



Join us at the table

CATSKILL   
**CUISINE**

SULLIVAN CATSKILLS MAY 13

Sponsorship Opportunities

[catskill-cuisine.com](http://catskill-cuisine.com)



# A marketing opportunity with good taste

The Sullivan Catskills Visitors Association presents a day-long festival celebrating the cuisine of the Catskills and beyond at Bethel Woods Center for the Arts.

Showcasing the resurgence and popularity of the Catskills, curators will expose visitors to the beauty of the Sullivan Catskills and its distinct regional cuisine. The destination's natural rivers, micro-organic farms and forests serve as endless inspiration for the exploding culinary scene, driven by a diverse wealth of local, sustainably sourced products, fresh-from-the-farm produce, and a range of quality craft beverages which are made from the purest Catskill water.

Catskill Cuisine takes inspiration from local fare, farmers, and restaurants, featuring chefs and producers participating in **tastings**, **demonstrations**, and **hands-on experiences** to immerse visitors in the county. It will bring visitors, music, and cuisine together, while allowing local culinary experts to shine and be inspired by other accomplished American chefs.



## Participating Celebrity Chefs include:



Alton Brown



Scott Conant



Alex Guarnaschelli



Marcus Samuelsson



Geoffrey Zakarian

### Nationally Renowned and Accomplished Chefs:

Dale Talde (*Talde, Brooklyn, Miami, Jersey City; Goosefeathers, Tarrytown, NY*)

Saul Montiel (*Cantina Rooftop Restaurant and Lounge, NYC*)

Melissa Ben-Ishay (*Baked by Melissa*)

Cesare Casella (*Chief of the Department of Nourishment Arts at the Center for Discovery plus appearances on "Iron Chef," "Top Chef" and others*)

Ayesha Nurdjaja (*2022 James Beard Award Finalist Nominee and Executive Chef at Shuka, NYC*)

### Executive Chefs from Sullivan Catskills Restaurants

Foster Supply Hospitality Restaurants (2022 James Beard Nominee)

Homestead Restaurant + Lounge at The Eldred Preserve

Cellaio at Resorts World Catskills

Bixby's at Kartrite Resort and Indoor Waterpark

Conover Club at Callicoon Hills

# The Festival

**Saturday, May 13**

The 800-acre venue at Bethel Woods Center for the Arts— including The Event Galley at the Museum at Bethel Woods, the Market Sheds, Festival Tent, Terrace Stage, and the Concourse Walkway will be activated with tastings, chef demonstrations, pairings, a marketplace, music and entertainment representing a diverse and delicious bounty.



## SULLIVAN CATSKILLS

# Audience Profile

The Sullivan Catskills is New York's fastest growing tourism destination. Hundreds of thousands of people visit our vacationland annually and nearly 85% have a household income between \$75,000- \$125,000+. In 2021 traveler spending reached \$710 million—123% growth relative to 2019.

**We anticipate 2,000+ attendees at the Catskill Cuisine Festival at Bethel Woods from the New York metropolitan area, Sullivan County, and surrounding areas.**



### WHO WE REACH

Sullivan Catskills | Bethel Woods

 **6.5 MILLION** combined visitors

 **1.7 BILLION** travel and lifestyle readers

 **49,200** combined Instagram followers

 **281,000** combined Facebook followers

 **9,411** combined Twitter followers

### WHO THEY ARE

 **57.3%** female  
 **42.7%** male

#### BY AGE Sullivan Catskills

18-24	<b>10.3%</b>
25-34	<b>25%</b>
35-44	<b>15.6%</b>
45-54	<b>16.3%</b>
55+	<b>33%</b>

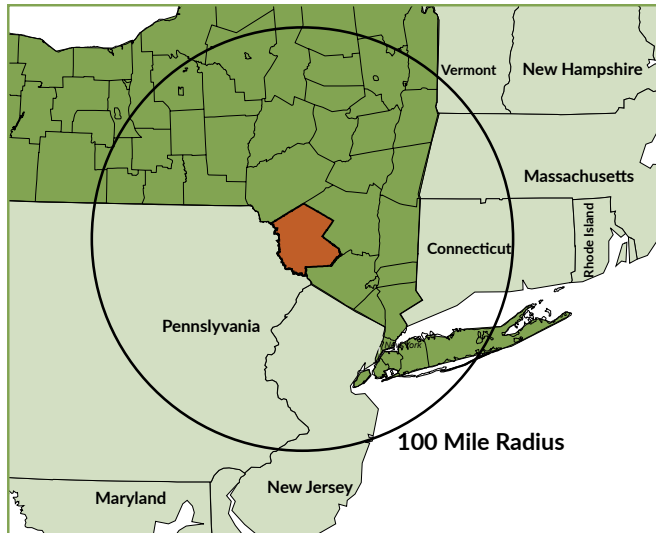
#### BY AGE Bethel Woods

18-24	<b>6%</b>
25-34	<b>15%</b>
35-44	<b>20%</b>
45-54	<b>23%</b>
55+	<b>35%</b>

## FESTIVAL OVERVIEW

# The Setting

The Festival on **Saturday, May 13** will be held on the 800-acre campus of **Bethel Woods Center for the Arts**, the site of the 1969 Woodstock festival, located 90 miles from NYC. Bethel Woods carries on the legacy of the 450,000 young people who gathered in the Sullivan Catskills and left as a



community determined to change the world. Since its opening in 2006, the Center has welcomed more than 3 million guests offering a diverse mix of performances, exhibits, festival and art programs to people of all ages.



## FESTIVAL OVERVIEW

# 65+ Participants



**Chefs**



**Craft Breweries**



**Distilleries**



**Wineries**



**Cideries**



**Bakers, Farmers, Food Makers**

# Sponsorship Packages

We have many opportunities to align you with the inaugural Catskill Cuisine Festival.

We can customize a package to benefit your business at various investment levels.

## **PARTNER BENEFITS**

- **Targeted Marketing**
- **Efficient Lead Generation**
- **Audience Insights**
- **New B2B Relationships**

## SPONSORSHIP PACKAGES

# Presenting Sponsor \$20,000

- 🍴 Logo in festival's media & publications
- 🍴 Company banner prominently displayed at ALL high-traffic locations throughout the grounds (including but not limited to Market Sheds, Festival Tent, Event Gallery)
- 🍴 Sponsor logo on social media platforms & festival website
- 🍴 4 Social media features and link to sponsor website
- 🍴 Premier placement of Sponsor banner at festival
- 🍴 10 Super VIP tickets to festival
- 🍴 10 General Admission Tickets to the festival
- 🍴 6 Reserved Sponsor parking passes & access
- 🍴 Private sponsor access to check-in
- 🍴 Premier recognition on Step and Repeat





## SPONSORSHIP PACKAGES

# Platinum

## \$10,000

- 🍴 Logo in festival's media & publications
- 🍴 Company banner prominently displayed at 2 high-traffic locations throughout the grounds (such as Market Sheds, Festival Tent, Event Gallery)
- 🍴 Sponsor logo on social media platforms & festival website
- 🍴 3 Social media feature and link to sponsor website
- 🍴 Prominent placement of Sponsor banner at festival
- 🍴 4 VIP sponsor tickets and 5 General Admission Tickets to festival & prominent seating
- 🍴 3 Reserved Sponsor parking passes & access
- 🍴 Private sponsor access to check-in



## SPONSORSHIP PACKAGES

# Gold

**\$5,000**

- 🍴 Sponsor name in festival's media & publications
- 🍴 Sponsor logo on social media platforms & festival website
- 🍴 Social media feature and link to sponsor website
- 🍴 Prominent placement of Sponsor banner at festival
- 🍴 2 VIP sponsor tickets to festival and 4 General Admission tickets
- 🍴 1 Reserved Sponsor parking passes & access
- 🍴 Private sponsor access to check-in



## SPONSORSHIP PACKAGES

# Silver

**\$2,500**

- 🍴 Sponsor name in festival's media & publications
- 🍴 Sponsor name on social media platforms & festival website
- 🍴 6 General Admission tickets to festival
- 🍴 1 Reserved Sponsor parking passes & access



## THE ORGANIZERS



Today, people are flocking to the Sullivan Catskills – creating an influx of development, a growing arts and culinary scene, and a wealth of luxury infusing the destination – expansively bringing a cool cultural identity to the county. Once a summer spot for New York City dwellers, it has now evolved into a year-round destination for visitors throughout the world. Formerly known as the Borscht Belt, where famed comedians got their start at a range of renowned resorts and most notably home to the 1969 Woodstock Festival, the Sullivan Catskills has reemerged as one of the fastest and most desired destinations in New York State.

Located only 90 minutes out of Manhattan, the Sullivan Catskills has been reinvented with active village main streets, breathtaking views, fresh Catskill water, vibrant music venues, unique shopping boutiques, award-winning craft beverages, distinctive resorts, hotels, luxurious inns and prized bed & breakfasts, as well as a bustling culinary scene. The result is a destination set apart as a progressive and sustainable place to stay, explore and celebrate.

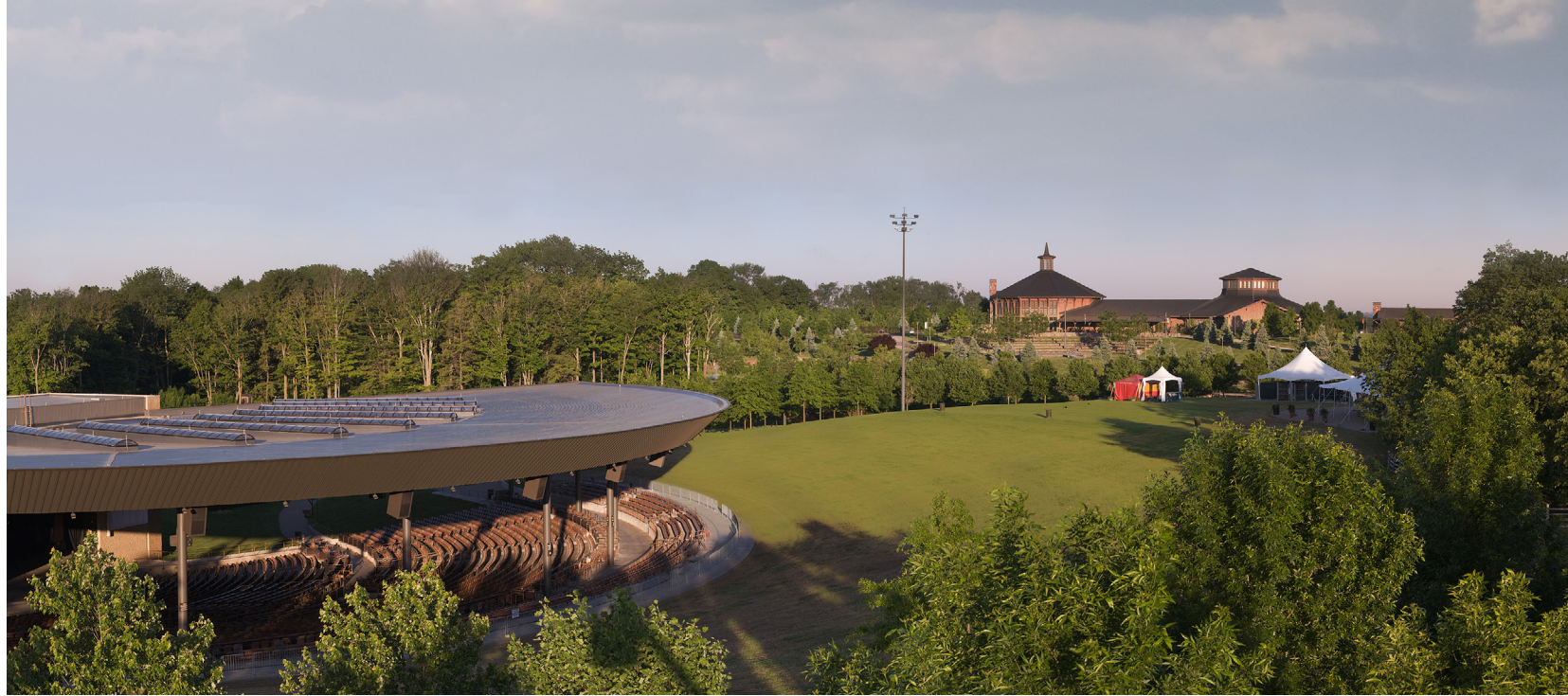
**For more information, please visit [SullivanCatskills.com](https://SullivanCatskills.com)**

## THE ORGANIZERS

# Bethel Woods

CENTER FOR THE ARTS

SITE OF THE 1969 WOODSTOCK FESTIVAL



Bethel Woods Center for the Arts inspires, educates, and empowers individuals through the arts and humanities by presenting a diverse selection of culturally rich performances, popular artists, and community and educational programming. Located 90 miles from New York City at the site of the 1969 Woodstock festival in Bethel, NY, the lush 800-acre campus includes a Pavilion Stage amphitheater with seating for 16,000, an intimate 422-seat indoor Event Gallery, the award-winning Museum at Bethel Woods, and a Conservatory for arts education programming.

Through the in-depth study and exhibition of the social, political, and cultural events of the 1960s, as well as the preservation of the historic site of the Woodstock Music and Art Fair, Bethel Woods educates individuals about the issues and lessons of the decade while inspiring a new generation to contribute positively to the world around them. The not-for-profit organization relies on the generous support of individuals, corporations, and foundations to develop and sustain programs that improve the quality of life in the region and beyond.

For more information, please visit [BethelWoodsCenter.org](https://BethelWoodsCenter.org)