



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-AUG 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
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 Kitchen.” 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 Kitchen will show the diversity of cultures that have helped to make *America great* and great people.

www.ChefMurph.com



As a sponsor for the “Murph’s American Kitchen” 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 believes 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

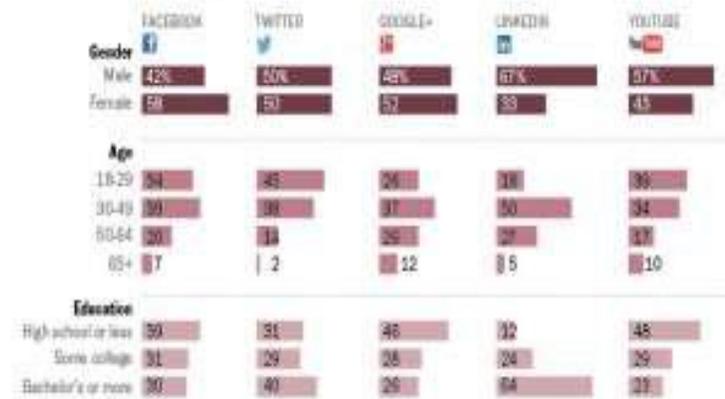
Link in: 150 M, avg. 342 connection, 8 minutes daily, avg. age 35-54 66% of members

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=1,425); Twitter news consumers (N=351); Google+ 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 Posting 15- 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)

TV Show Seasons

Production of each season will begin approx. 3 months before the season is televised. Primary Sponsors may start sponsorship no more than passed the 4th Episode if space is available, at a prorated price. The producers of the show have the discretion to choose who will be on the show.

Internet Syndication Sites

ROKU, Google, Chef MurphNetwork-Blinkx-Veoh-Blip-Break
Crackle-Dailymotion-Atom-Truveo
Metacafe-Vimeo-and more Over 540 sites

Request to be a guest on Chef Murph TV shows

For these prices you can appear on these shows

1. Receive a DVD copy of your appearance.
2. Receive a .MPG format
3. Receive a .MP4 format
4. You will receive a lower third info bar at the bottom of the screen with your contact information.

All promotions of the show you appear on are at the discretion of the Chef Murph Network. Chef Murph Network has the right to turn away any artist, chef, or cook for any reason.

Mark an **X** on all that apply to your order

- Global Fusion American FoodistTV 1,500 per person or persons (up to 3) in the same group (5-10 minute appearance)
- Murph's American Kitchen FoodyTV/Global Fusion American FoodistTV – 3,500 your own cooking show for 1 day with any & all guest.(20-30 minute appearance)



TV Commercials Ads & Banner Ads Types

All Commercial and Banner prices currently apply to each available show.

All shows come with the option of 6 ad types.

All packages include free production & graphics.

(Graphics limited to discretion of Chef Murph Network)

Client may also use their own pre-made commercial.

1) 5 seconds (top or bottom banner)

2) 10 seconds (brought to you)

3) 15 seconds (video, image, text, sound)

4) 30 seconds (video, image, text, sound)

5) Internet Web Banners (3 sizes)

6) Product Placement (on the set)

Web Banner Sponsors Packages

All 3 websites including: (ChefMurph.com, MurphsAmericanKitchen.com FoodistTV.com or purchase for separate websites. Choose your banner type & website. Note includes free placement in free e series Publications

Mark an **X** on all that apply to your order

A) **Banner-multi media (300 x 250)** – Left or right side, on rotation, no more than 2 per page.

One month display time on any page on rotation. Add 10.00 for Home Page display

Choose a package: 50.00 for 3 websites per month 20.00 for 1 website per month

Choose a website: all 3 sites

Circle the months you want: Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec

B) **Full Banner (468 x 60)**-top or bottom, any page, on rotation, one month display, no more than 2 per page. Add 10.00 for Home Page display

Choose a package: 50.00 for 3 websites per month 20.00 for 1 website per month

Choose a position: Top Banner (add 5.00) Bottom Banner

Circle the months you want: Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

C) **Skyscraper Banner (120 x 600)** Any page, no more than 1 per page. One month display. Add 10.00 for Home Page display

Choose a package: 80.00 for 3 websites per month 20.00 for 1 website per month

Circle the months you want: Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec





Production for Sponsor Packages

This is what we offer if you do not have a commercial for your Sponsor Package, and would like our Production company to make a free commercial production for you.

- A) 5 Seconds- Video/image banner for top scroll or bottom scroll
- B) 10 Seconds - Voice over with slogan and logo or image display.
- C) 15 Seconds - Voice over with logo or images only, or mix with small interview with the sponsor.
- D) 30 Seconds - Voice over with logo or images only, or mix with small interview with the sponsor.

Each 30 minute episode will have 3 breaks at a maximum of 3 minutes per break for commercials. There is a total of 9 minutes for commercials on an actual broadcast time of 28 minutes and 30 seconds. This will leave a total of 19 minutes and 30 seconds for the actual show coverage of each program.

Other Commercials

A **Pre-made Commercial** can be used. We will edit it to fit our ad spot for free. Your pre-made commercials must look professional. (Pre-made commercials will not change the price of your package.)

Global Fusion Americana
E-Series

Fats Healthy or Not

PLUS 20 HEALTH RECIPES

By Keith Thomas Murphy AKA: **Chef Murph**
www.ChefMurph.com

Over 18 Publication and 50 Articles

Note: Purchase of any sponsorship package includes free placement in free E series publications.

Global Fusion Americana
E-Series

10 Gluten-Free Extras
Going gluten-free doesn't mean you have to miss out on delicious baked treats. Far from it.

By Keith Thomas Murphy AKA: **Chef Murph**

Global Fusion Americana
E-Series

EATING GLUTEN FREE FROM THE GRILL

By Keith Thomas Murphy AKA: **Chef Murph**
www.ChefMurph.com

Global Fusion Americana
E-Series

100 Quick & Easy Sauces

Always be happy when you cook or bake. The love for people will come out making a great Dish.
If you mess up do as the French do. It's usually OK!!
And no one will know.
Now, show some love. Cook with all your heart!!!
Enjoy
Chef Murph

Now, Cook like a Chef !!

By Keith Thomas Murphy AKA: **Chef Murph**

Global Fusion Americana
E-Series

The best The what? Made easy

Vegan Cooking

By Keith Thomas Murphy AKA: **Chef Murph**

Global Fusion Americana
E-Series

WHEAT FREE COOKBOOK
30 wheat-free recipes

By Keith Thomas Murphy AKA: **Chef Murph**

Chef Mentor Mark X Dowling

"Chef Murph, The legendary Keep on Trucking" chef mixes up a bag of tricks each week in his culinary Studio.. I look forward each week to his cooking and baking presentations. He is a generous man and gives of his time to his community and charitable events!

Keep up the good work Chef Murph !

Sponsor Packages

Sponsor Package A

5 sec.-\$215 10 sec.-\$307 15 sec.-\$439 30 sec.-\$879

1. 4 TV episodes
 2. One ad per show
 3. Total of 4 ad spots
 4. Free Commercial Production
 5. Video Internet Syndication
 - 6 months or more
-

Sponsor Package B

5 sec.-\$430 10 sec.-\$614 15 sec.-\$878 30 sec.-\$1,757

1. 8 TV episodes
 2. One ad per show
 3. Total of 8 ad spots
 4. Free Commercial Production
 5. Logo placement on website for 4 wks
 6. Logo placement on partner page for 4 wks
 7. Video Internet Syndication 6 months or more
-

Sponsor Package C

5 sec.-\$645 10 sec.-\$922 15 sec.-\$1,318 30 sec.-\$2,636

1. 4 TV episodes
 2. 3 ads per show
 3. Total of 12 ad spots
 4. Free Commercial Production
 5. Logo placements at end of credits
 6. Video Internet Syndication 6 months or more
-

Sponsor Package D

5 sec.-\$1,058 10 sec.-\$1,512 15 sec.-\$2,160 30 sec.-\$4,320

- (1) 8 TV episodes equal 8 million viewers
 - (2) 3 ads per show
 - (3) Total of 24 ad spots
 - (4) Free Commercial Production
 - (5) Logo placement on website for 4 wks
 - (6) Logo placement on partner page for 4 wks
 - (7) Video Internet Syndication
 - 6 months or more
-

Product Placement

Sponsor Package E

Display Actual Product - \$260

Display, Discuss & Use Product - \$470

(1) Product placed on the air in studio or on location for 1 episode

(2) Shown 3 times per episode

(3) Video Internet Syndication 6 months or more

Choose a week: 1 2 3 4 5 6 7 8 9 10 11 12 13

Sponsor Package F - Premium

5 sec.-\$1,481 10 sec.-\$2,116 15 sec.-\$3,024 30 sec.-\$6,048

(1) 8 TV Episodes

(2) 3 ads per show

(3) 24 ad spots

(4) Free Ad Production

(5) Web Syndication clips for 6 months or more

(6) Logo on end of credits

(8) Logo on web page

(9) Promotional product give away (you supply the free product for advertisement give away)

(10) Only 1 ad type in your sub-category (ex: There will be other drink ads, but only 1 energy drink, or only 1 vodka, etc...)

Sponsor Package G - Top Premium

5 sec.-\$1,926 10 sec.-\$2,751 15 sec.-\$3,931 30 sec.-\$7,863

(1) 8 TV Episodes

(2) 3 ads per show

(3) 24 ad spots

(4) Free Ad Production

(5) 8 million viewers per season

(6) Logo on 320,000 Press Releases

(7) Web Syndication clips for 6 months or more

(8) Logo on end of credits

(9) Logo on partner web page

(10) Promotional product give away (you supply the free product for advertisement give away)

(11) Product Placement on the studio TV set

(12) Logo on Commercial ads for the show

(13) Only 1 product type in your ad type & *Category*

(ex: Only be 1 drink ad,1 car ad, etc..no competition)

Ad Spot Price Chart

Episode Time Slots QTY

QTY 1 to 4 Episodes 5 to 8 Episodes

Amount of time per slot

5 seconds TV Banner \$88 \$80

10 seconds BTYB* \$126 \$114

15 seconds \$180 \$164

30 seconds \$360 \$328

*BTYB=Brought To You By...

Each price represents only one (1) time slot of your choice according to how many episodes you want to be on.

Examples:

If you get one 10 second time slot for 2 episodes it will be 2 time slots at \$126 each.(2 x 126) Totaling\$252

If you get two 10 second time slots for 2 episodes that will be 4 time slots at \$126 each.(4 x 126) Totaling\$504

If you get one 10 second time slot for 8 episodes that will be 8 time slots at \$114. (8 x 114) Totaling \$912

If you get two 10 second time slots for 8 episodes that will be 16 time slots at \$114. (16 x 114) Totaling \$1,824

Thank you, and look forward to working with you

Chef Murph

856-668-6153

murph@ChefMurph.com

