



Dear Future Sponsor,

I'd like to introduce you to my project called "Murph's American Kitchen" with Chef Murph. Focusing on sustainable food concepts incorporating local ingredients, culture and modern cooking techniques, all with a sense of love and humor about our food.

My design and style of cooking is **Global Fusion Americana**. A form of cooking extracted from the history of the world that makes a new culture fusing it together in a melting pot. From, this brings people together thriving for taste that makes up the American food experience

"Murph's American Kitchen" demonstrates how the foods we eat reflect the diversity of cultures in America; we all share a common Kitchen. For example, a meatball can be: Swedish, Italian, Asian, Spanish or Indian, depending on how it is seasoned and served. I also want to help people learn the importance of properly preparing food through cleaning and checking temperature. I strongly believe, "good food makes for better decisions." Finally, I hope to inspire people to consider the best food choices for their money and how to make good food, not just from the garden, showing, how food can be used to help redevelop ourselves, families, and communities. I volunteer, setting an example, cooking and helping regularly at St. Paul's Church, Cathedral Kitchen in Camden, NJ, Kids Alley for children making lunches and teaching about nutrients and other community events, (Touch a Truck) Ronald McDonald House. Recently while on the road, I cooked at the Buffalo City Mission in Buffalo, NY. "Murph's American Kitchen" will show the diversity of cultures that have helped to make America great!

Hexane Productions will start mid-July 2015 shooting film, editing, and delivering 13 episodes to the Newest network for cooking shows, FoodyTV and also the Public Broadcasting Distribution house. Include Access, America one, USA network, Create, Dr. Channel, Ion, and the walk. All upload the shows for airing across the United States including various additional TV, cable and internet networks. I believe this could be an ideal integrated market and sponsorship opportunity for your brand. That's not all...Check the Demographics page.

My contact info is 856.668. 6153, email [Murph@ChefMurph.com](mailto:Murph@ChefMurph.com)  
We look forward to helping you bring more exposure to your brand.  
Thank you in advance

Sincerely,

*K. J. Murphy*

Keith Murphy  
Chef Murph



### “Murph’s American Kitchen”

Sponsorship Video Link <https://www.youtube.com/watch?v=t5hy6KJ8iis>

I am Chef Murph, Keith Murphy from Turnersville, NJ. I have filmed a cooking show pilot, “Murph’s American Table.” Hexane Productions in Long Island NY has agreed to begin filming, editing, distributing, and delivering 13 episodes to the newest network for cooking shows, Foody TV and the Public Broadcasting distribution house, both will upload the shows for airing across the United States and to various other cable networks.



“I will to use my show to demonstrate how the foods we eat reflect the diversity of cultures in America; we all share a common table. For example, a meatball can be: Swedish, Italian, Asian, Spanish or Indian, depending on how it is seasoned and served,” according to Chef Murph. He proposes to help people learn the importance of properly preparing food through cleaning and checking temperature. He strongly believes, “good food makes for better decisions.” Finally, he anticipates inspiring people to consider the best food choices for their money and how to make good food from the garden. He intends to reinforce these ideals by cooking at a variety of locations including veterans’ facilities, shelters, military bases and historic locations. “I want to show how food can be used to help redevelop ourselves, families, and communities,” stated Chef Murph. Chef Murph volunteers his cooking regularly at St. Paul’s Church in Camden, NJ and is soon to begin cooking at Cathedral Kitchen in Camden, NJ. Recently while on the road, he also cooked at the Buffalo City Mission in Buffalo, NY. Murph’s American table will show the diversity of cultures that have helped to make *America great* and great people.

[www.ChefMurph.com](http://www.ChefMurph.com)



As a sponsor for the “Murph’s American Table” program you will be able to target an audience with diverse demographics as well as reaching social influencers from markets across the country. With millions of viewers from PUBLIC BROADCASTING and online media partners like foody.tv. I Chef Murph believe that his show is an ideal integrated marketing and sponsorship opportunity. PUBLIC BROADCASTING viewers are a select representation of the U.S. population, with the added benefit of greater disposable income. And, when combined with PUBLIC BROADCASTING's 90% reach of U.S. television households, PUBLIC BROADCASTING emerges as a truly advantageous media choice.

### Demographics

As a sponsor for the “Murph’s American Kitchen” series you will target an audience with diverse demographics reaching different social influence from markets across North America and the world, entering through Multi-penetration points.

### Basic Demographics Info

North America Population 534 Million

USA Population 312 Million

87% of the Population has a computer 277 Million as of 6/2014



I would like you to picture your logo/advertisement in the center of the triangle, understanding the power of sight and hearing. On one side is TV (cable, internet, satellite, Free TV, YouTube); another side is social media, and the third side website/printed material (eBooks, books, articles). In the middle it is a power of three. By sponsoring “Murph’s American Kitchen”, I will make sure that you will be exposed to the maximum possibilities of 250 million people: 10-15 M FoodyTV, 200M PBS, and 114M print/email/social media because of coverage overlap. 1.8M is my monthly personal contact goal to reach. This is my strategy; we use currently Hoot Suite to manage. I want to start filming for the networks in mid July

## TV

Cable TV/Satellite TV: 114.2 M homes 86% /132.8 M Possible

Free TV: PBS - 350 stations, 90% of homes watch 119.5M, video 229M, 104M Monthly Uniquely

FoodyTV: 28 million homes, 10.5 million unique visitors, Roku 1.year (99 Million Food Network)

## Social Media

Google +: 216 M People 77% are male, avg. time per day 5 minutes

Face book: 845 M, avg. 462 connections, 23 minutes daily, avg. Age 45-52 - 32%, Income\$ 50-74,000

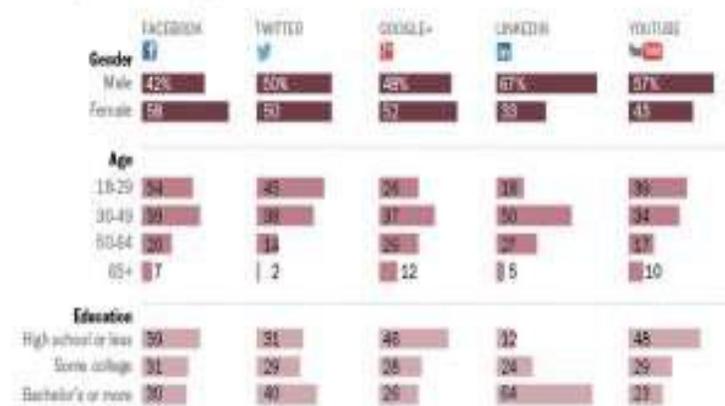
Link in: 150 M, avg. 342 connection, 8 minutes daily, avg. age 35-54 66% of members

Pinterest: 176 M, avg. 49 M monthly, 66% are woman 35+

YouTube: 1 Billion users, 80% outside North America



Percent of news consumers for each site



Note: Based on Facebook news consumers (N=1,420); Twitter news consumers (N=358); Google Plus news consumers (N=194); LinkedIn news consumers (N=144); YouTube news consumers (N=458). Aug. 21-Sept. 2, 2013.

PEW RESEARCH CENTER

Having only Shoot (1) pilot for Foody TV my states are

Target Women: 35-52, Men 45-50, Children 8-14

## My Stats: +/- 04/15/2015

Started 10/01/2014

Twitter 63.5 K

Facebook (6)45K AVG Posting15- 35% ratio

Email Data Bank: 2.536 Million

PDF books downloaded 1.135 Million

Video: YouTube 30.8K Viineo 5.1K

Word Press 5.2K

Just Started Pinterest and Google

Demographic Target Market Demographic from Surveys (MIT Study)

I am willing to work for your sponsorship/advertising dollars,!!!!