



# STEEL CHEF Challenge

**March 17, 2025**

## *The Competition*

The New Hampshire Food Bank's ninth annual Steel Chef Challenge will feature celebrity chef, **Marcus Samuelsson**, hosting a timed cooking competition featuring some of New Hampshire's best chefs - all to benefit the New Hampshire Food Bank!

The Food Bank will transform the Armory Ballroom at the Doubletree by Hilton Manchester Downtown into a grand dining room, seating approximately 680 guests. Attendees will watch live as the competition between chefs heats up, and enjoy a fabulous dinner curated by Chef Samuelsson, live and silent auctions and more.

A VIP portion of the event takes place before the competition, where VIPs can meet and greet the celebrity chef.

This will be an exciting evening to support a worthy cause!

### **Sponsorship opportunities are available.**

Contact Nancy Mellitt at 603-669-9725 or  
[nmellitt@nhfoodbank.org](mailto:nmellitt@nhfoodbank.org).

## *What to Expect*

VIP Entry & Meet-and-Greet	5:00pm
General Admission Entry & Cocktail Hour	6:00pm
Competition Begins	6:30pm
Dinner Served	7:15pm
Steel Chef Winner Named	8:45pm



# STEELCHEF Challenge

## *Meet our Host*



## *Marcus Samuelsson*

**Award-Winning Chef, Restaurateur, Author, Activist**

Marcus Samuelsson is the esteemed chef behind many restaurants worldwide, including Red Rooster Harlem and Red Rooster Overtown in Miami; Hav & Mar in the Chelsea Arts District; Metropolis at the Perelman Performing Arts Center in lower Manhattan; “Marcus” restaurants in Atlanta and New Jersey, plus several international locations including The Bahamas, Canada, and Ethiopia as well as numerous Streetbird and Vibe BBQ outlets in the US and Bahamas. Samuelsson was the youngest person ever to receive a three-star review from The New York Times. He has won eight James Beard Foundation Awards and was the guest chef for the Obama Administration’s first state dinner.

In 2023, Marcus earned an Emmy Award for the Short Form Program “My Mark.” He is a longstanding judge and TV personality on the hit Food Network show Chopped, head judge of Top Chef: Family Style, and an Iron Chef on Netflix’s rebooted Iron Chef: Quest for an Iron Legend, and makes frequent appearances on Scandinavian TV. Samuelsson served as host and producer of the Seat at the Table audio series on Audible and co-host of This Moment podcast with Swedish rapper Timbuktu on Acast. He is the author of multiple books including The New York Times bestseller Yes, Chef: A Memoir as well as the critically acclaimed The Rise: Black Cooks and the Soul of American Food. To complement his professional commitments, Samuelsson is co-chair of Careers through Culinary Arts Program (C-CAP), which focuses on helping underserved youth. He participates in lectures globally, most recently with the Bill & Melinda Gates Foundation and The New York Times during Climate Week NYC 2024.

Follow Samuelsson on Instagram, Facebook, and X at @MarcusCooks and on TikTok at @Marcus\_Cooks



## *Sponsorship Opportunity*

### **FOUNDING SPONSOR**

**-Exclusive-**

- Company name featured in all press releases
- Logo featured in event TV commercials
- Prominent logo placement and/or company name in all promotional materials
- Logo and/or company name with link to website featured prominently on NH Food Bank website
- Logo and/or company name featured prominently in event program
- Full page inside front cover ad in event program
- Recognition in NH Food Bank's newsletter and social media
- Opportunity to have company banner displayed in premiere location at event
- Sponsor recognition during opening remarks at event
- Logo on step-and-repeat backdrop for photo booth opportunities
- Logo featured in AV presentation loop
- 10 VIP tickets and 10 general admission tickets
- 20 signed promotional items



## *Sponsorship Opportunity*

### **MASTER CHEF PRESENTING SPONSOR**

\$30,000 | Exclusive

- Company name featured in event name
- Company name featured in all press releases
- Logo featured in event TV commercials
- Prominent logo placement and/or company name in all promotional materials
- Logo and/or company name with link to website featured prominently on NH Food Bank website
- Logo and/or company name featured prominently in event program
- Full page back cover ad in event program
- Recognition in NH Food Bank's newsletter and social media
- Opportunity to have company banner displayed in premiere location at event
- Sponsor recognition during opening remarks at event
- Logo featured in A/V presentation loop
- Logo on step-and-repeat backdrop displayed prominently in the Armory
- Promotional item with company logo placed at each attendee's place setting
- 10 VIP tickets and 10 general admission tickets
- 20 signed promotional items



## *Sponsorship Opportunity*

### **MEDIA SPONSOR**

\$15,000 | Exclusive

- Logo featured in event TV commercials
- Prominent logo placement and/or company name in all promotional materials
- Logo and/or company name with link to website featured prominently on NH Food Bank website
- Logo featured in A/V presentation loop
- Full page ad right-hand placement in event program
- Recognition in NH Food Bank's newsletter and social media
- 10 VIP tickets and 6 general admission tickets
- Opportunity to have company banner displayed prominently at event
- Sponsor recognition during opening remarks at event
- 16 signed promotional items

**SALE**



## *Sponsorship Opportunity*

### **PRINT MEDIA SPONSOR**

\$15,000 | Exclusive

- Logo featured in event TV commercials
- Prominent logo placement and/or company name in all promotional materials
- Logo and/or company name with link to website featured prominently on NH Food Bank website
- Logo featured in A/V presentation loop
- Full page ad right-hand placement in event program
- Recognition in NH Food Bank's newsletter and social media
- 10 VIP tickets and 6 general admission tickets
- Opportunity to have company banner displayed prominently at event
- Sponsor recognition during opening remarks at event
- 16 signed promotional items

**SALE**



## *Sponsorship Opportunity*

### **VIP SPONSOR**

\$15,000 | Exclusive

- Logo featured in event TV commercials
- Prominent logo placement and/or company name in all promotional materials
- Logo and/or company name with link to website featured prominently on NH Food Bank website
- Logo featured in A/V presentation loop
- Full page ad right-hand placement in event program
- Recognition in NH Food Bank's newsletter and social media
- 10 VIP tickets and 6 general admission tickets
- Opportunity to have company banner displayed prominently at event
- Sponsor recognition during opening remarks at event
- 16 signed promotional items

**SALE**



## *Sponsorship Opportunity*

### **DINNER SPONSOR**

\$15,000 | Exclusive

- Logo featured in event TV commercials
- Prominent logo placement and/or company name in all promotional materials
- Logo and/or company name with link to website featured prominently on NH Food Bank website
- Logo featured in A/V presentation loop
- Full page ad right-hand placement in event program
- Recognition in NH Food Bank's newsletter and social media
- 10 VIP tickets and 6 general admission tickets
- Opportunity to have company banner displayed prominently at event
- Sponsor recognition during opening remarks at event
- 16 signed promotional items
- Customized dinner menu with company logo at place settings
- Recognition in NH Food Bank newsletter and social media





## *Sponsorship Opportunity*

### **SOUS CHEF SPONSOR**

**\$10,000**

- Logo featured in event TV commercials
- Logo placement and/or company name in all promotional materials
- Full page ad in event program
- Logo and/or company name with link to website featured on NH Food Bank website
- Logo feature in A/V presentation loop
- Recognition in NH Food Bank's newsletter and social media
- 4 VIP tickets and 6 general admission tickets
- Opportunity to have company banner displayed at event
- Sponsor recognition during opening remarks at event



## *Sponsorship Opportunity*

### **MAÎTRE D' LEVEL SPONSOR**

\$7,500

- Logo placement and/or company name in all promotional materials
- Logo and/or company name with link to website featured on NHFood Bank website
- Logo featured in A/V presentation loop
- Half-Page ad in event program
- 2 VIP and 6 general admission tickets
- Opportunity to have company banner at event Signage
- Recognition in NH Food Bank newsletter and social media



## *Sponsorship Opportunity*

### **PASTRY CHEF LEVEL SPONSOR**

\$7,500

- Logo placement and/or company name in all promotional materials
- Logo and/or company name featured on NH Food Bank website
- Half-page ad in event program
- 2 VIP and 6 general admission tickets
- Opportunity to have company banner at event
- Logo featured in A/V presentation loop
- Logo to be displayed with desserts
- Recognition in NH Food Bank newsletter and social media



## *Sponsorship Opportunity*

### **RESTAURANT EQUIPMENT & SUPPLY SPONSOR**

\$7,500

- Logo placement and/or company name in all promotional materials
- Logo and/or company name with link to website featured on nh Food Bank website
- Logo featured in A/V presentation loop
- Half-page ad in event program
- 2 VIP tickets and 6 general admission tickets
- Opportunity to have company banner at event
- Recognition in NH Food Bank newsletter and social media



## *Sponsorship Opportunity*

### **LIBATION - WINE SPONSOR**

\$5,000

- Logo placement and/or company name in all promotional materials
- Logo and/or company name with link to website featured on NH Food Bank website
- Logo featured in A/V presentation loop
- Quarter-page ad in event program
- 4 general admission tickets
- Signage at bar
- Recognition in NH Food Bank newsletter and social media



## *Sponsorship Opportunity*

### **LIBATION - BEER SPONSOR**

\$5,000

- Logo placement and/or company name in all promotional materials
- Logo and/or company name with link to website featured on NH Food Bank website
- Logo featured in A/V presentation loop
- Quarter-page ad in event program
- 4 general admission tickets
- Signage at bar
- Recognition in NH Food Bank newsletter and social media



## *Sponsorship Opportunity*

### **APPETIZER SPONSOR**

\$5,000

- Logo placement and/or company name in all promotional materials
- Logo and/or company name with link to website featured on NH Food Bank website
- Quarter-page ad in event program
- 4 general admission tickets
- Logo featured in A/V presentation loop
- Logo to be displayed with appetizer
- Recognition in NH Food Bank newsletter and social media



## *Sponsorship Opportunity*

### **LINEN SPONSOR**

**\$5,000**

- Logo and/or company name with link to website featured on NH Food Bank website
- Logo placement and/or company name in all promotional materials
- Logo featured in A/V presentation loop
- Quarter page ad in event program
- 4 general admission tickets
- Recognition in NH Food Bank newsletter and social media





## *Sponsorship Opportunity*

### **VENUE SPONSOR**

\$5,000

- Logo placement and/or company name in all promotional materials
- Logo and/or company name with link to website featured on NH Food Bank website
- Logo featured in A/V presentation loop
- Quarter-page ad in event program
- 4 general admission tickets
- Recognition in NH Food Bank newsletter and social media



## *Sponsorship Opportunity*

### **PRINT SPONSOR**

\$3,500

- Company logo displayed prominently to highlight the red carpet
- Logo and/or company name with link to website featured on NH Food Bank website
- Logo placement and/or company name in all promotional materials
- Logo featured in A/V presentation loop
- Quarter page ad in event program
- 2 general admission tickets
- Recognition in NH Food Bank newsletter and social media



## *Sponsorship Opportunity*

### **RED CARPET SPONSOR**

\$3,500

- Company logo displayed prominently to highlight the red carpet
- Logo and/or company name with link to website featured on NH Food Bank website
- Logo placement and/or company name in all promotional materials
- Logo featured in A/V presentation loop
- Quarter page ad in event program
- 2 general admission tickets
- Recognition in NH Food Bank newsletter and social media



## Program Ad Requirements

### 2025 Sponsor Program Ads

If your sponsorship includes a program ad, see below for details and deadlines, including type specifications and file formats.

**Ad Deadline:** Please submit your ad via email or file share link (Google Drive, Drop Box, WeTransfer, etc.) to [jmurphy@nhfoodbank.org](mailto:jmurphy@nhfoodbank.org) by **February 17, 2025**.

Size	Live/Safe Area	Trim	Bleeds Included
Full Page Ad	5" x 8"	5.5" x 8.5"	5.75" x 8.75"
Half Page Ad	5" x 3.875"	N/A	N/A
Quarter Page Ad	2.375" x 3.875"	N/A	N/A

**Program Book Specifications:** Coated stock. Full 4-Color. Trim size is 5.5" wide x 8.5" high.

#### Digital Output:

- Please include 0.25" margins. Export all ads with all printer marks included.
- PDF/X-1a or Adobe® Acrobat® distilled PDFs. PDFs exported from application files are discouraged and can lead to less than desirable results.
- Outline all fonts is recommended, but embedding all fonts into the PDF is allowed.
- Pictures, images and logos should be no less than 300 dpi output resolution.
- 4-Color output, CMYK, will be expected. NO PMS, RGB, GREY-scale will be expected.
- Profile: SWOP for web offset printing.



## Sponsorship Agreement

If you are interested in supporting the NH Food Bank's ninth annual Steel Chef Challenge, to be held March 17, 2025 at the Armory Ballroom at the DoubleTree by Hilton Manchester Downtown, **please fill out the information below and send completed form to: Nancy Mellitt, Director of Development, NH Food Bank, 700 East Industrial Park Drive, Manchester NH 03109.**



Individual or Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### I would like to support the NH Food Bank's Steel Chef Challenge at the following level(s):

- |  |  |
|--|--|
| <input type="checkbox"/> Founding Sponsorship                      | <input type="checkbox"/> Libation - Wine Sponsor (\$5,000) |
| <input type="checkbox"/> Master Chef Presenting Sponsor (\$30,000) | <input type="checkbox"/> Libation - Beer Sponsor (\$5,000) |
| <input type="checkbox"/> VIP Sponsorship (\$15,000)                | <input type="checkbox"/> Linen Sponsor (\$5,000)           |
| <input type="checkbox"/> Media Sponsorship (\$15,000)              | <input type="checkbox"/> Venue Sponsor (\$5,000)           |
| <input type="checkbox"/> Print Media Sponsorship (\$15,000)        | <input type="checkbox"/> Appetizer Sponsor (\$5,000)       |
| <input type="checkbox"/> Dinner Sponsorship (\$15,000)             | <input type="checkbox"/> Red Carpet Sponsor (\$3,500)      |
| <input type="checkbox"/> Sous Chef Sponsorship (\$10,000)          | <input type="checkbox"/> Print Sponsor (\$3,500)           |
| <input type="checkbox"/> Maître d' Sponsor (\$7,500)               | <input type="checkbox"/> Custom Sponsorship _____          |
| <input type="checkbox"/> Pastry Chef Sponsor (\$7,500)             |  |

Check payable to New Hampshire Food Bank  VISA  Mastercard  Discover  American Express

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CSV Code: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please send company logo in EPS or PNG format to: nmellitt@nhfoodbank.org**