



National Public Television SPONSORSHIP OPPORTUNITY

Join Chef Keith Snow on a journey to discover local, seasonal, organic foods, meet the farmers, and learn how easy and healthy it is to live the “Harvest Eating” lifestyle. With high-definition videography, engaging interviews, picturesque locations, easy-to-follow recipes, and delicious food, *Harvest Eating* is a new lifestyle series about food that is entertaining, inspiring, and informative.

The real stars of the show are the farmers and a featured ingredient. From visits to Sky Top Orchard to see the wide variety of apples grown and taste some of the best cider, to Split Creek Goat Dairy, where over 275 goats produce an award-winning line of goat’s milk, goat’s cheese, and even goat’s milk fudge, Chef Snow showcases the lives of farmers who are dedicated to their craft and crops. He’ll show viewers how to find local, seasonal and organic foods in their own areas and how to bring them to the table using simple recipes with easy-to-prepare cooking methods. The result is a delicious, healthy meal that you can enjoy and feel proud to share with others. By re-establishing a connection with the growers and farmers who sustain us, it will be clear why these foods are better for us, our community and our planet.

Sponsorship Benefits

ON AIR

- Two :15 or :30 sponsor messages per episode (open/close)
- 13 new half-hour episodes
- Series Premiere - fall 2009; Season Two – fall 2010
- Multiple releases over a minimum of 3 years
- Category exclusivity in an uncluttered environment

OFF AIR

- Sponsor presence and hyperlink on robust series Website www.harvesteating.com
- Recognition in national and local series-support advertising
- Press kits distributed to major national and local media outlets
- Home Video/ DVD— Opportunity for sponsor message on video and prominent display of logo on packaging, with home videos available for client distribution
- Opportunity for personal appearances by Chef Keith Snow (based upon availability), a customized corporate wellness package, and messaging on pod-casts via Web video



ABOUT THE HOST
Keith Snow

Chef Keith Snow is a nationally-respected authority on local, seasonal and organic foods and a proponent of home cooking for families. With an impressive and diverse culinary background including stints as Executive Chef at Colorado's Copper Mountain Resort, where he was a frequent guest on Resort Sports Network, his relaxed presentation style and simple, easy-to-follow seasonal recipe videos have made him one of the most watched chefs on the Internet. Chef Snow's latest authored work "Harvest Eating" by Running Press will be released to stores nationwide in October 2009. Chef Snow is a founding board member of the Slow Food convivium in Greenville, SC and participates in Slow Food events locally. He enjoys life with his wife and two daughters in the hills of North Carolina. Their small farm is the perfect place for gardening, riding horses, and spending time with family and friends.



Audience Delivery

Primary Demographics: Adults 25-54*

- 85% estimated U.S. TV Household Coverage
- 0.9 HH rating
- Solid record of Web traffic on site with videos syndicated and watched by millions; 210,000 average monthly page views and 78% new monthly visits.

* Source: Coverage and rating estimate based on similar programming including the public television series Chef's A Field. Web data 12/08 and 1/09.

Series Format

Through a combination of in-studio and on-location settings, *Harvest Eating* will provide viewers a strategy to find, cook and eat healthy high-quality foods grown at local farms, artisan food producers and select retail stores. The show kicks off with Chef Keith Snow on-location in the field, barn, pasture or farmer's market meeting the people who produce our food. These men and women are the heroes of the local food movement. Chef Snow then takes time to share tips on selecting the best foods in the market, and finishes in the kitchen, where he prepares multiple simple seasonal recipes with the featured ingredient. Kitchen segments are full of food tips and cooking techniques while being entertaining to watch.



FOR MORE INFORMATION ABOUT **SPONSORSHIP OPPORTUNITIES**, PLEASE CONTACT:



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Harvest Eating is a production of Harvest Media Productions in partnership with KCTS 9 — Seattle