

HERITAGE RADIO SPONSOR LETTER



Heritage RADIO - August 2008 - A voice from the progressive food movement, Heritage Radio broadcasts live from its custom studio built with sustainable materials* in Bushwick, Brooklyn. The show will air from Roberta’s Pizzeria (261 Moore Street) and puts in the spotlight the remaining heroes of food and agriculture, covering the events of our time and pastimes including interviews with food luminaries from around the world...all the *while creating solutions for successes in the food supply and promoting a local food and music community.*

Broadcasts will air Sunday afternoons and be available to stream



To tune-in and for more information visit **www.HeritageFoodsUSA.com**

*** by Tristam Steinberg Design**

Dear Potential Heritage Radio Sponsor,

It is with great joy that we present you with the Heritage Radio sponsorship letter. Heritage Radio is a sub-division of Heritage Foods USA, a company dedicated to preserving regional ingredients and small family farms in the United States. Heritage Foods USA is best known for its efforts to broker 10,000 heritage turkeys each Thanksgiving and 150 heritage pigs each week to a group of 500 restaurant chefs and 40,000 home chefs around the country. Heritage Foods USA has been featured as a Company of the Year in *Bon Appetit, House & Garden, Newsweek, Saveur* and *The New York Times Magazine*. Heritage Radio will mobilize the hundreds of food luminary contacts who it works with on a weekly basis including chefs, philosophers, truckers, writers and farmers. (SEE APPENDIX 2)

Heritage Radio will broadcast on Sundays from noon to four EST. Heritage Radio will broadcast live from Roberta’s Pizzeria in Bushwick, Brooklyn (SEE APPENDIX 3) and can be heard on the web at HeritageRadioUSA.com or HeritageFoodsUSA.com.

A \$400 sponsorship includes eight 15 second spots

Contact us for special non-profit rates

Benefits of Heritage Radio sponsorship:

For each segment purchased, Heritage will read eight 15 second bits that is supplied by sponsor. On certain occasions the hosts might turn advertisement into a conversation topic on the air.

Your product information, logo and website will appear on the Heritage Foods USA and Heritage Radio website for the week leading up to the show. The Heritage Foods USA website alone boasts 14,000 hits a week.

Your product information, logo and website will be featured as part of our weekly email blast to over 40,000 Heritage Food USA subscribers including some of this country’s most prominent chefs and food writers.

Heritage Radio will offer sponsors the opportunity to promote their business live during broadcasts at Roberta’s Pizzeria, which will be full of show supporters each Sunday.

Preferred Sunday(s) for Broadcast:

Total Amount: _____

Signed on this date of
Heritage Foods USA

Signed on this date of
Company name:

By supporting Heritage Radio you are supporting a voice for a food supply and lifestyle that is good, clean and fair while ensuring that your product will be prominently advertised by the hosts. Only products and text that have been vetted by the hosts will be allowed to sponsor Heritage Radio! We hope you will join us!

Please contact Patrick at info@heritagefoodsusa.com or call at 212-980-6603 or fax at 212-980-3332 for more information!