

PARTICIPANT PROPOSAL



**A 12 EPISODE CARIBBEAN CULINARY, TRAVEL AND HISTORICAL JOURNEY
FOR TELEVISION AND ONLINE BROADCAST**



unchartedtastes.ca



Forget the postcards.
Forget the tourist traps.
Uncharted Tastes is chasing something raw, real, and absolutely electric. Every bite is a direct hit to the soul. This is a window into centuries of Caribbean grit, culture, and resilience.

This 12 episode non-scripted factual series is not your average travelogue. It's a bold, visually rich, and emotionally resonant exploration of Caribbean culture through the lens of food, migration, memory, and identity.

Hosted by Roger C, the series travels across Caribbean islands and diaspora communities, connecting with chefs, elders, and historians to reveal how food became a vessel of identity, resilience, and legacy.

Why Sponsor This Series?



Cultural Relevance & Emotional Impact

Uncharted Tastes isn't just content—it's a cultural movement. The show preserves oral histories, spotlights underrepresented communities, and gives global audiences a rich taste of the ancestral and contemporary Caribbean.



Legacy Appeal

This series provides a rare opportunity to be forever associated with a cultural movement. Your support contributes not only to the preservation of oral traditions and food heritage but to a lasting visual testament for generations to come.



Audience Fit & Strategic Reach

53% of leisure travelers now identify as "culinary travelers," seeking authentic, story-rich experiences. Our viewers include:

- Young Adults (20–30): curious, socially aware, digital-native explorers
- Mature Adults (51+): nostalgic, cultural preservationists
- Global Caribbean Diaspora: over 12 million worldwide



Brand Elevation through the 'Halo Effect'

Your brand will benefit from the credibility and trust associated with story-driven, high-quality, and culturally conscious programming—similar to public broadcasting sponsorships. This isn't passive placement; it's purpose-driven brand alignment.



Who This Is Perfect For

Ideal participants include brands and organizations with shared values of sustainability, innovation, authenticity, and cultural preservation:

- **Hotels & Hospitality**
Regional exposure and destination integration
- **Food & Beverage Companies**
Brand integration with meaning
- **National & Regional Tourism Boards**
Story-led island promotion
- **Diaspora/Philanthropic Institutions**
Cultural diplomacy and reach
- **Sustainable & Ethical Brands**
Demonstrating real-world values
- **Airlines & Cruise Lines**
As a show that inspires travel, your brand can benefit from co-branded travel packages and in-flight content
- **Financial Institutions/Investment Firms**
For institutions supporting cultural initiatives as part of CSR or investments in cultural capital



Sponsorship Tiers

Foundational Tier • “Cultural Contributor”

\$5,000/episode or \$50,000 series

- Logo on official website, digital banners, and promotional materials
- End-roll credit in each episode
- Inclusion in select social media posts
- Sponsor bumpers at episode bookends



Mid Tier • “Culinary Heritage Partner”

\$10,000/episode or \$100,000 series

- All Foundational benefits
- Product or brand integration at select shoot locations (hotels, markets, packaging)
- Dedicated social media features
- Behind-the-scenes highlights and features



High Tier • “Narrative & Destination Integrator”

\$25,000/episode or \$250,000 series

- All Mid-Tier benefits
- Host-led feature segment on your product/location/brand story
- In-depth heritage or sustainability spotlight
- Co-branded mini-doc or educational segment



Premium Tier • “Legacy & Presenting Partner”

\$500,000/series

- Presenting sponsor label across all platforms (“Presented by”)
- Opening & closing credit inclusion
- Naming rights to events or launch initiatives
- Full category exclusivity (e.g. “Official Airline of Uncharted Tastes”)
- Joint branded press opportunities and speaking engagements





Participation Explained

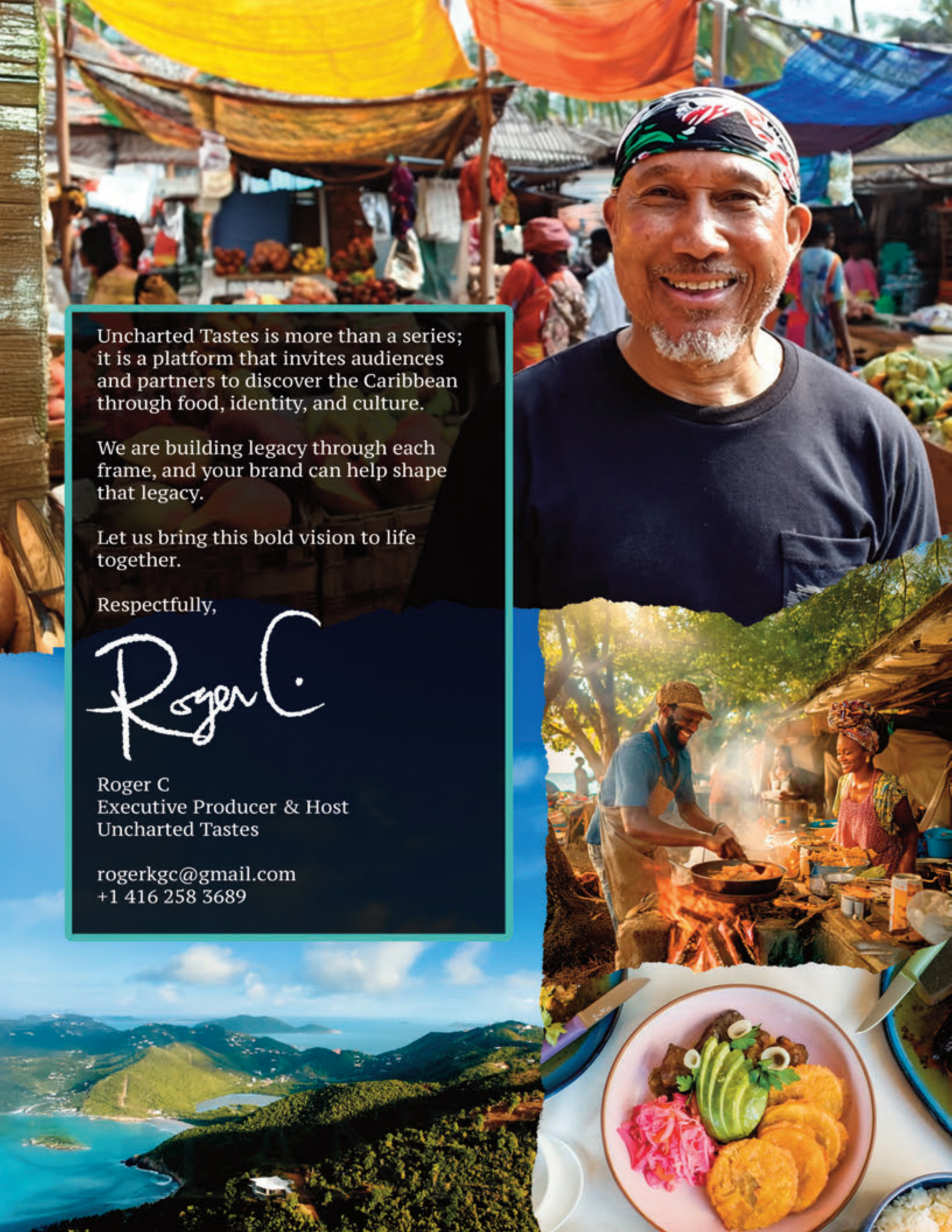
Our pricing for "Uncharted Tastes" reflects both the concrete exposure your brand receives and the unique cultural value of our series. Here's a look at how our sponsorship tiers compare to typical advertising costs:

- **Traditional TV Advertising:** A 30-second ad on a major cable food network could cost \$35 to \$150 per thousand viewers (CPM). A general broadcast TV ad might range from \$5 to \$45 CPM.
- **Online Streaming Ads:** These typically range from \$15 to \$35 CPM.
- **YouTube Sponsorships:** For a highly engaged audience, a dedicated two-minute integration can cost \$7,500 to \$10,000.

What You Gain

- Global and diaspora exposure
- Organic brand integration
- Measurable digital engagement (web/social/streaming)
- Cultural credibility and long-term brand equity

Let your brand be part of this fearless journey—where the Caribbean calls with rich stories, mind-blowing flavours, and a world of Uncharted Tastes.



Uncharted Tastes is more than a series;
it is a platform that invites audiences
and partners to discover the Caribbean
through food, identity, and culture.

We are building legacy through each
frame, and your brand can help shape
that legacy.

Let us bring this bold vision to life
together.

Respectfully,

Roger C.

Roger C
Executive Producer & Host
Uncharted Tastes

rogerkgc@gmail.com
+1 416 258 3689

Uncharted Tastes

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