



**PEACHTREE CENTER
TUESDAY JULY 26, 2022**

Benefitting



PEACHFEST - A FESTIVAL FOR GOOD

PeachFest supports the growth of family farms and producers in Georgia by inviting industry and city leaders, sponsors, regional and national media. We empower discussions between local chefs, residents, farmers, students and visitors.

We are a collaborative project filled with educational programming, sustainable initiatives and culinary experiences that help keep family farms in business.



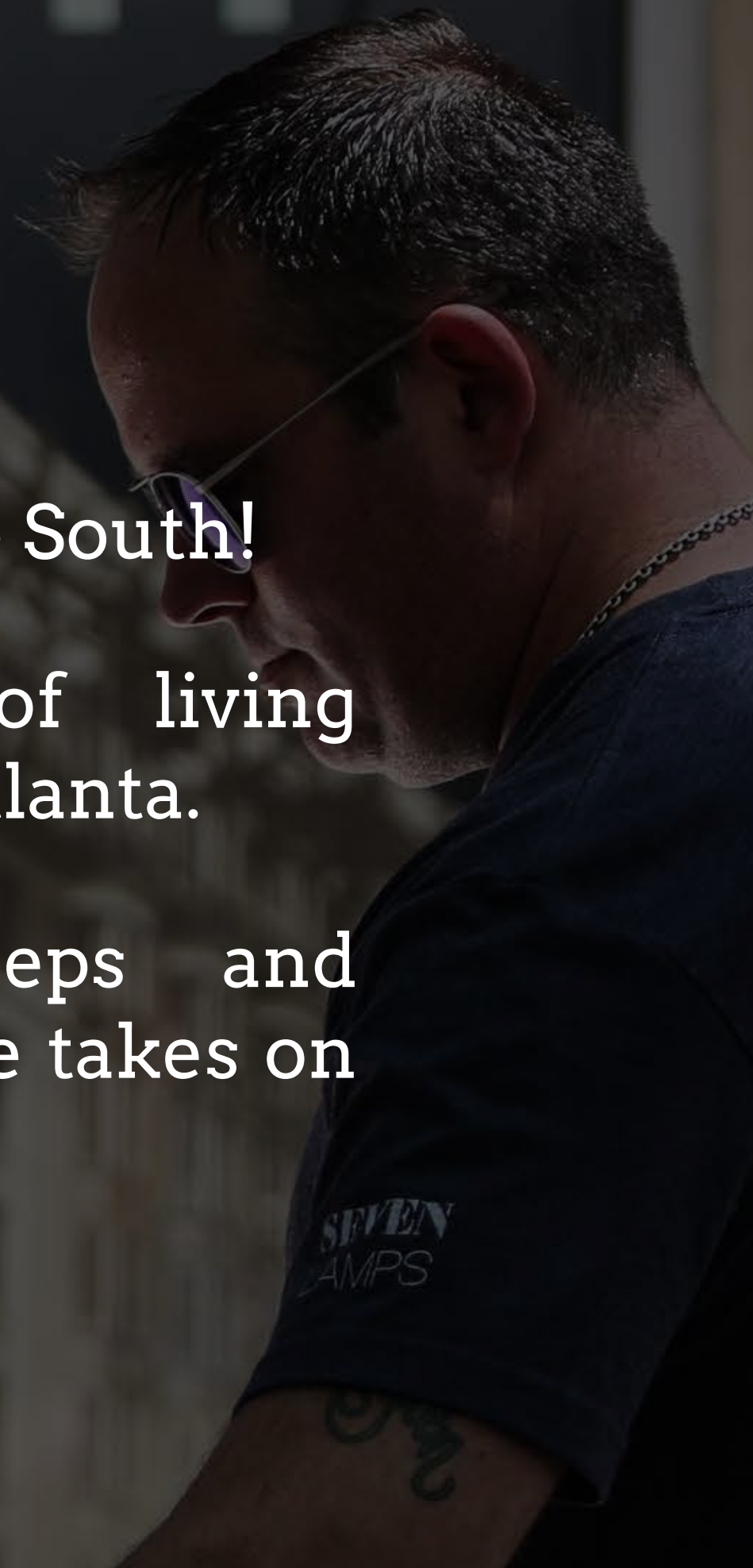
THE SPIRIT OF THE NEW SOUTH

CULTURAL VALUE

Atlanta is the self-proclaimed capital of the South!

PeachFest sparks the conversation of living a vibrant lifestyle in historic Downtown Atlanta.

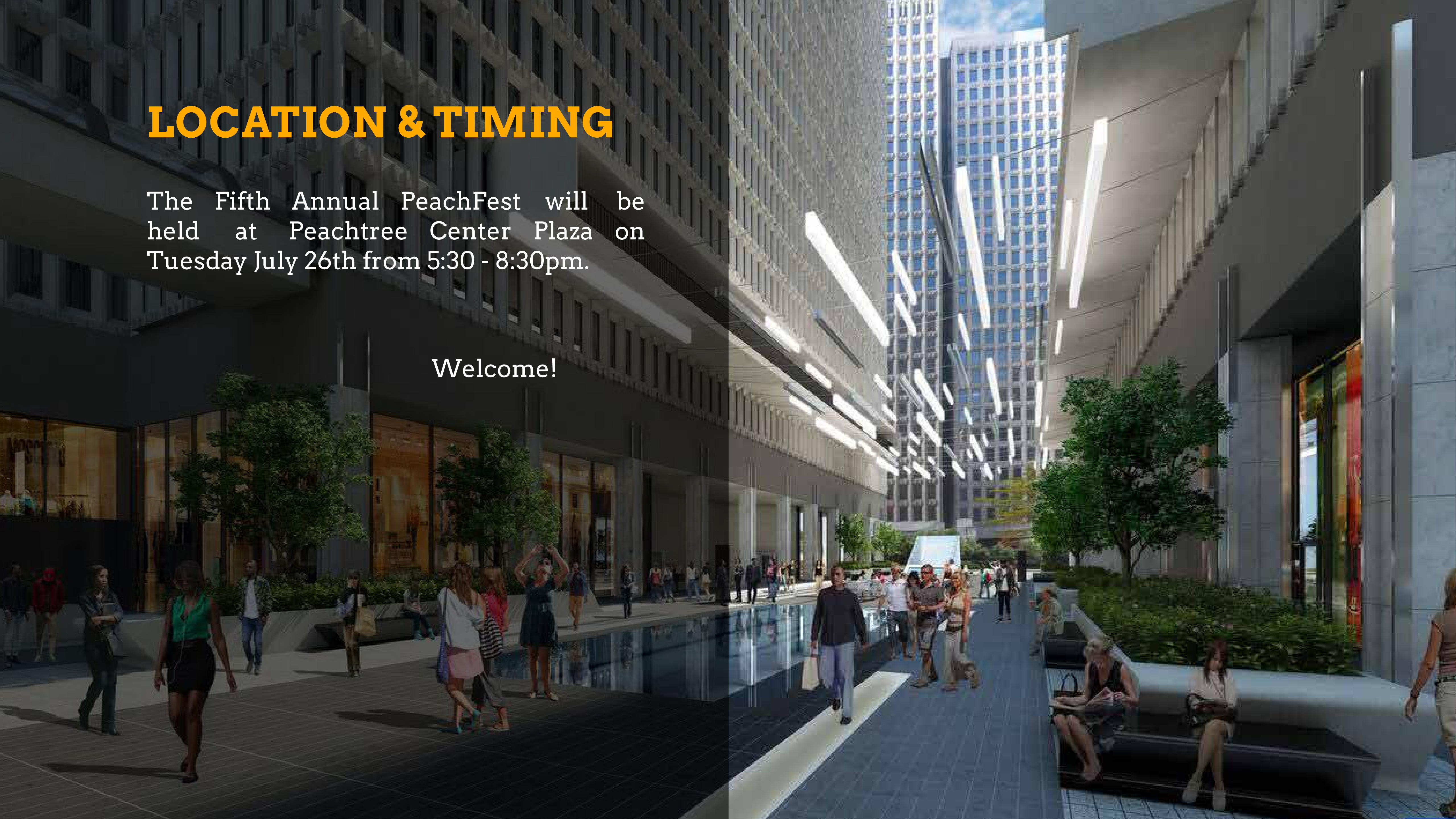
Food artisans, pastry chefs, barkeeps and sponsors fill the belly with inventive takes on classic peach dishes!



LOCATION & TIMING

The Fifth Annual PeachFest will be held at Peachtree Center Plaza on Tuesday July 26th from 5:30 - 8:30pm.

Welcome!





PEACHTREE
CENTER

Peachtree Center, Downtown Atlanta's most iconic, mixed-use development, is home to over 6,000 tenant employees, 50 vibrant shops and restaurants and three (3) world-class hotels. Originally designed by famed Atlanta architect, John C. Portman, Jr. Peachtree Center is often recognized for its beautiful outdoor Plaza, serving as the perfect venue for notable events like Peachfest, weekly green market, Dragon Con activities, season happenings and more. Peachtree Center has become a dedicated community-haven within the heart of the city, propelled by the ease of accessibility via rapid transit and alternate means of eco-friendly transportation.

THE AUDIENCE OUR FIFTH YEAR



2,100 FOLLOWERS



450,000+ ENGAGEMENTS



**19,000 SUBSCRIBERS
27% HOSPITALITY & TRADE**



**300 ATTENDEES
51% FEMALE / 49% MALE**



**HOUSEHOLD INCOMES OVER \$145K ANNUALLY
OVER \$30,000 RAISED FOR CHARITY**



AFFLUENT, INFLUENTIAL, SUPPORTERS OF LOCAL AGRICULTURE

MISSION



PeachFest is a Downtown Atlanta festival combining responsible agriculture, culinary and technology alongside the all-mighty Georgia peach.

PeachFest is an epic peach event for foodies and influencers, by connecting them to local farmers, chefs and culinary collaborators we support local agriculture and future farmers.

PeachFest is an ultra-luxury, all-inclusive food and drink experience.

A group of people, including a woman in a 'HEAVEN' cap and a man in a cowboy hat, stand behind a table laden with roasted meats at an outdoor food festival. A man in a white shirt is speaking into a microphone. The background features a large clock and a building with classical architectural details.

COMMUNITY OF COMMUNITIES

Here is a chance to be front and center for thousands of believers in sustainability, and social responsibility. Together, we will meet new customers and engage with people who have a commitment to making the world a better place through eating and drinking.

Nothing is more important to small, family farmers than the community that surrounds them.

SPONSORSHIP LEVELS & OPPORTUNITIES

PRESENTING | maximum benefits + exclusivity
Starting at \$25,000

EXCLUSIVE | exclusivity
Starting at \$7,500

SPOTLIGHT | self-activated exhibiting
Starting at \$5,000

HERITAGE | standard sampling
Starting at \$2,500

CUSTOM EVENTS

Peachtree Center Plaza can accommodate upwards of 2,500 attendees. Contact: brady@tastenetwork.com

BENEFITS OF SPONSORING

- » Lead partner exposure in all event promotion including invites, press efforts, advertising campaigns reaching influential audiences
- » VIP table for best buddies at all experiences and events
- » A cadence of social media engagement pre, during and post-event
- » Rights and permissions to promotional usage of all official images captured at the event
- » Opportunity to create special activations and incentives for your accounts and local sales force
- » Marketing Benefits include:
 - » logo(s) on step + repeat
 - » logo(s) on welcome banner
 - » logo(s) + link(s) on website
 - » social media inclusions
 - » live stage mentions as official host + sponsor
 - » promotion via radio, television, online & blogs

EVENT OPPORTUNITIES



Pre - Event Promotion

- Inclusion in pre-event promotion
- Inclusion in event invitation
- Sponsored social posts on partner accounts



On - Site Activation

- Customized sponsorship experience
- Dedicated activation footprint
- Activation at dinner, workshop, or seminar



Live Social Amplification

- Influencer pairing, content creation
- on-site data collection
- Sponsored Instagram story with partners



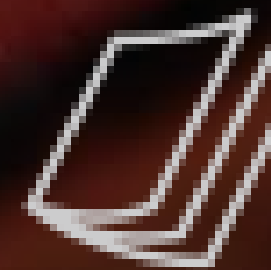
Event Hospitality

- VIP access including table service
- General Admission tickets
- Tickets to dinners, tours & workshops



Post - Event

- Inclusion in event recap video
- Inclusion in virtual gift bag
- Inclusion in post-event PR and social recap



Partner Media Amplification

- Magazine & Digital print ad inclusion
- .com digital ads, content, email blasts
- Sponsored social content

STANDARD TIMELINE

*subject to change

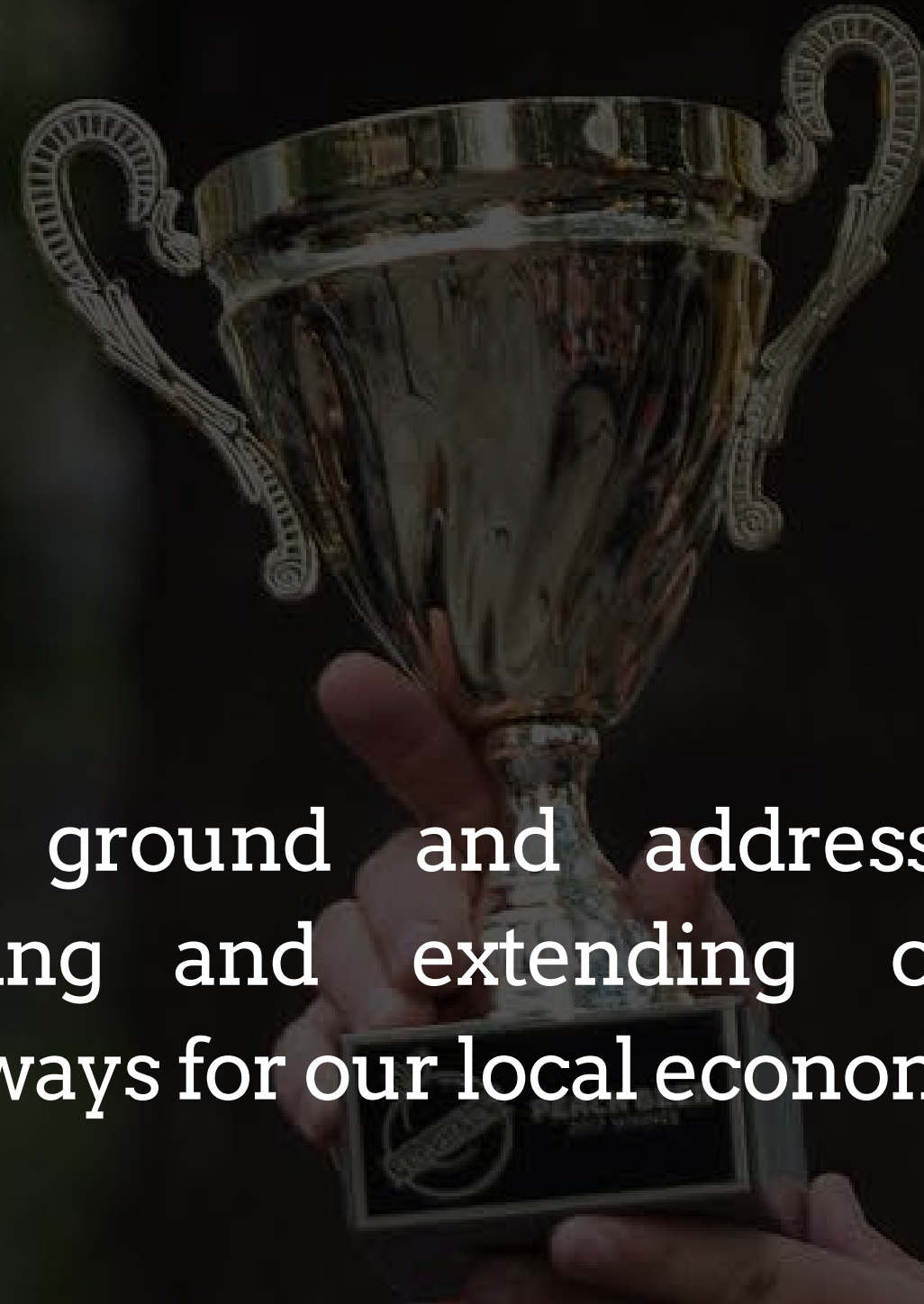
- 12pm Load-In
- 2pm Talent Arrival
- 4pm Soundcheck
- 5pm Main Doors Open
- 6pm Stage Performance
- 8pm Closing Remarks





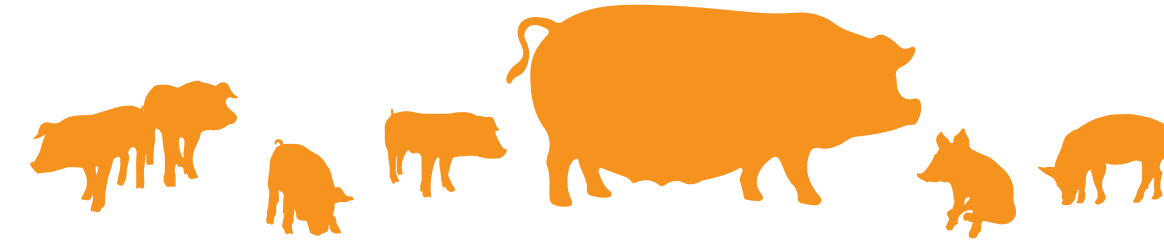
EXTEND AND ENGAGE

PeachFest covers national ground and addresses global issues, while engaging and extending our message in very powerful ways for our local economy.





PIGGY BANK



Funds raised support programming at Piggy Bank including the feeding, raising, gifting of heritage breed piglets to family farmers. Piggy Bank is also a safety net for those in the wake of a disaster (flood, fire and disease).

Piggy Bank's goal is simple: to create a foundation that will ensure family farmers have resources to run successful businesses and clear a path for farmers to grow safe and honest food for generations of children and cooks to come.

[Watch the video](#) / [Visit the Website](#)



Taste Network is a celebrated full-service marketing agency located in Atlanta, Georgia. The agency began in 2002 with a mission to promote niche producers behind the good food movement. Founded by Brady Lowe, his live-event portfolio educates chefs, media and consumers on the health benefits of eating safe and honestly raised food. By 2011, Taste Network reached 1 billion hits in the media across North America. Now in 2022, Taste Network is the agency of record for Ribera y Rueda, Spain's most prestigious regions for red and white wines in the U.S. and continues to work with clients including 1 Hotels, Mina Restaurant Group, Kimpton Hotels, Viceroy Hotels and Rolls-Royce to name a few. Brady produces elevated events during the Food & Wine Classic, Formula 1 and Super Bowl.

Taste[®]
network

WE CREATE WITH THE BEST

2002-2020

Andrew Zimmern

FOOD & WINE
classic in aspen

**JAMES
BEARD
FOUNDATION**

PEACHTREE
CENTER


FOUR SEASONS
Hotels and Resorts


THE RITZ-CARLTON[®]

WSJ+

Google[™]

ZAGAT


TORONTO
FOOD & WINE

*American
Friends*
of the OXFORD
SYMPOSIUM
on FOOD &
COOKERY

THE
CULINARY
INSTITUTE
OF AMERICA[®]

 Glenfiddich.
SINGLE MALT SCOTCH WHISKY


MANDARIN ORIENTAL

1
HOTEL

Esquire

EATER

CHEFS  FEED

edible

yelp[®]

BANK
& LAKE
HOUSE

Louisville
CONVENTION & VISITORS BUREAU

FedEx[®]

REPUBLIC
BANK

BUFFALO TRACE
KENTUCKY STRAIGHT BOURBON WHISKEY

ANDAZ.

citi[®]

AT&T PARK
HOME OF THE SAN FRANCISCO GIANTS




SNOWMASS
VILLAGE
COLORADO

Sonoma County
WINEGRAPE COMMISSION


JAGUAR


INFINITI

BLACKBERRY FARM

Breville


SOUTHWEST[™]

Aer Lingus 


Rhône Valley Wines


RIOJA


Wines of
Germany

BORDEAUX 

CHAMPAGNE
Laurent-Perrier
MAISON FONDÉE
1812


ACQUA PANNA[®]
THE FINE DINING WATERS
S. PELLEGRINO

THE NETWORK



FARM TO TABLE, MICHELIN STARRED

We have been fortunate to work with the most innovative chefs, renowned sommeliers and barkeeps in North America. We hand-select the best personalities to match the vibe and together we create luxurious moments.

All participating chefs share one core value: they source products responsibly.



AGENTS OF EDUCATION

Founder Brady Lowe, resides in Atlanta, born in Des Moines, Iowa

TASTE NETWORK is a company with a message: to eat and cook food that is safe, honest and delicious while preserving our culture and promoting our heritage.

OUR DYNAMIC PROGRAMMING and content speak to affluent consumers and trade. We a mission front and center using an epic network of influencers who champion sustainability and social responsibility.

SPIRITS, WINE & MORE We love education! We love craft spirits and historic cocktails. We are wine collectors and story tellers.

OUR PLATFORMS ENGAGE people who are always learning about making the world a better place through eating and drinking.