



August 2013  
www.coopcooking.org



## The Co-op Cookery Television Series

The Co-op Cookery is a local/regional television show airing on KWWL Channel 7, Eastern Iowa's premier NBC affiliate.

With the emergence of the "buy local food" movement in our community, the coming on-line of Dubuque's first food co-operative (Dubuque Food Co-op), and the energy generated by Dubuque's vibrant and historic Millwork District, we have the makings of an exciting cultural and culinary experience for television and the Web.

Created by award winning media producer, Gary Olsen, the show promotes the virtues of healthy fresh foods and ingredients sourced locally. Topics range from cooking to gardening, from shopping to farming with emphasis on local cuisine and the creative people in our community who grow and prepare delicious and nutritious foods. The show will feature vignettes with the growers themselves who are dedicated to the health advantages of fresh, organic fruits, vegetables, meat and dairy. This show provides an extraordinary opportunity to attach your business and brand to the Co-op Cookery and Dubuque Food Co-op brands.

The Co-op Cookery's first season will air over a 10 week period (calendar dates yet to be determined as they coordinate with the opening of the DFC). Ten weekly episodes will air on Sunday mornings, and episodes will be available on demand from our comprehensive website, **coopcooking.org** that contains special offers and recipes from the show.

Showtimes: Sunday mornings 10:30 AM on KWWL Channel 7

### Six Signature Sponsorships

- You receive two :30 second commercials per episode over the 10 week season, and your ad is a permanent part of the on-line video on our show's website.
- Sponsor Logo on the Co-op Cookery website with links to your website.
- Sponsor logo on our location signage at Dubuque Food Co-op

Total Investment: \$2,600 (This is a preliminary proposal, and this rate is subject to change.)

### Product Placement

Feature your product or product line in our cooking segments. We are looking for an egg supplier, dairy, a line of spices, whole grains, flour, bakery, a custom kitchen cabinet maker, and cookware retailer. These contracts are negotiated on a per show basis and depend on the recipe we are preparing and its ingredients.

Per show investment is \$100. You can make a complete season investment as an exclusive provider of a particular ingredient or tool on set for \$900.



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