweet on @infatuation
- 1 Inclusion in Facebook Photo Gallery on @infatuation
2019 PARTNERSHIPS TIERS

SOCIAL PACKAGE BREAKDOWN

Medium Content Package
- Inclusion In @infatuation Instagram Story
- 2 Static Posts on @eeeeatscon Instagram
- 2 Static Posts on @infatuation_la or @infatuation_nyc
- 1 Tweet on @infatuation
- 1 Inclusion in Facebook Photo Gallery on @infatuation

Small Content Package
- Inclusion In @infatuation Instagram Story
- Static Post on @eeeeatscon Instagram
- Static Post on @infatuation_la or @infatuation_nyc
Whether it’s a massive airplane hangar or a full-scale stadium, both LA and NY festivals offer endless potential for branded activation spaces. Our aim is to work with each partner to create something that brings your brand to life and offers an engaging experience for guests. Check out some of our past activations with brand partners on the following slides.
SPEAKEASY SUITES — NYC ONLY

Our NYC venue has incredible spaces that are available for sponsorship. Each suite has its own private and secret entry, unique to them, and a raised private viewing deck for premium stage viewing. With sponsorship, we’ll curate each space to bring your brand to life and enable you to invite guests to experience all that EEEEEATSCON has to offer in an exclusive, super authentic way.
CAVIAR WINE ROOM

OPENTABLE TICKETED POP-UP

BAILEYS TREAT YARD

IN THE DISTRICT

DON JULIO PALOMAPALOOZA

#LIVELACROIX

LACROIX ACTIVATION

#AMEXGOLD LOUNGE

IN THE DISTRICT
“Overall fun and welcoming experiences that drew you in to either find out what was going on or to try the product.” – Jaden
ADD’L PARTNERSHIP OPPORTUNITIES

1. Main Stage
2. Panel Tent
3. The Wine Room (Bar & Panel Area)
4. Kids Area
5. Charging Stations
6. Interactive Maps & Displays
7. Mobile Bodega
8. Bathrooms
9. WiFi
10. Water Coolers
11. Eco-Friendly Serveware: plates, bowls, silverware etc.
12. Speakers/Audio
13. Chillhouse Nail Salon & Massage Area
14. Arcade
15. Portrait Photo Rooms
16. Pop-Up, Ticketed Experiences
17. Official Transportation Partner
18. Official Delivery Partner
19. Official Hotel Partner
20. Official Airline
21. Official Car
22. Official Merch Partner
MAIN STAGE SPONSORSHIP

The main stage will host everything from all-day DJ sets to full-scale live music performances. As one of the most visible and popular areas at EEEEEATSCON, sponsorship of the main stage offers a great opportunity for brands to authentically connect with the ethos of the festival.
The panel tent will host a full lineup of curated panelist speakers throughout the day from thought leaders and industry pioneers. We'll likely have one large tent space and expect more than 10,000 people to pass through, with plenty of opportunities for branding, signage, video and more.
BRAND PARTNERS: PAST & PRESENT
2018 TESTIMONIALS

"One of the highest quality food events in LA." - Oliver

"Infatuation knows how to put on a great event! Music, amazing food, speakers, and many other fun booths...eeeeeatscon is an event we will always save the date for!" - Michelle

"Emily/shake shack burger was insane. Having non NYC restaurants at the festival was awesome, especially Jon and Vinny’s!" - Christopher

“I thought it was amazing and such a unique opportunity! While I was there I was texting my friends that weren’t there telling them to come ASAP! You can’t miss NY pizza in LA.” - Sarah
APPENDIX
RESTAURANT LINEUP (NY 2018)

1. Emily + Shake Shack
2. Jon & Vinny’s (LA)
3. Rubirosa
4. L'Artusi
5. Casa Enrique (Queens)
6. Miznon
7. Dumpling Galaxy (Queens)
8. Roberta’s Pizza (BK)
9. Tacoway Beach (Queens)
10. Ample Hills Creamery (BK)
11. Her Name is Han
12. The Bombay Bread Bar
13. Tanoreen (BK)
14. Houseman
15. Maketto (DC)
16. OddFellows Ice Cream Co. (BK)
17. BK Jani (BK)
18. Crave Fishbar
19. Saltie Girl (Boston)
20. The Riddler (SF)
21. Hoodoo Brown BBQ (CT)
22. Walter’s Hot Dogs (Westchester)
23. King David Tacos (BK)
24. Broad Street Dough Co. (NJ)
25. Dulcinea (BK)
26. Jhal NYC + Kolkata Chai Co. (Queens)
27. Mahmoud’s Corner (Queens)
28. Nur Thai (Queens)
<table>
<thead>
<tr>
<th>No.</th>
<th>Restaurant Name</th>
<th>Location</th>
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<tbody>
<tr>
<td>1</td>
<td>Night + Market</td>
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<td>2</td>
<td>Russ &amp; Daughters (NYC)</td>
<td>(NYC)</td>
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<td>3</td>
<td>Cento Pasta Bar</td>
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<td>4</td>
<td>Roberta’s (NYC)</td>
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<td>5</td>
<td>Wexler’s Deli</td>
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<td>6</td>
<td>Lunasia Dim Sum House</td>
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<td>7</td>
<td>Liholiho Yacht Club (SF)</td>
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<td>Loqui</td>
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<td>9</td>
<td>Porto’s Bakery &amp; Cafe</td>
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<td>10</td>
<td>Han Dynasty (NYC)</td>
<td>(NYC)</td>
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<td>11</td>
<td>Mr. Holmes Bakehouse</td>
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<td>12</td>
<td>Sweet Rose Creamery</td>
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<td>13</td>
<td>NoMad Truck</td>
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<td>14</td>
<td>Bluestone Lane</td>
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<td>15</td>
<td>Shake Shack (NYC)</td>
<td>(NYC)</td>
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<td>16</td>
<td>Sweetgreen</td>
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<td>17</td>
<td>Parson’s Chicken &amp; Fish (CHI)</td>
<td>(CHI)</td>
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<td>18</td>
<td>RT Rotisserie (SF)</td>
<td>(SF)</td>
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<td>19</td>
<td>Sweetfin</td>
<td>SOLD OUT</td>
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<td>20</td>
<td>Homegirl Cafe</td>
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<td>21</td>
<td>Fuku</td>
<td>SOLD OUT</td>
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<td>22</td>
<td>The Rose</td>
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<tr>
<td>23</td>
<td>Ravionly (NYC)</td>
<td>SOLD OUT</td>
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<tr>
<td>24</td>
<td>Smitten Ice Cream</td>
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<tr>
<td>25</td>
<td>Williams Family Kitchen x Baby Blues BBQ</td>
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64% of people tried 5-10 different restaurants

“The lobster roll from Saltie Girl was awesome, and my red velvet donut from Broad Street — living in NYC I wouldn’t normally travel to Boston or NJ to get those things, so it was cool to be able to try them here.” - Ashton
PROGRAMMING SESSIONS (2018)

1. Food As Empowerment
2. Eat Like A Champion (w/ Adam Rippon)
3. How The West Was Won with Jon & Vinny’s
4. Origin Stories (Zagat + The Infatuation)
5. The Breakfast Club: Best Wines to Drink Before You Eat Today
7. Culinary Cannabis, The New Frontier
8. Frontier#Timesup In The Restaurant Industry
9. Finding Balance Inside and Outside The Kitchen (w/ Missy Robbins, Lilia)
10. A Conversation On Failure

Music Performances 2018:
- Batala NYC
- Mick
- DJ Niks
- Drummer
- Gavin Turek
- Centennial High School Marching Band
- The Spencer Lee Band
“I loved EEEEATSCON. The Infatuation’s commitment to delivering incredible food along with an incredible experience for their community and event attendees was inspiring and a whole lot of fun. It was great to be a part of this special day and I look forward to attending and eating my way through future EEEEATSCONS” – Adam Rippon
"The marching band was awesome and a nice change of pace. The DJ was good and I felt pumped up while I ate." – Samantha
INTERACTIVE EXPERIENCES

1. Zagat Studio
2. Kids Zone
3. Edible Schoolyard
4. DoSomething.org
5. Love Wall by James Goldcrown
6. Burger Grab Money Machine
7. Museum of Food
8. Cheat Codes Arcade
9. Diesel Bookstore
10. EEEEATSCON & Graffiti Wall by Joe Geis
11. Coffee Cups of the World by Henry Hargreaves
12. Live Mural Painting by Grit Collective
“The museum of food was fantastic! So fun and creative, and I had a ton of people on social media reach out to ask and react to that.” - Eddie
THANK YOU.