



Dear Future Sponsor,

I'd like to introduce you to my latest 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. Now on Foody!!

"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-November 2014 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 including the Food Network. I believe this could be an ideal integrated market and sponsorship opportunity for your brand. That's not all...Check the Demographics page.

Please feel free to view our trailer and press kit package at: [www.ChefMurph.com](http://www.ChefMurph.com) My contact number is 856.668.6448, email [Murph@ChefMurph.com](mailto:Murph@ChefMurph.com) with questions or comments. We look forward to helping you bring more exposure to your brand. Thank you in advance

Sincerely,

*K. J. Murphy*

Keith Murphy  
Chef /Creative Director

## Bio

I was born, not hatched in Camden, New Jersey on 1 May 1963. I grew up in a 1 square mile town in Southern New Jersey. At five years old my parents divorced. My mother quickly remarried to an abusive man and we spent time in and out of shelters and friends' homes. One of the close family friends convinced my parents to send me to a rural boarding school. At that school, in addition to attending classes; we worked the farm that was on the grounds. Due to financial problems, my father had to take me out of boarding school, and I lived with him and his girlfriend. I became extremely rebellious and had many difficulties in High School. I left school early and obtained a GED in order to join the military. While in the military, I spent a considerable amount of time living in Germany, Central America, the Middle East and Korea, amazing experiences. It also introduced me to a variety of cultures and foods. I returned to the United States where after a variety of new adventures, I am currently enjoying the challenges of being a husband and being a father while driving across the United States. I believe that each experience has given me something to learn and helped me move to the next experience.

## Philosophy

We are all human, made up of red blood, eyes, ears etc. I believe the right food helps us think, learn and become strong. Food brings people and cultures to the Kitchen, humans can become friends and show love through preparation of food. Cooking and food helps people to realize they have a lot in common. Leadership in the kitchen, observed by promoting trans-cultural meals, leads to actions meaning more than words. Violence can be and is curbed with understanding of others perspectives; all cooking involves the same basic ingredients. To coexist is not good enough, we need to build respect through relationships. Good food makes for better decisions. People Feed People



“Murph’s American Kitchen” with Chef Murph

Sponsorship Video Link <http://foodytv.com/murphs-american-cooking/>

I have a diverse background. I am American Trucker one of a few American Long haul truckers with over 20+ years driving including 3.2 million miles covering over 49 states 3 Providences of Canada, Europe and Asia. I have also served in the United States Army with a rank of E-6, Infantry: Special OPS, Light, Air Assault, Airborne and Nuclear PRP Program. In addition, I served 3 years as a federal law enforcement officer, including serving on the 1993 Terrorist Task, and Organized Crime Task Force and 3 years in the banking industry working as solicitor to becoming a bank licensee

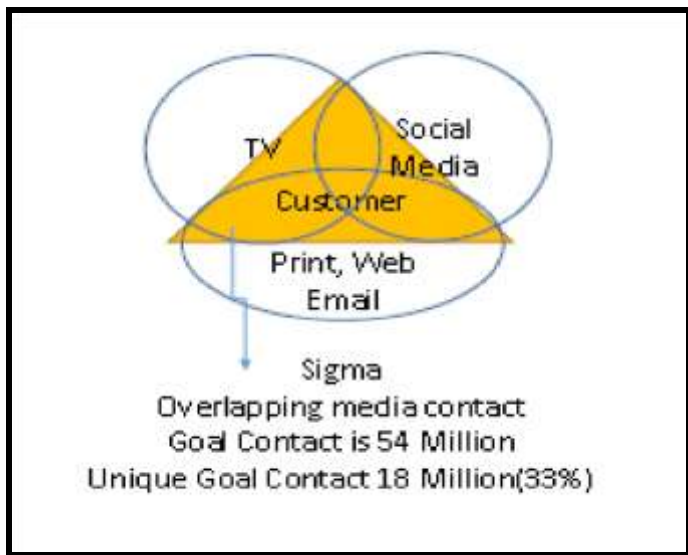
I am graduate of Escoffier International Culinary Academy in Hoffman Estates, Chicago IL, specializing in: Culinary, Pastry, World Spices and Salts, with diplomas in Gourmet Cooking, Herbology, and Restaurant Management through Penn Foster/CIA. I has completed certificate programs in Child Nutrition from Stanford University, Blue Chef Sustainability Certification from Blue Ocean Institute/Collaborating Chefs, Stoney Creek Long Island, Nordic Diet from University of Copenhagen, and Food Chemistry/Food for Thought from McGill University, Montreal Canada. Completed diploma programs in aquaponics and commercial farming including: RAS Engineering, from Cornell University, Aquaponics Short Course from University of the Virgin Islands, Aquaculture 101 from University of Hawaii and Aquaponics Faming with Tilapia, from Morningstar Fisherman. I am also a certified Wine Sommelier from Mediterranean Wine School, Malta EU. I have completed the New Jersey Food Safety Managers Certifications. Certificates in Global Supply Chain Intro, Design and Management from Tribhuwan University, Kathmandu, Nepal India In addition I have a BS in Business Management from Thomas A Edison State College, Trenton, NJ, AA General from University of Maryland, Heidelberg Germany and a graduate of the Federal Law Enforcement Academy, Glenco GA.

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



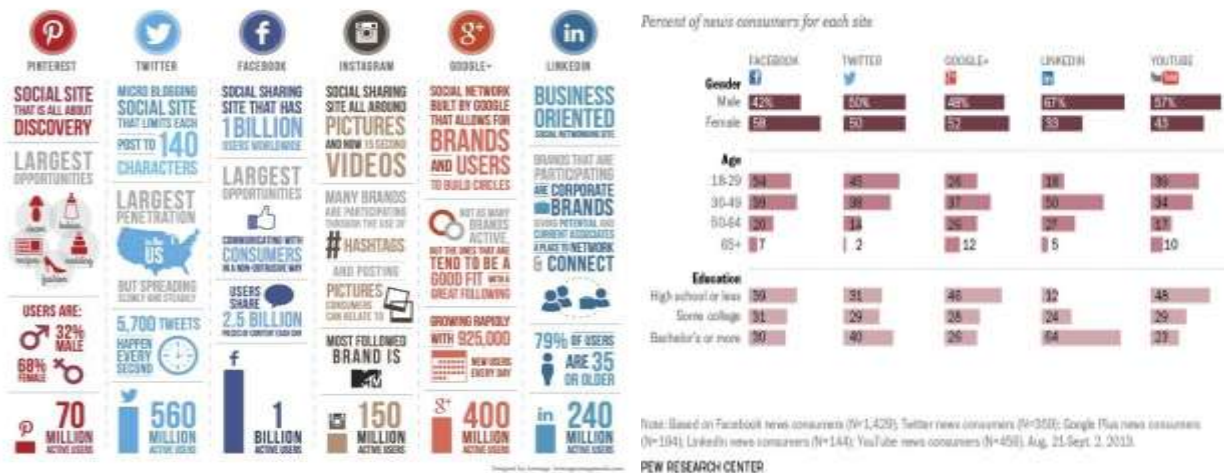
I would like you to picture your logo/advertisement in the center of the triangle, understanding the power of sight and hearing. On one side is TV (cable, internet, satellite, Free TV, YouTube); another side is social media, and the third side website/printed material (eBooks, books, articles). In the 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. Uniquely and realistically 54 million contacts. 18M is my monthly personal contact goal to reach. This is my strategy, we use HootSuite to manage. We start filming for the networks in late November, I want your sponsorship/advertising dollars.

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

Linkin: 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

## Website /Printed Material Email list

The new website will have recipes, ads, banner ads, and sponsors printed on printed recipes by customers. Each episode of “Murph’s American Kitchen” will have a giveaway, 13 eSeries book with sponsor’s logo and listed with top donors first, building a contact or list. Currently, I have 4.5 million verified emails and I am including sponsors of the show on the bottom of each email. YouTube videos will have your Logo and/or advertisement at the end. Opening you to one billion possibilities.



Package A: \$3,000.00, Underwriter for the entire 13 episode season (20 available)

- Product placement prominently displayed on our set.
- “Murph’s American Kitchen” will include company logo in “The Best of” DVD, which will have highlights of the 13 episodes and is delivered to national magazine editors.
- Chef Murph will use a mutually agreed upon product in three episodes.
- Company logo linked to the front page of our website for the season.
- Chef Murph will write a testimonial on one mutually agreed upon product that represents your company.

Package B: \$5,550.00, Basic Sponsor (10 available)

- Four VIP passes to the show and a representative from your company featured on one show.
- Company name will appear in the beginning and closing of all thirteen episodes as part of a five second logo announcement, “Funding is brought to you by \_\_\_\_\_.” Company logo linked to the front page of our website for the season.
- Chef Murph will use mutually agreed upon products in seven episodes.
- Product placement prominently displayed on set.
- “Murph’s American Kitchen” will include company logo in “The Best of” DVD, which will have highlights of the 13 episodes and is delivered to national magazine editors.
- Chef Murph will create two unique recipes using mutually agreed upon products and a two minute demo for promotional use.
- Company logo linked to the front page of website for the season.
- Chef Murph will write testimonials on three mutually agreed upon products that your company represents.



Package C: \$10,550.00, Co-Presenting Sponsor (6 available)

- Segment or show filmed at your company’s facility.
- 10 minute promotional DVD of the facilities for your company to use as a promotional video including four VIP passes to the show and featuring at least one representative from your company on the show. (travel expenses & accommodations not included)
- Two minute demo clip for promotional use. (Travel expenses and accommodations not included).
- Company name will appear in the beginning and closing of all thirteen episodes as part of a ten second logo announcement, “Funding is brought to you by \_\_\_\_\_.” Company logo linked to the front page of our website for the season.
- Chef Murph will use mutually agreed upon products in seven episodes.
- Product placement prominently displayed on set.
- “Murph’s American Kitchen” will include company logo in “The Best of” DVD, which will have highlights of the 13 episodes and is delivered to national magazine editors.
- Chef Murph will create six unique recipes using mutually agreed upon products and a two minute demo for promotional use.
- Company logo linked to the front page of website for the season.
- Chef Murph will write testimonials on mutually agreed upon products that your company represents.



Package D: \$15,000, Powered Sponsor 2 available

- Use of products including pictures of products and services in publications, (i.e.: Cook books, recipes, etc.)
- Segment or show filmed at your company's facility.
- 10 minute promotional DVD of the facilities for your company to use as a promotional video including four VIP passes to the show and featuring at least one representative from your company on the show. (travel expenses & accommodations not included)
- Two minute demo clip for promotional use. (Travel expenses and accommodations not included).
- Company name will appear in the beginning and closing of all thirteen episodes as part of a ten second logo announcement, "Funding is brought to you by \_\_\_\_\_." Company logo linked to the front page of our website for the season.
- Chef Murph will use mutually agreed upon products in seven episodes.
- Product placement prominently displayed on set.
- "Murph's American Kitchen" will include company logo in "The Best of" DVD, which will have highlights of the 13 episodes and is delivered to national magazine editors.
- Chef Murph will create six unique recipes using mutually agreed upon products and a two minute demo for promotional use.
- Company logo linked to the front page of website for the season. Chef Murph will write testimonials on mutually agreed upon products that your company represents.

All packages are just a guideline and everything is negotiable together we can design a package for you.