



THE 2024 TRUFFLE MASTERS



Top Chefs    Black Truffles    Decadent Flavors



DR DELICACY

The 2024 Truffle Masters Sponsorship Kit





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“Uniting top chefs and local gourmands with one decadent ingredient —truffles.”

*-Diane Roederer,  
Founder and CEO of  
DR Delicacy*

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# Program Mission

The Truffle Masters, hosted by Houston-based luxury food importer and distributor, DR Delicacy, is an annual celebration of one of the world's oldest and most precious delicacies, first-rate truffles, showcased by the top talent in Houston's restaurant community. Our mission is to unite local gourmands around DR Delicacy's love for truffles and give back to the community that's continued to support us.

Event proceeds will benefit The Houston Symphony, a non-profit organization.



## The 2024 Truffle Masters Sponsorship Kit



Mark your calendars for Houston's most premiere food event, The Truffle Masters. In its tenth year, guests will be given a taste of fine black truffle dishes created by the city's top chefs.

## The 10th Annual Truffle Masters

Presented by



DR DELICACY

### Event Details

**February 5, 2024**

6:00–10:00pm

**The Revaire**

7122 Old Katy Rd., Houston, TX 77024

600 attendees seeking lifestyle experiences and super-luxe, delicious black truffles benefiting

**The Houston Symphony**

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### Attendee Profile

- Affluent women & men
- 25–60 years of age
- Seeking lifestyle experiences and super-luxe, uber delicious black truffle dishes



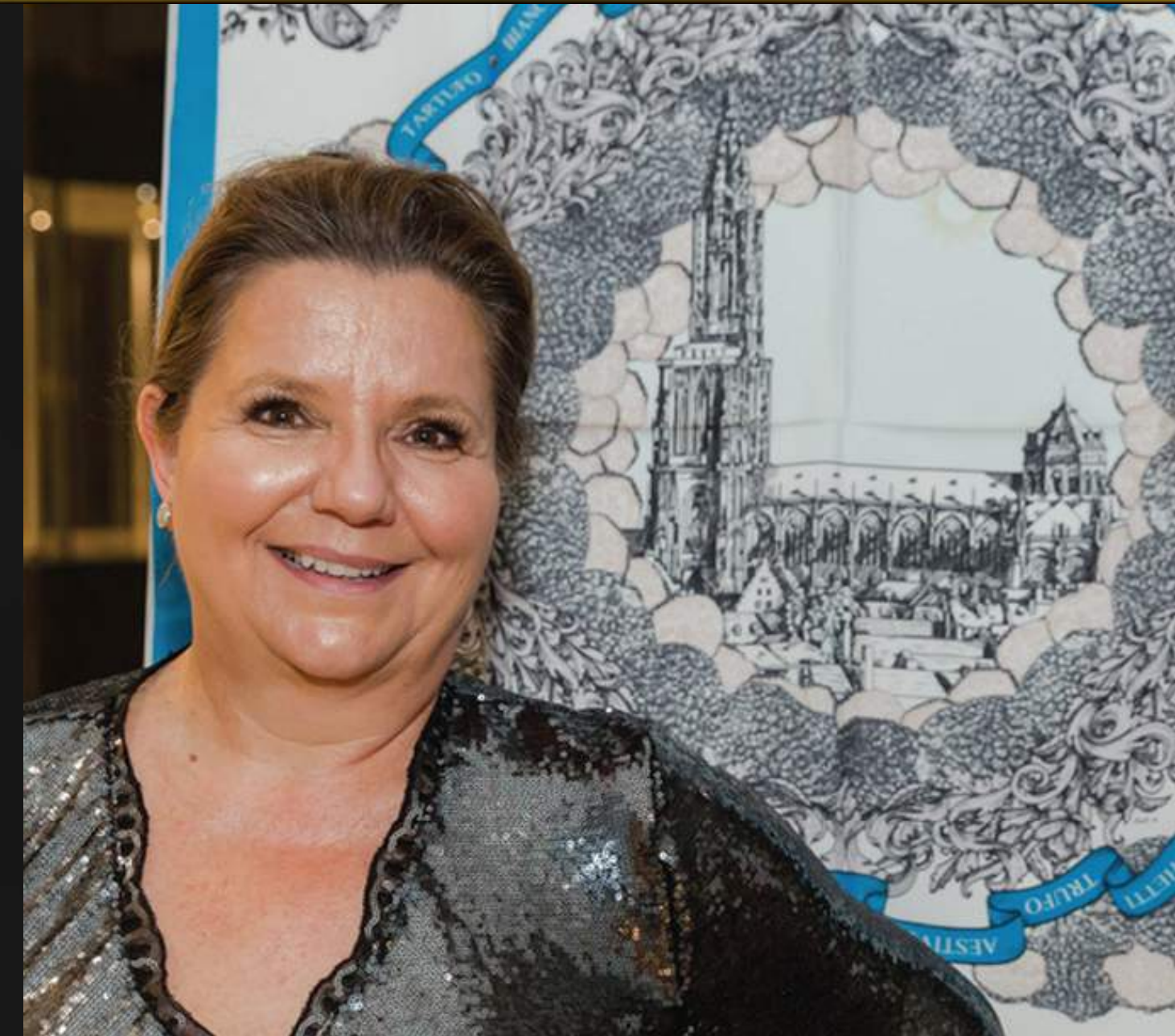
# Behind the Truffle Masters

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*Diane Roederer*

*Founder and CEO of DR Delicacy &  
The Truffle Masters*

In 2014, Diane hunted for truffles on an expedition in Spain. That was when she decided, officially, that this would be her next venture. Returning to Texas, she greeted several chefs by asking them to open a sizable box filled with truffles. As the smell of glorious truffles entered their senses, strong culinary bonds were forged and Diane was coined 'The Truffle Lady.' In 2015, Diane launched The Truffle Masters as an annual celebration of one of the world's oldest and most precious delicacies, first-rate truffles, showcased by the top talent in Houston's restaurant community. Its mission is to unite local gourmands around DR Delicacy's love for truffles and give back to the community that's continued to support year after year. Today, Diane is well on her way to creating an empire of delicacies. She enjoys seeking out the best of the best and providing top shelf ingredients to chefs in the process.



## Testimonials



*Michelle Long, Sponsor*

“The Truffle Masters has been a great way to showcase phenomenal talent from Houston’s food scene. Dishes are masterfully prepared by artisan chefs using a unique “truffle-inspired theme,” while participants sip great wines and unique cocktails. This annual event has never disappointed, and proceeds sponsor worthy causes!”



*Austin Simmons, Executive Chef of TRIS and Cureight, 2018 Truffle Masters Winner, Hubbell & Hudson*

“My favorite part about The Truffle Masters is how it brings together local chefs competing with the same ingredient. Truffles are one of the most difficult ingredients to cook with because of the challenge to enhance the flavor, not hide it. You want to do something avant-garde that represents you creatively, but at the same time maintain the integrity of the truffle. That’s what led me to create our winning fromage sandwich, a.k.a. the truffle grilled cheese!”



*Norine Stein, Guest*

“The Truffle Event is a foodie haven, and the chefs make the most creative dishes with the truffles. Truly an event not to be missed!”

# Sponsorship Table

## The 2024 Truffle Masters Sponsorship Kit

EVENT ACCESS	BLACK DIAMOND	VIP LOUNGE	VALET PARKING	MEDIA GA or VIP	BAR LOUNGE	WATER, WINE LIQUOR GA or VIP	RAFFLE	VIP BAGS
PRE-EVENT RECOGNITION								
Available number of sponsorships	1	1	1	2	1	2	1	Unlimited
VIP Table	1 Table of 8	1 Table of 6	1 Table of 6	-	-	-	-	-
Tickets	8 VIP	4 VIP	-	GA- 4 GA VIP- 6 VIP	10 GA	GA - 2 GA VIP - 2 VIP	2GA	2 VIP
Invitation to pre-party at Central Market	4	2	2	2	2	-	-	-
Logo on Step & Repeat	✓	✓	✓	✓	✓	-	-	-
Dedicated Eblast & FB/IG posts	✓	✓	✓	✓	✓	-	-	-
Shared Eblast & FB/IG posts	-	-	-	-	-	✓	✓	✓
Logo on website and communication	✓	✓	✓	✓	✓	✓	✓	✓
Name in press release*	✓	✓	✓	✓	✓	-	-	-



# Sponsorship Table

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ON-SITE RECOGNITION								
Exclusive recognition during opening and closing remarks	✓	-	-	-	-	-	-	-
Booth in the event area	✓	-	✓	✓	-	-	-	-
Speaking opportunity during event's main stage	✓	-	-	-	-	-	-	-
Brand representation in lounges, tables, and signage	✓	✓	✓	✓	✓	-	✓	-
Corporate items in VIP Bags	✓	✓	✓	✓	✓	✓	✓	✓
2 cars parked upfront	-	-	✓	-	-	-	-	-

# Sponsorship Table

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EVENT ACCESS	BLACK DIAMOND	VIP LOUNGE	VALET PARKING	MEDIA GA or VIP	BAR LOUNGE	WATER, WINE LIQUOR GA or VIP	RAFFLE	VIP BAGS
POST-EVENT RECOGNITION								
Outgoing Press Release	✓	-	-	-	-	-	-	-
Logo in end credits of promotional video	✓	✓	✓	✓	✓	-	-	-
Thank you email blast	✓	✓	✓	✓	✓	-	-	-
Next year sponsorship package	✓	✓	✓	✓	✓	-	-	-
SPONSORSHIP LEVEL	\$15,000	\$10,000	\$5,000	GA - \$2,000 VIP- \$3,000	\$5,000	GA - \$2,000 VIP- \$3,000	\$2,000	\$2,000

GA- General admission

\*Benefits subject to the contract signing date

## Underwriter Sponsors

Provide an in-kind donation of services for an exposure of your brand during the event

### Privileges:

- Free tickets
- Brand exposure
- Media coverage

As an underwriter sponsor for the 2024 Truffle Masters event, your company is in for a treat!

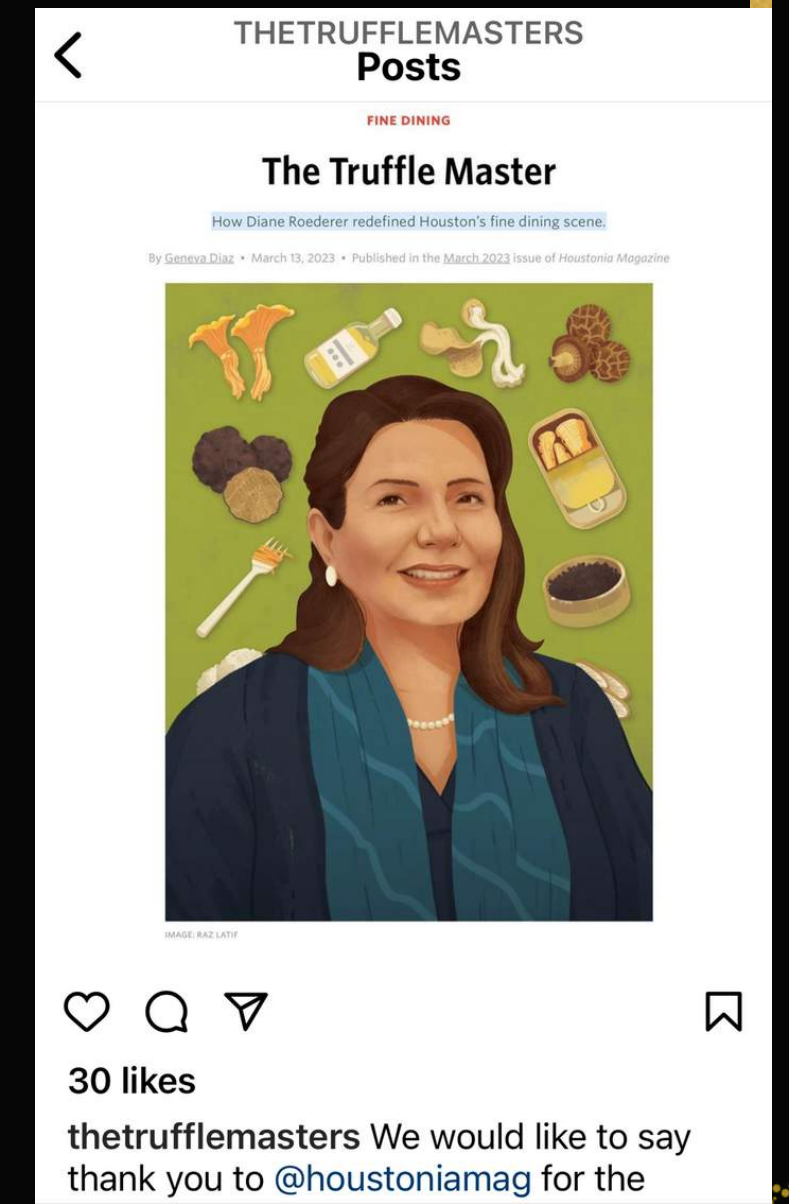
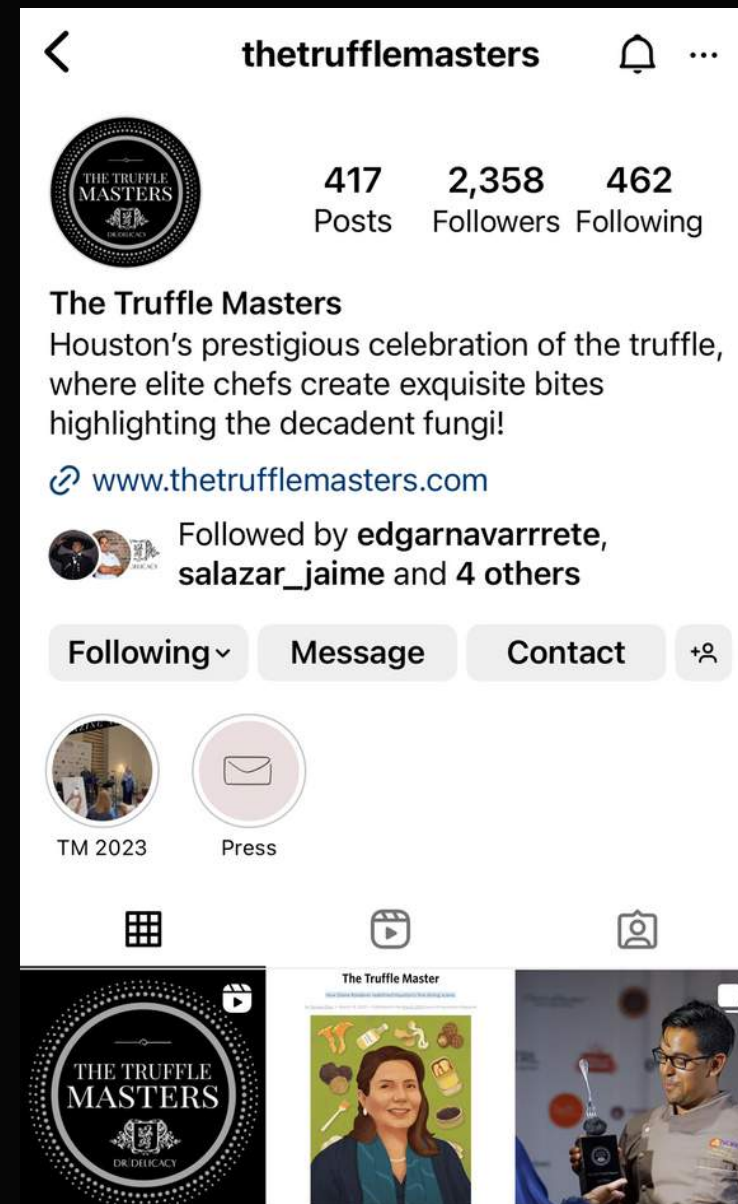
*Exposure will be tailored to the company*

## How we promote

- Facebook reach - **200K**
- Instagram reach - **3K**
- Email subscribers - **20K**
- Website page views - **6200**



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## Media coverage



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# Recap

### *The 2023 Truffle Masters Winners*

**1st place**  
*Nobu*

**2nd place**  
*Masraff*

**3rd place**  
*Artisans*

**People's choice**  
*Musaafer*





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**Thank you for supporting our mission and love for truffles, allowing us to give back to our community year after year.**

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CONTACT US



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