

CULINARY SHOWCASE MEETING NOTES

March 17, 2008

Sponsors

Linda Parsons reviewed the confirmed sponsors for the event: Foodie's (12 available/minimum) are Crescent State Bank, Prudential Gouger O'Neal Saunders, First Bank, all at \$1,000 and Time Warner Cable (\$700 or balance of their Chamber Champion's fund). The Culinary Cup Sponsor, \$1,000 (1 available) will be Progress Energy. We have a solid start with sponsors compared to this time last year, however, much more effort is needed.

Prospects for the title sponsors include Capel Rugs and UNCPembroke (**PatrickC** to stay in touch with Capel & **TCruce** to re-connect with UNCP). Prospects for other levels of sponsorship include Sarah Hanley, ESQ, attorney; Hamilton Beach Inc., Living Spaces and Coastal Federal Credit Union. **Caroline Olivo** will follow up with Sarah Hanley, ESQ. Ongoing work with other sponsorships will be led by the Chamber management/Chamber Board Members.

Ticket Volume For Sponsors/Restaurateurs

While there was good, free discussion, the following was decided: Title sponsor will receive 10 gratis tickets; sponsors at the \$2,500 level will receive 4; \$1,000 level 2; Sodas/Water donating company will receive 2; the company donating beer 2 and if wine is donated, two tickets as well (exception will be if the wine comes from four or five wineries and each would receive 2). **TCruce** will follow up with Aberdeen Bottling regarding sodas/water donation and **LParsons** will contact Harris Wholesale for beer.

Advertising/Marketing Strategy

An excellent discussion was held, with outstanding ideas/creativity and energy!

- Icon for the face of the event will be the "chef" used as part of the overall logo last year. We will "tweak" the logo (**TCruce** to handle) to accommodate easier replication in various forms of media (print, laser, engraving, embroidery, etc.) The complete logo (includes text of Moore County Chamber Culinary Showcase...A Taste of Moore) will use the tweaked icon and the "waiter" will be removed. **Jim Caliri** suggested we use the name of "Chef Moore" for the icon and the suggestion was unanimously approved! Thus, we will not be using "human chefs" as the face of the advertising.
- **OUR STATE** magazine and **NC SIGNATURE** magazine have asked to be media sponsors for the event. They will run a story of the event and ads in their publications. In exchange we will include them in the promotion of the Showcase...**TCruce** to follow up and finalize.
- WCHL radio/Chapel Hill wishes to help us promote the event. One of their programs, "Side Dish" will assist us in promoting the event and they wish to start the promotion as early as June 1. They will consider giving a pair of tickets away (which they purchase?) and an overnight stay in Moore County, as part of their promotion of the event. **LParsons** to follow up and finalize.

- The Pilot is considering the creation of a pocket sized cookbook supplement to a given issue of the paper, which they could sell ads for. **LParsons** to follow up and finalize (any committee member wishing to assist Linda Parsons please give her a call.)
- Posters: Size will be around 18” w X 24” h. for placement in windows of hundreds of Moore County businesses. **Caroline O.** will work with artist at 103.1FM to create art for these. She will also work with the Production folks there to create a “voice” for ‘Chef Moore’ and give us some sizzle in the audio portion of our media campaign, i.e., radio/TV. We will need all committee members to assist in distribution of the posters once complete.
- Pinchurst Magazine: **Liz English** has assumed the responsibility of co-coordinating with this publication for a story on the event...most likely in the Sept-Oct issue.
- Additional Radio and TV are yet to be organized and **anyone** with contacts/interest in working on this critical part of the marketing please contact LParsons/TCruce.

Other

- **Jim Caliri**, of Panera Bread will finalize donation of coffee, sweet tea, etc., for the coffee/tea bar.
- Cypress Vineyards may be a prospect for “dessert wines”. **TCruce** will follow up.
- Donations: We are in dire need of donations for the linens, tables/chairs, music, raffle items, cups/utensils....**if YOU have any contacts, PLEASE make the calls NOW**....we cannot afford to wait until June 1 to confirm everything. Tell your prospects they will receive as much recognition as we can work in....beyond the obvious listing at the event, signage, etc. **Thank you in advance for your efforts!!!**
- Wine donation: **M.Gorenflo** is working on Childress as a contributor to the wine needs; TCruce working with the NC Wine Growers Association for same.
- Scholarship donations: Though not discussed at this meeting, **Joyce Scarlett** has graciously agreed to work on this important contribution to the event. More at the April meeting.
- “Perk Points” for sponsors are being developed....at least a skeleton of the same...and will be sent to committee members later this week. These, you will be able to use when discussing sponsorships with potential Showcase partners.

This was our best meeting to date relative to ideas, creative thought, follow up assignments and overall forward movement. THANK EACH OF YOU FOR YOUR TIME AND ENERGY.

Next meeting will be April 21st at the Chamber....meetings have been moved to 3 p.m. to accommodate a couple of members who cannot make 2 p.m. easily or often.

Final note: THE ONLY FONT USED IN THESE NOTES IS **GARAMOND 12 PT.**