



The America's Plate PRESENTING SPONSOR Benefits \$7,500

What is America's Plate?

PMQ's America's Plate (www.americasplate.com) will take place February 28th, 2010 in New York City. The America's Plate is an International culinary pizza competition that is held in New York City every year in association with PMQ's New York Pizza Showcase (www.newyorkpizzashow.com). Last year's winner, Roberto Caporuscio, represented Italy and was awarded the coveted "Plate" for being judged the Best Pizza in the World after defeating America, China and the Czech Republic.

Each participating country has a structure of sanctioned competitions from which the best pizza team emerges. All the teams then converge on New York to battle for the chance to take home the prize. Requests from various countries are currently being reviewed with invitations to compete already being extended. International contestants will compete against the winner of the 2009 American Pizza Championship, Steve Leiber.

Why Should I be the Presenting Sponsor of The America's Plate?

There is a limited opportunity for presenting sponsors. We are seeking out the companies that ideals are mostly closely aligned with this spirited International pizza competition and offering them the chance to reap the most benefits during the America's Plate and PMQ's Pizza Showcase during the International Restaurant and Foodservice Show of New York. Presenting Sponsors will see these benefits:

- **Listed as a presenting sponsor whenever The America's Plate is mentioned.**
- **The America's Plate Category Exclusivity**
- The America's Plate will be a **featured article** in both the **March and April issues of PMQ**. Each issue of PMQ Pizza Magazine is seen by **40,000+ pizzeria owners and operators**.
- **Logo placement in The America's Plate video** seen on pizzatv.com, youtube.com, newyorkpizzashow.com, americasplate.com, and the **PMQ's weekly e-newsletter**. The **estimated viewing audience is 23,650**.
- **Logo prominently placed on americasplate.com**. Annual unique views average around **20,000**.
- **Logo prominently placed in the weekly PMQ e-newsletter** that is emailed to over **8,000** people per week. The America's Plate will be included in **at least three** newsletters.
- **Logo on America's Plate signage** and ability to place **company literature** at the **PMQ Booth** during the **International Restaurant and Foodservice Show** which has an estimated **attendance of 13,000**.
- **Logo on a Step-and-Repeat Banner** at **The America's Plate**. The banner will hang in a **prominent location** and **videotaped chef interviews** will be conducted in front of it.
- Mentioned in **America's Plate press releases** sent to local **New York and National media**.
- Priority for any available **complimentary tickets** to the **International Restaurant and Foodservice Show of New York and The America's Plate**.

The America's Plate SUPPORTING SPONSOR Benefits* \$2500

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- **Logo prominently placed in the weekly PMQ e-newsletter** that is emailed to over **8,000** people per week. The America's Plate will be included in **at least three** newsletters.
- **Logo** on a banner other than the Step- and-Repeat at The America's Plate event.
- Mentioned in **America's Plate press releases** sent to local **New York and National media**.
- Option for a limited number of available **complimentary tickets** to the **International Restaurant and Foodservice Show of New York and America's Plate**.

**DOES NOT INCLUDE CATEGORY EXCLUSIVITY. A company can have the option to purchase category exclusivity providing that there is not already a presenting sponsor in that category. Category Exclusivity: \$1000*

PMQ Pizza Showcase SUPPORTING SPONSOR* \$1000

- PMQ's Pizza Showcase will be a **featured article** in both the **March and April issues of PMQ Pizza Magazine**. Each issue of PMQ is seen by **40,000+ pizzeria owners and operators**. **Sponsors will be recognized**.
- Ability to place **company literature** at the **PMQ Booth** during the **International Restaurant and Foodservice Show of New York** which has an estimated **attendance of 13,000**.
- **Logo prominently placed in the weekly PMQ e-newsletter** that is emailed to over **8,000** people per week. **PMQ's Pizza Showcase** will be included in **at least three** newsletters.

**DOES NOT INCLUDE THE OPTION OF CATEGORY EXCLUSIVITY.*

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