



Healthy Eating - Healthy Living Sponsorship Opportunity 2010 OBX Taste of The Beach Weekend



The Outer Banks Restaurant Association's 2010 OBX Taste of The Beach Weekend will be held March 11 – March 14 and the Association has an opportunity to bring Ed Brantley and Heba Salama, from the hit reality TV show The Biggest Loser Season 6. They were both finalists and Heba was the only woman in Biggest Loser history to win the \$100,000. They were the only family to make it through Season 6 without being voted off. They lost a combined total of 277 pounds in just 8 months. They continue to work to promote healthy eating and living, and are currently writing a cookbook of healthful recipes assembled by Ed, who teaches cooking classes in Raleigh. To date they have appeared on the Today Show, Inside Edition, The Tyra Banks Show, Access Hollywood and Entertainment tonight. We are looking to have them give the welcome at the kick off event on Thursday, March 11th, then hold a couple of Healthy Eating – Healthy Living Classes during the weekend, make special appearances at various events throughout the weekend, and finally have them as Celebrity Judges at the grand finale event the TOB Expo. Below is a clip that will give you a good idea of the kind of visual impact Ed and Heba can have.

http://warehouse.riversagency.com/edheba_video/edheba.html

Below is additional information about Ed Brantley's cooking career post Johnson and Wales.

Born and raised in North Carolina, Ed Brantley is a graduate of the prestigious Johnson and Wales College of Culinary Arts in Charleston, South Carolina. While in Charleston, Ed worked under Donald Barickman, one of the South's most prominent chefs, at Magnolia's in the heart of Charleston's historic downtown. He then moved on to Chef de Cuisine at the Bully Ranch at Sonenalp Resort in Vail, Colorado, a 4 Star, 4 Diamond Leading Hotels of the World property. Ed returned to North Carolina and lent his magical touch to critically acclaimed Raleigh, Durham and Chapel Hill restaurants, including Margaux's, The Carolina Inn, Spice Street and The Nasher Museum NC of Art. He has run his own successful catering company called GourmEd's Catering and is now an adjunct instructor for the culinary arts department of the Arts Institute of Durham. Currently Ed teaches European Cuisine and emphasizes fresh ingredients and healthy cooking techniques learned at "The Biggest Loser" campus.

Sponsorship levels are as follows:

VIP Sponsor (\$2,000) – One available

Business listed on www.obxtasteofthebeach.com under the VIP Sponsor level

Permission to use the TOB logo & The Biggest Loser logo in your advertising if applicable

Business listed as the primary sponsor of any Healthy Eating-Healthy Living Cooking Classes events on the schedule of events section of www.obxtasteofthebeach.com

Recognized as the primary sponsor in all marketing (print, radio) of the Healthy Eating - Healthy Living Cooking Classes

Recognition at the Kick-off event

Booth at the Grand Finale Taste of The Beach Expo

A free year membership to the Outer Banks Restaurant Association (Association Information & Membership Benefits Attached)

1 Promotional appearance at business during the TOB Weekend - TBD

4 Tickets to the Grand Finale Taste of The Beach Expo

4 Tickets to Healthy Eating-Healthy Living Cooking Class

4 Tickets to the OBX Chowder Cook-Off (held at Coastal Provisions)

4 Tickets to the Champagne Lounge (held at Coastal Provisions)

4 Tickets to an event of your choice (2 Tickets to two different events of your choice)

Event Sponsor (\$1,000) – Two Available

Business listed on www.obxtasteofthebeach.com under the Event Sponsor level

Permission to use the TOB logo in your advertising if applicable

Business recognized as a partnering sponsor of any events they hold on the Schedule of Events section of www.obxtasteofthebeach.com

Recognition in all marketing (print, radio, web) of the Healthy Eating - Healthy Living Cooking Classes

Recognition at the Kick-off event

Booth at the Grand Finale Taste of The Beach Expo

A free year membership to the Outer Banks Restaurant Association

1 Promotional appearance at business during the TOB Weekend -TBD

2 Tickets to the Grand Finale Taste of The Beach Expo

2 Tickets to Healthy Eating-Healthy Living Cooking Class

2 Tickets to the OBX Chowder Cook-Off (held at Coastal Provisions)

2 Tickets to an event of your choice

outer banks restaurant association's

**Taste
of the
Beach**



a weekend of
food | drink | fun
on the outer banks
March 11-14, 2010

OBX Taste of The Beach Weekend Statistics 2008/2009 Comparison

TOB Weekend	2008	2009	Percentage +/-
Total OFA	329	793	141%
Total Local	200	407	104%
Total Tickets	529	1,202	128%
EXPO	2008	2009	Percentage +/-
Total OFA	110	174	58%
Total Local	148	176	19%
Total Tickets	258	350	36%

State (OFA)	2008	2009
Virginia	145	390
North Carolina	118	192
Maryland	26	81
New York	18	8
Texas	9	0
Pennsylvania	6	44
Missouri	4	0
Washington	3	0
West Virginia	3	7
Connecticut	2	16
New Jersey	2	29
Canada	0	2
Florida	0	2
Georgia	0	2
Massachusetts	0	4
Ohio	0	5
South Carolina	0	5
Tennessee	0	4
Washington, DC	0	4



SPONSORSHIP APPLICATION FORM

Sponsorship Level: _____

Business Name: _____

Contact Name: _____

Mailing Address: _____

Physical Address: _____

City: _____ St: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Web Address: _____

Please send high resolution JPG file of logo to: quinnccapps@earthlink.net