

# SAVEUR

&

# TELLURIDE RESERVE

**PARTNERSHIP OPPORTUNITY**



## **THE UNIQUE POSITION OF SAVEUR**

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At the heart of SAVEUR lies a passion for cooking exquisite food from people and places that teach us something. The food world looks to SAVEUR as a place to explore cuisines more deeply, meet authentic cooks, and have one-of-a kind experiences in the kitchen and out in the world. Unlike any other food brand, SAVEUR feeds a sense of curiosity and wonder for a graduated audience of cooks.

## **SPONSORSHIP OPPORTUNITY**

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SAVEUR and Telluride Reserve will work in collaboration to curate and produce a spread advertorial in the upcoming Spring 2020 issue. SAVEUR is pleased to offer your brand the opportunity to be featured within the advertorial. Content will highlight Telluride as a resort and its special connection with Mountain Village truly embodying its rich history, culture and how this unique destination is redefining the ski resort experience.



# SPONSORSHIP OPPORTUNITY

## SPONSOR INTEGRATION

- Natural brand integration within content highlighting your connection to Telluride
- Logo inclusion

## ADVERTORIAL PROMOTION

- Logo inclusion within dedicated eBlast sent to SAVEUR's 200K opt-in subscriber list
- One (1x) post on SAVEUR'S Instagram page (744K followers) with brand tagged

## INVESTMENT

- Pricing available upon request

## COMMITMENT DATE

- January 15, 2020 (On Sale Date March 10, 2020)

The image is a mock-up for a sponsorship opportunity, divided into two main vertical panels. The left panel features a landscape background with the text 'TELLURIDE RESERVE & SAVEUR'. Below this is a 'Welcome to Telluride Reserve, an Unrivaled Pairing' section with placeholder text and a 'LEARN MORE' button with the phone number '970.728.1904'. The right panel features a background of a chef pouring wine, with the text 'TELLURIDE RESERVE' and 'MOUNTAIN VILLAGE FOOD & WINE CELEBRATION'. Below this is another section with placeholder text and a 'LEARN MORE' button. At the bottom, there are four placeholder logos for 'Logo' and 'LOGO'.

ADVERTISEMENT

TELLURIDE RESERVE & SAVEUR

Welcome to Telluride Reserve, an Unrivaled Pairing

Learn More 970.728.1904

ADVERTISEMENT

TELLURIDE RESERVE

MOUNTAIN VILLAGE FOOD & WINE CELEBRATION

Logo Logo LOGO Logo

Mock-Up for demonstration purposes only. Subject to change.

# THE AFFLUENT AUDIENCE OF SAVEUR

**\$371,086**

Average HHI

**\$11,533**

Average amount spent on total leisure, entertainment and dining

**2X**

More likely to have contributed to any arts/cultural organization in the past year (*219 index*)

**2X**

More likely to have consumed 6 or more glasses of wine in the past 7 days (*231 index*)

**53%**

More likely to definitely agree "I go out of my way to make sure that fine food and wine are part of every vacation" (*153 index*)

**42%**

More likely to typically rent villas/home while traveling domestically (*142 index*)