



Cook'sware àFaire™ "a world class cooking emporium that supports the Oakland Zoo"

What is Cook'sware àFaire?

Cook'sware àFaire is a ten-day special fundraiser to support the Oakland Zoo. Best-selling cookware brands, including Rachel Ray, Kitchen Aid and Paula Dean will be offered at substantially discounted prices. A portion of the revenue will benefit the Oakland Zoo.

What we are looking for:

1. Provide your signature cuisine to the attendees of the event via live cooking demo.(20-30 min).*
2. Optional food/promotion booth participation(1 to 10 days -your choice)**

Event facts:

- **Date:** December 11-20, 2009
- **Event Time:** 10AM-7PM
- **Primary cooking demo time offered:** 10:30 AM - 2:30PM, Thu-Sun
- **Secondary cooking demo time offered:** 12:00PM – 2:30 PM, Mon-Wed.
- **Booth participation time offered:** 11AM-7PM, Mon-Sun
- **Location:** Oakland Zoo (10,000 SOFT heated tent in the upper parking lot)
- **Expected total attendance:** 10,000
- **Daily average(& 10 day total) number of chef demonstrations:** 2-6(25 max)
- **Daily average(& 10 day total) number of restaurants participating in booth:** 5(35 max)
- **Promotion:**
reaching over 3 million East Bay via advertising through:
Diablo Magazine, KGO radio(Dining Around with Gene Burns), PBS, Comcast (Food Network, Bravo & Travel) & the Bay Area News Group(12 daily newspapers including the Oakland Tribune and San Jose Mercury and 6 weekly newspapers in Alameda & Contra Costa Counties)

* No payment to Cook'sware àFaire required to participate. We provide health permit, electrical connection, burner, pots and pans, and listing in the website. No reimbursement for food and out of pocket expenses.

** Daily cost: weekday \$250, weekends \$350

Contact:

June Lee

june@cookswareafaire.com

510.926.0527 mobile



"a world class cooking emporium that supports the Oakland Zoo"