

BOOKING CHEF JAG



A Proposal To:

MARTINIFEST of TAMPA BAY

August 1st, 2012

SAVOR

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CHEF JAG

Becoming Chef JAG

Joshua Adam Garcia AKA- CHEF JAG is an uncompromising chef who is passionate about food. A former United States Marine who attended The New York Restaurant School, JAG also coordinates recipes and culinary instruction for the non-profit veteran wellness organization "Semper Fidelis."

Chef's fame was won when he became a top finalist and stand out contestant on The Next Food Network Star - Season 3,

Chef JAG offers his style of contemporary fusion flavors to America via his cookbook "**Latino Fusione**". A South Bronx/Jersey native, Chef redefines Latin Fusion through show stopping entertainment, spotlighting "Jagged up" culinary creations highlighted by classically influenced Latino and Hispanic flavors.

'JAG-ed – Up' Today

When Chef JAG isn't on the road or in the Kitchen, he's spends his time restaurant hopping, creating fresh and exciting menus for struggling restaurants, coaching new restaurateurs, writing music and practicing mixed martial arts.

His newest book "**Hispano**" is currently under way and will feature highlighted recipes from his appearance in the newest 2011 Food Network Star book!

Chef JAG is the acting Executive Chef at TAPS, a nationally growing food, beer and wine concept based out of Central Florida.

Currently, Chef JAG resides with his family in sunny Florida, along with wife Layla and their three children (*daughters Jaysee, Avah and son Canaan*).

Hire a Celebrity Chef

If you're looking to hire a celebrity chef for a private function, demonstration, team-building activity day or advertising endorsement; you have come to the right place! **SAVOR** and **Booking Chef JAG** can help to make your successful culinary event a reality. At Booking Chef JAG we are more than happy to provide you with impartial advice, hire costs and availability information over the phone or in response to your online inquiry.

Chef JAG is available to act as an icon Celebrity Chef for appearances and demonstrations, as well as an acting representative for companies who may be interested in having a celebrity chef for consumer marketing or media campaigns.

Our management team at **SAVOR** also has connections with a wide range of other well-known chefs, culinarians, icons and wine & spirits purveyors, as well as best practices with directing and producing successful National level events and festivals. Please let us know all of the areas you are seeking assistance for if it is not listed here.



Chef JAG with Tim Wilkins (professional comedian of HBO comedy tour and celebrity host) mingling with attendees at the Tampa Bay Wine & Food Festival.

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Chef JAG in Action



Chef Bobby Flay, Chef JAG and Chef Emeril Lagasse chumming it up during Next Food Network Star: Season 3.

Chef JAG with Rachael Ray on Food Network's *Rachael Ray Show*.



Chef JAG with Chef Tom Colicchio - *Taste of the Nation*, the culinary event at Superbowl.

PROPOSAL OF ENGAGEMENT: CHEF JAG

Booking Chef JAG to Provide:

Chef JAG to act as the official **Host/Anchor Chef** of Martinifest – Tampa Bay. Chef JAG will act as the culinary face of the event, helping to brand and position the event for future growth opportunities, as well as cultivate culinary excitement for a 1st year event.

MEDIA ENGAGEMENTS

Radio

- 1 – 15 sec spots in English
- 1 – 15 sec spots in Spanish
- 1 – 30 sec spots in English
- 1 – 30 sec spots in Spanish
- Act as Celebrity Chef Icon for all radio engagements, talk shows or news segments
- 1 original Chef JAG recipe shared on air

Television

- 1 – 15 sec PSA in English
- 1 – 15 sec PSA in Spanish
- 1 – 30 sec PSA in English
- 1 – 30 sec PSA in Spanish
- Act as Celebrity Chef Icon for all promotional televised engagements, daytime shows or news segments
- 2 live demo segments of an original Chef JAG recipe

EVENT ENGAGEMENTS

Culinary Demonstrations

- 2 – 45 min Culinary 'Show'
- 15 min of photo opportunities after each demo
- Book signing after each demo
- 15 min mingle with attendees
- Unlimited 'Day Of' Press & Media Interviews
- 2 original Chef JAG recipes for attendees (agreeable for a print gift to each attendee)

*7 day out scheduling notice needed for pre-event interviews



Martinifest to Provide:

Martinifest – Tampa Bay to provide an exclusive Host Chef honor to Chef JAG for the 2012 event.

MEDIA ENGAGEMENTS

Radio & TV

- First right of refusal with any radio promotions, interviews or announcements requiring a culinary presence or expertise

EVENT DETAILS

Demonstration Space

- Appropriate kitchen stage, cookware, and ingredients for all demos (conversations and flexibility on space to be discussed at a later date)
- Prominent signage announcing demo times and Chef JAG info

Event Tickets & Services

- 6 Tickets to the event
- 2 overnight accommodations
- A meet and greet with Sponsors & VIP's
- Chef JAG highlighted on all website, invitations, print, and publication materials
- Chef JAG highlighted on social media forums such as Facebook, Twitter, Blogs, etc...

RETAINER

- Retainer for all Services Proposed: **\$10,000**
- Payment schedule will be negotiated on agreement of all services

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