



YOUR BRAND.CENTER STAGE.WITH THE WORLD'S #2 CHEF TEAM “2 BROTHA’S FROM ANOtha”

The **World Food Championships** is where global prestige meets raw intensity think the Olympics’ spotlight, March Madness’ grit, Super Bowl energy, and American Idol’s star-making magic rolled into one epic culinary battle. That’s exactly why your brand is a perfect match for a **Team Sponsorship** with **Chef Jonathan Scinto** and **Chef Ricky Robertson** better known as “2 Brotha’s from Anotha.”

Backed by millions of viewers and a legacy of national exposure, this powerhouse duo delivers the fire, flavor, and fandom that your marketing team dreams about. With appearances on *the Food Network*, *Chopped*, *Prime Video*, *FOX*, *Forbes*, *Good Housekeeping Magazine*, and the hit series *Family Kitchen Revival* (now streaming on [The Roku Channel](#)), this team brings proven visibility across TV, digital, and live experiences.

From October 16th – 19th, 2025, “2 Brotha’s from Anotha” will be turning up the heat at the 13th Annual World Food Championships at the Indiana State Fairgrounds. **Ranked the #2 Chef Team in the World**, they’re known for their explosive fusion cuisine, show-stopping charisma, and bold, unforgettable storytelling. This isn’t just a competition it’s a content goldmine.

Whether you’re a **bold food innovator**, a **disruptive beverage brand**, a **lifestyle powerhouse**, or a **cutting-edge houseware company**, this is your chance to align with a team that’s redefining flavor and stealing the spotlight. With **real-time social engagement**, **viral content potential**, and **on-site product placement**, this opportunity positions your brand to win in front of a live audience and millions more online.

THE IMPACT IS REAL:

- 5+ Million Social Media Reach (Instagram, Facebook, TikTok & LinkedIn)
- 10+ Million Viewers via TV Shows, Roku, Press, Podcasts & Events
- 15,000+ In-Person Attendees at WFC 2024
- Representation from 35 States & 30 Countries
- Premium Brand Amplification Across Channels

With “2 Brotha’s from Anotha,” there’s no promise of TV—but there’s always guaranteed FIRE. Let’s bring your brand into the heart of the action and make this your most flavorful marketing investment yet.

WFC 2025 TEAM SPONSORSHIP

Monetary Sponsorship Fee: \$500 + products

Category: Chef | **Dish:** Long Island Surf & Turf Roll

MULTI-PLATFORM LIVE COVERAGE & PRODUCT INTEGRATION

- Real-time display of your products in a high-stakes national competition.
- **Featured on:**
 - Chef Jonathan's Instagram (33K+ organic food fans, celebrities & influencers)
 - WFC's Official YouTube Channel (Global Audience Reach)
- Instagram Live brand introduction upon arrival in Indianapolis sparks immediate engagement with an invested culinary audience.

Marketing Value:

- Direct brand exposure to **engaged niche audiences** with high conversion potential.
- Leverages the power of **influencer-hosted storytelling** and **live broadcast momentum**.
- Delivers **multi-sensory product association** in real-time.

REAL-TIME PRODUCT DISPLAY

- Full visibility of your product during the preparing and cooking.
- **Deadline:** All products must arrive **between Oct 13th-Oct. 15th** for the competition. Products received **after Oct. 15th will not be used** strict WFC timelines.
- **Ship To: 430 Virginia Ave. Indianapolis, IN 46203**

Marketing Value:

- Authentic product placement under pressure builds **credibility & emotional engagement**.
- Consumer trust through **organic use by professionals**, not scripted endorsement.
- Great for **brand storytelling with sensory context**.

LIVE BRAND STORYTELLING (ON-SITE CONTENT CAPTURE)

- Invite your content team (photographer/videographer/social strategist) to the event
- **Note:** Chefs will not be taking photos during the competition due to time constraints.

Marketing Value:

- Capture **evergreen branded assets** for your media library.
- Use content across **email, Insta, TikTok, YouTube Shorts, case studies**, and more.
- Repurpose for **trade shows, sales decks, investor relations, and internal comms**.

SOCIAL MEDIA MARKETING ASSETS

- **4 Sponsored Instagram Deliverables** from Chef Jonathan's Account:
Reels | Stories | Static Posts | Carousels
- All optimized for reach and engagement using native platform insights.
- Republish-ready for Insta, TikTok, YouTube Shorts, and Facebook.
- **Note:** Content posts prior to the competition and will be sporadically, ending on Oct. 9th.

Marketing Value:

- High-engagement content aligned with current **algorithmic trends**.
- Drives measurable results in **CTR, impressions, shares, and sentiment**.
- Boosts **SEO and branded content discoverability**.

LICENSING FOR DIGITAL CAMPAIGNS

- Full rights granted to repurpose content in:
 - Website & landing pages
 - Paid ad campaigns (meta, search, display)
 - Email newsletters
 - Press kits, PR outreach, trade media distribution
- **Note:** When marketing the competition, Brand must use and credit Chef Jonathan Scinto and Chef Rickey Robertson

Marketing Value:

- Maximize ROI by repurposing content in **owned, earned, and paid media**.
- Supports **omnichannel consistency** and **branded narrative**.
- Adds real-world action to digital touchpoints.

IN-PERSON BRAND EXPOSURE

- **Chef Jacket Branding (NASCAR-style):**
 - **2 adhesive iron-on patches** worn on the chef coat (right or left back) during the opening round of the competition. **Must arrive no later than Mon. Oct. 6th**
- **Ship to: 354 Moriches Rd. St. James, NY 11780.** Patches **after 10/6** will not be used.

Marketing Value:

- Boosts **brand legitimacy and visual impressions** for media and WFC attendees.
- Creates **high-res product placement opportunities** for editorial use.
- Increases **memorability and brand recall** during peak performance.



OPTIONAL: BRANDED ACTIVATION EVENTS

- 2 Branded Events Available | \$5,000 Per Event
- Up to 4 hours/day (max 2 days) — Chef Jonathan & Chef Ricky appearances
- Great for:
 - Food shows, trade shows, pop-up dinner events, brand launches
 - Retail activations, investor events, corporate promotions, celebrity judges, hosts
- Sponsor will cover roundtrip airfare, transportation, hotel, meals and cooking supplies.
- Based on the chefs availability in 2026.

Marketing Value:

- Create **in-person experiential marketing moments**.
- Deliver **emotional engagement and product trial opportunities**.
- Convert foot traffic to **social buzz and earned media**.



INVESTMENT VALUE:

- ✓ High-visibility product placement in national culinary competition
- ✓ 4 pieces of custom, platform-native social media content
- ✓ Full digital licensing rights for campaigns
- ✓ Branded logo signage on chef jacket
- ✓ Exclusive Instagram Live introduction from Indianapolis
- ✓ Option to film and distribute content on-site
- ✓ Access to chefs' engaged foodie and industry audiences
- ✓ Measurable lift in brand awareness, impressions, and trust



WHY IT WORKS FOR BRANDS

- ✓ Amplifies multi-platform reach via influencer content + live engagement
- ✓ Delivers trusted product validation in a **real, unscripted culinary competition**
- ✓ Enhances consumer perception through **association with authenticity and excellence**
- ✓ Supports brand growth strategies with **reusable, permissioned creative assets**
- ✓ Generates **high-ROI content** for seasonal campaigns and evergreen use
- ✓ Puts your brand in front of culinary decision-makers, food media, and influencers



THIS IS MORE THAN SPONSORSHIP

This is a **strategic brand partnership** putting your product in action, on camera, and in the hands of chefs fans already follow, trust, and root for.



Let's collaborate and cook up something unforgettable.

WFC 25 TEAM SPONSORSHIP AGREEMENT

Brand: _____

Contact Name: _____

Contact #: _____

E-Mail Address: _____

PAYMENT DUE: No later than **Monday September 22nd, 2025**

- **CC/DEBIT:** [CLICK THIS LINK TO PAY ON GO DADDY \(3% FEE\)](#)
- **ZELLE:** JSEntertainmentTeam@gmail.com (NO FEE)
- **APPLE CASH:** Send to **516-428-6968** (Apple Policy No Biz Accounts)

***Full Payment is due on the date shown** to reserve your sponsor spot. **No Checks or Money Orders. No Exceptions.** Failure to pay the total sponsor fee and ship your products on the dates above will terminate this agreement.

This agreement confirms that **[Brand Name]** _____ (“Sponsor”) agrees to pay **Chef Jonathan Scinto** a one-time fee of **\$500 USD** as the official **Team Sponsor** of **“2 Brotha’s from Anotha”** at the **2025 World Food Championships**, taking place October 16th-19th, 2025, at the Indiana State Fairgrounds in Indianapolis.

This sponsorship is exclusive to this single event. It includes all deliverables and benefits as outlined in the official Sponsorship Deck above.

Please note: Chef Jonathan Scinto **does not guarantee** any specific results, views, likes, engagement, followers, subscribers, new customers, sales, gross revenue, net profits, TV coverage, or press but not limited to these outcomes. Any future use of **Chef Jonathan Scinto’s** name, image, likeness, voice, or brand beyond this agreement will require a new written contract and additional compensation. This agreement shall terminate on **Oct. 17th, 2025**. No refunds of the team sponsor fee.



Brand Signature

Date