



Nuestrros Sabores Cocinando con CLUES

CLUES new virtual culinary show, *Nuestrros Sabores*, celebrates Latino flavors, experiences, and cultural diversity. In Latino culture, cooking is about family, nostalgia, and coming together around the kitchen table to honor our traditions and culture.

This Holiday Season (December) CLUES will air 30-minute cooking adventures aimed to bring families and friends together in the comfort of their homes with authentic recipes to pass on across generations. *Nuestrros Sabores* will lift CLUES' community values of family, healthy living, and cultural engagement. Recipe ingredients will be promoted before each show to help viewers get ready to work virtually with local Latino chefs.

CLUES *Nuestrros Sabores* will be professionally produced with assistance from young Latino interns eager to explore film and production careers along with local Latino Chefs. Through conversations, the show will feature timely social and economic topics impacting Latinos in Minnesota and across the country. In lieu of commercial breaks, airtime will be used to promote awareness of CLUES' work in community and inspire individual donations to finance **CLUES Community Lending Circles** to support underserved low-income vetted entrepreneurs. Individual donations (up to \$5,000) will be matched by an anonymous donor.

Nuestrros Sabores provides an opportunity for your corporation or business to join efforts with CLUES to promote economic prosperity for underserved Latino youth and adults and increase their income through microbusiness development. Your logo and brand will be shared through CLUES social media and Spanish-language television, reaching thousands of viewers. Your sponsorship will help us cover production costs, stipends for youth internships, and airtime on Telemundo. In addition, through your sponsorship CLUES will expand its pool of individual donors committed to support CLUES' work in community and match our current funder challenge to foster donations.

The shows will be featured in CLUES social media, in Spanish Telemundo TV, and through CLUES' website and lobbies, reaching thousands of viewers. *Nuestrros Sabores* 2021 will feature Chef *Gustavo Romero* owner and Chef of [Nixta, Minneapolis](#).

Nuestrros Sabores Presenting Sponsorship Opportunities:

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| Sponsor two-show bundle | \$5,000 |
| Sponsor one show | \$2,500 |

Benefits:

- Your name and logo on promotional runs on CLUES social media prior to the show.
- Your name and logo plus verbal mention in Cable TV Telemundo and CLUES Social Media channels:
 - Telemundo airing dates: December 4th, 11th, and 18th
 - Facebook Live streaming and YouTube Videos on: December 4th, 11th, and 18
- Opportunity to highlight your product or connection to Latinx Community.
- Early access to episodes for internal LatinX programs within your networks.
- Opportunity to support CLUES individual giving campaign to fund the **Community Lending Circles**

We look forward to a conversation to discuss your interest or any question. In the meantime, for more information, please contact Abigail Omann, Special Projects Manager, aomann@clues.org, 651-760-8986