





Yeah You Right
Events!
SPONSOR DECK

TOP TACO RECAP

Top Taco has proven to be the premier food competition in New Orleans. Every year, we strive to dazzle and delight our guests with a fun and creative experience that is talked about all over town. Despite all the challenges of hosting an event in the city this past year, we managed to pull off a remarkable evening. 40 Restaurants, 20 Spirits, 3000 Patrons, and 400 Staff gathered at Lafreniere Park for the battle of the year while raising over \$30,000 for our charity partner- The PLEASE Foundation.

2022

PROJECTIONS

50 Spirits & Cocktails

40 Restaurants & Bars

3500 Patrons/1000 VIPs

40 Celebrity Judges

\$50,000 Donated to the PLEASE Foundation

TOP TACO 2022

This year's Top Taco returns to LaFreniere Park in Metairie which gives us the best opportunity to put on the kind of event that our fans expect. LaFreniere provides ample room to accommodate a larger audience, more competitors, and additional sponsors and entertaining activations. This year, we are moving to the center islands, which provides a beautiful backdrop to our event. 40 of the most popular restaurants in New Orleans will compete for Top Taco honors, including awards for Top Creative Taco, Top Traditional Taco, Top Creative Cocktail, and Top Traditional Margarita (Judge's Choice & People's Choice).

Over 50 brands showcase fine spirits at tasting tables and creative pop up bar areas and lounges.

Sponsored VIP area features premium tequila samples, a private VIP area featuring signature cocktails and open bar, gourmet desserts, plus live local music and entertainment. New this year will be a BBQ Throwdown with New Orleans' best barbecue joints demonstrating and competing for awards.

Top Taco has already distinguished itself as one of the best culinary events in the city. With a combination of media partnerships (print, radio and social), event marketing, and engaging sponsorship opportunities, we carefully craft a wildly entertaining experience to offer your brand perfect exposure to an upscale demographic.

FOOD FIGHT RECAP

The inaugural Food Fight at Crescent Park in the Bywater was a huge success, raising over \$10,000 for our charity partner- The PLEASE Foundation. Over 30 restaurants and 25 spirits competed to see who can create the Top Dishes and Top Cocktails in New Orleans. Fans and celebrity judges cast their votes in five categories while enjoying endless entertainment and a spectacular view of the downtown skyline.



2023

PROJECTIONS

50 Spirits & Cocktails

40 Restaurants & Bars

3000 Patrons/1000 VIPs

40 Celebrity Judges

\$25,000 Donated to the PLEASE Foundation

FOOD FIGHT 2022

Food Fight took place on the Thursday before Memorial Day at Crescent Park on the New Orleans' waterfront with panoramic views of downtown.

Over 30 of the most popular restaurants in the city competed for Food Fight honors, including awards for

Top Creative Dish, Top Traditional Dish, Top Vegetarian Dish, Top Classic Cocktail, and Top Creative Cocktail (Judge's Choice & People's Choice).


Over 25 brands showcased fine spirits at tasting tables and creative pop up bar areas and lounges. Additional entertainment included two stages of live music, Trixie Minx burlesque, Jello wrestling, DJs, and creative lounges and pop-ups.

Sponsored VIP area offered premium spirit from William Grant, a private VIP area featuring additional dishes by James Beard-nominated chef Michael Gulotta, cocktails by Emeril's and Meril, gourmet desserts, plus additional entertainment.

Food Fight proved that YeahYou Right Events is the premium event production company in New Orleans. With a combination of media partnerships (print, radio and social), event marketing, and engaging sponsorship opportunities, we provide our guests with a superior experience that they can't get at any other event in the city. Our goal is to exceed expectations every time we put on an event.

CINCO DE MAYO FEST RECAP

The 6th Annual Cinco de Mayo Fest returned to Fat City Park with tasty tacos by Los Jefes Grill, live music by the Molly Ringwalds, Mannie Fresh, and La Tran-K, and refreshing Avion Margaritas. Over 5,000 fans enjoyed unlimited tacos, a taco eating contest, and a VIP experience under the 60x90 tent that included bottle service, table seating, and a premium buffet provided by Los Jefes Grill.



2023

PROJECTIONS

Multi-Day Event

10,000 fans

2 Stages

Largest Cinco de Mayo Festival in the city

\$10,000 Donated to the PLEASE Foundation

CINCO DE MAYO FEST

Cinco de Mayo Fest took place at Fat City Park in the heart of Metairie. YeahYou Right Events and Los Jefes Grill teamed up to produce the largest Cinco de Mayo Festival in the city. This year's Cinco de Mayo Fest was in support of the PLEASE Foundation which provides at-risk teens with scholarships, mentorship, and leadership training to private college-preparatory high schools in the area.

Over 5,000 people came out to celebrate the annual Mexican holiday with top musical acts like The Molly Ringwalds and Mannie Fresh entertaining the fans. The crowd-pleasing Taco Eating Contest crowned its latest champion who will get to enjoy a year's worth of free tacos at Los Jefes Grill.

Sponsored VIP area offered premium bottle service from Pernod-Ricard, a covered VIP area featuring premium buffet, private restroom trailer, and additional entertainment elements.

Next year, Cinco de Mayo hits the weekend. Look out for a two-day celebration at Fat City Park featuring the same great food, drinks and entertainment spread out over two days- Thursday and Friday night. With a combination of media partnerships (print, radio and social), event marketing, and engaging sponsorship opportunities, Cinco de Mayo Fest is guaranteed to be the place to be for the biggest celebration in town.

YEAH YOU RIGHT EVENTS! TESTIMONIALS



Robert Landry, Beam Suntory

"Top Taco New Orleans is a MUST attend event. Sauza Tequila was thrilled to be a part of the festival's inaugural event. We were able to connect with new restaurant partners as well as strengthen existing relationships. This turns a one-day festival into long-term partnerships, which is key to our business. Top Taco is also a chance to sample great cocktails and eat delicious food from some of Louisiana's finest restaurants. It is truly the perfect pairing of premium and super premium tequilas, authentic cuisine and the spirit of New Orleans." -*Top Taco 2017*

James Haik, Yeehaw Media

"Top Taco Festival rocked. As a restaurant marketer, I find event marketing to be extremely important for any restaurant brand in New Orleans. My client, El Paso Mexican Grill, was excited about the event and developed a customized cocktail and unique taco dish to compete in the Top Taco competition. The press attached to El Paso was excellent. We had thousands of taco and cocktail lovers experience our brand. They were quite pleased and a lot of them became returning customers. We are looking forward to another successful Top Taco in 2018!" -*Top Taco 2018*



Megan Moreland, Happy Raptor Distilling

"On behalf of the Happy Raptor team, I wanted to reach out and send you a big THANK YOU for letting us sneak into Top Taco right at the last minute. It was absolutely the most exciting and successful off-site tasting event we've attended to date. The energy was terrific, and it was exactly the morale boost my team needed after the stress of the hurricane. At first, we were worried we had taken on too much but, in the end, it was a really great experience. We hope we'll be able to join Once again, thanks for bending over backwards to make it happen under the wire. We're truly appreciative." -*Top Taco 2021*

John McAdams, Wildcat Brothers Distilling

"We really enjoyed being a part of the inaugural Food Fight. The connections made, the lips to liquid, the vast marketing it offered and the ability you have to clear the weather:)... all culminated and made for a fantastic first event. Kudos to you, your staff, volunteers and all that made it such a success!! The Tava partnership, although a bit hesitant at first, really worked out for not only Manish and crew; but for us as well. We are glad the promotion for The PLEASE foundation continues to allow them to foster these students and further their cause." -*Food Fight 2022*



Justin Kennedy, Parkway Bakery & Tavern

"Shane hats off to you and your team! That was the best event I have done in a very long time! Everyone was so helpful. Surely will spread the word on what a great job you all did. Thanks!" -*Food Fight 2022*

Michelle Jones, Rizzuto Restaurant Group

"It was our pleasure! Chef stated that out of all the events we have done over the years this was the best one so far. Congratulations on a successful event." -*Food Fight 2022*

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

\$25,000 Includes:

- Public acknowledgement in placement within our event logo in all print and digital materials, including posters, postcards, t-shirts, website, social media, tickets, etc.
- Company logo in all marketing and advertising including radio, digital and print
- Prominent branded banner placement at one of our Yeah You Right Events
- Customized area with reserved premiere festival placement
- Dedicated logistics and planning support to meet equipment, power, rental needs
- 10 VIP Tickets and 10 First Tasting Tickets
- 50% discount for up to 20 additional First Tasting Tickets
- Announcements from the stage
- Complimentary Parking for up to 3 vehicles



VIP AREA SPONSORSHIP

\$10,000 Includes:

- Company naming nights for VIP area
- 8 VIP and 8 1st Tasting tickets and additional staff tickets to meet your needs
- 50% discount code for up to 10 additional tickets
- Exclusive product placement in VIP area
- Customized Vending Area within VIP area
- Dedicated logistics and planning support to meet equipment, power, rental needs
- Premium logo placement on all applicable printed and digital material
- Exclusive signage in the VIP area
- Assistance with multiple restaurant partnerships (at your option, we will pair you with one or more participating restaurants to offer exclusive food or drinks in the VIP)
- Complimentary Parking for up to 2 vehicles

SPONSORSHIP OPPORTUNITIES

STAGE SPONSOR

\$10,000 Includes:

- Company logo in all marketing and advertising including digital and print
- Prominent Branded Banner placement on the main stage
- Customized Area with Placement near Stage
- Dedicated logistics and planning support to meet equipment, power, rental needs
- 6 VIP Tickets, 6 First Tasting Tickets, and up to 6 Staff Tickets
- 50% discount for up to 20 additional First Tasting Tickets
- Announcements from the stage
- Complimentary Parking for up to 2 vehicles



PREMIER SPONSOR

\$5,000 Includes:

- Company logo on all print and digital materials
- Social Media Boosted Post featuring your company as Top Taco and Food Fight sponsor
- Optional 10x10 Vending Tent with tables and linens
- 4 VIP tickets, 4 First Tasting Tickets, and up to 4 Staff Tickets
- 50% discount code for up to 10 additional 1st Tasting Tickets
- Complimentary Parking for 1 vehicle

TENT SPONSOR

\$2,500 Includes:

- Company logo on all digital materials
- 10x10 Vending Tent with tables and linens
- 2 VIP tickets, 2 First Tasting Tickets and up to 4 Staff Tickets
- 50% discount code for up to 4 additional 1st Tasting Tickets
- Complimentary Parking for 1 vehicle

TABLE SPONSOR

\$1,000 Includes:

- Dedicated area with 2- 8' tables and linens
- 2 Staff Tickets plus 2 additional VIP tickets
- 50% discount code for up to 2 additional tickets
- Company logo on banner within event
- Opportunity to sell/market/giveaway your product at your table



SPIRIT VENDOR PACKAGES

ALL SPIRIT PACKAGES INCLUDE:

- Logo Inclusion on Our Website
- 4 Staff Tickets (for those working the table)
- Presentation Table(s) with Linen(s)
- Branded Signage for your tent
- Ice and volunteer runners
- Discount code for 50% OFF Additional Tickets (VIP, GA, 1st Tasting)

Customized Activation Space (20 x 30 or larger)

Inquire About Pricing

Includes:

- Assistance with restaurant partnership (At your option, we will pair you with one or more of the participating restaurants to create a custom cocktail).
- Dedicated Social Media Posts
- Secondary Event Promotion and Coordination at your Restaurant Partner's Location
- Additional Event and Staff Tickets tbd

10x30 or 20x20 Activation Space

\$4,000

Includes:

- Assistance with restaurant partnership (At your option, we will pair you with one of the participating restaurants so you can create a custom cocktail).
- 1 Dedicated Social Media Post
- Includes 4 VIP and 4 1st Tasting Tickets and Additional Staff Tickets if necessary

10x10 or 10x20 Activation Space

\$2,500

Includes:

- Assistance with restaurant partnership (At your option, we will pair you with one of the participating restaurant so you can create a custom cocktail).
- Includes 2 VIP and 2 1st Tasting Tickets

Tasting Table

\$1,000

Includes:

- Dedicated 8ft Table Space for Tasting Samples
- 2 Complimentary 1st Tasting Tickets

Additional Useful Data

- Spirit Suppliers reported an average of (4) 6pk cases of depleted product at their sponsored Restaurant Tents, varied based on the recipes.
- Spirit Tents should expect an average of (6) 6pk cases depleted per brand/expression with a variance based on whether or not the product was sampled straight.





EDUCATING FUTURE LEADERS

ALL FOR A GREAT CAUSE



The PLEASE Foundation provides mentoring, leadership training, and scholarships to at-risk students in New Orleans. The Foundation provides all the tools necessary for students to attend and succeed in college preparatory high schools. The ultimate goal is for each student to be accepted into college and achieve their greatest potential.

SPONSORSHIP AGREEMENT

Company Name _____ Contact Name _____

Contact Phone _____ Email _____

Billing Contact/Address: _____

Top Taco Sponsorship Type:

____ Title Sponsor \$ _____

____ VIP Sponsor \$ _____

____ Stage Sponsor \$ _____

____ Presenting Sponsor \$ _____

____ Table Sponsor \$ _____

____ Media Sponsor \$ _____

____ Tasting Table \$ _____

____ Tasting Tent \$ _____

____ Customized Area \$ _____

____ Other _____ \$ _____

Total Sponsorship Amount \$ _____

Total Sponsorship \$ _____

Multi Event Discount _____ %

Food Fight Sponsorship Type:

____ Title Sponsor \$ _____

____ VIP Sponsor \$ _____

____ Stage Sponsor \$ _____

____ Presenting Sponsor \$ _____

____ Table Sponsor \$ _____

____ Media Sponsor \$ _____

____ Tasting Table \$ _____

____ Tasting Tent \$ _____

____ Customized Area \$ _____

____ Other _____ \$ _____

Total Sponsorship Amount \$ _____

Final Total Due \$ _____

Notes: _____

Sponsor Signature: _____ Date _____

Print Name _____ Title _____

Dining Out/ Please Foundation representative _____ Date _____





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For more info, please check out:

<http://www.toptaconola.com>

[http://www.](http://www.pleasefoundation.org)

<http://www.foodfightnola.com>

<https://pleasefoundation.org>

<https://www.facebook.com/Please-Foundation-506118372798980/>