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New York, New York 10012

**May 15, 2025**  
**Eat This TV**  
**Approval for Carriage**

**To Whom It May Concern:**

Eat This TV has aired the 12 Episode, Season 1 show entitled *Steve Cooks Stuff* in the months of March through May, 2025. The show has performed very well based on viewers' comments and ratings. Therefore, we would like offer a Season 2 consisting of twelve episodes.

This letter of intent (LOI) affirms that Eat This TV has agreed to take on the cooking show, *Steve Cooks Stuff* for the third quarter of 2025. Eat This TV has committed to distributing, marketing, and delivering the show to our full spectrum of cable broadcasters. In addition, our VOD platforms, social media channels, and online sectors collectively reach 7% of the U.S. market, including our podcast platforms.

Eat This TV will place *Steve Cooks Stuff* in the prime-time slot of 9:00 PM, with three rotating time slots per day, seven days a week, for 24 weeks. The network will accept Season 2 (12 half-hour episodes) to be delivered no later than **August 30, 2025**.

Eat This TV has allocated a separate marketing budget to promote the series for the next six months.

We look forward to adding this series to our program lineup for the third quarter of 2025. This letter of intent is valid until **August 30, 2025**.

**Sincerely,**

Programming Director  
EatThis.TV

# Why Advertise with Steve Cooks Stuff on **EatThis.tv**

**1. Unmatched Reach:** With over 68 million households reached through our broadcast channels and 12 million unique visitors to our website each month, EatThis.tv offers unparalleled exposure to a diverse and engaged audience. From seasoned home cooks to aspiring foodies, your brand will resonate with millions across the globe.



**2. Engaged Community:** Our viewers are more than just spectators – they're active participants in the culinary conversation. They engage with our content, share their favorite recipes, and seek out recommendations, creating a vibrant community that's eager to discover new brands and products.



**3. Multi-Platform Dominance:** From broadcast television to digital media and social networking sites, EatThis.tv dominates across multiple platforms. Whether it's through captivating videos, informative articles, or interactive social media campaigns, your brand will enjoy comprehensive exposure that maximizes visibility and engagement.

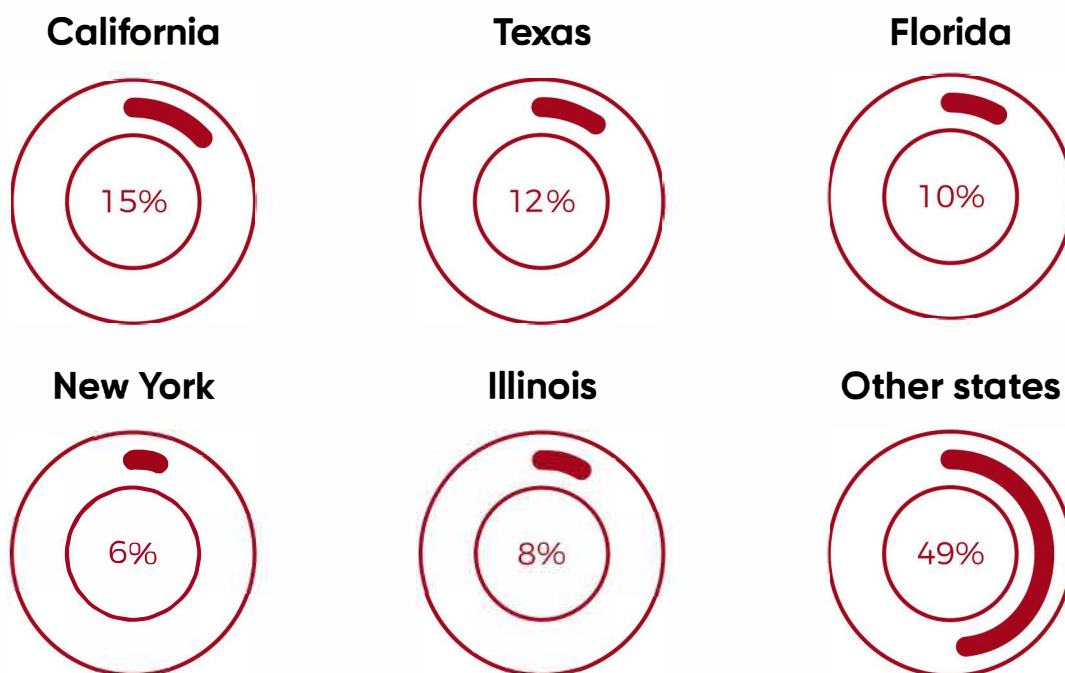


## Audience Demographics

**Age:** Our audience spans from 18 to 55+ years old, with the majority falling between 25 and 45 years.

**Gender:** We have a balanced audience, with 42% male and 58% female viewers.

**Geographic Reach:** Our viewership is spread across the USA, with the highest percentages in the largest states, Specifically:



**Interests:** Food, cooking, healthy living – these are more than just interests; they're passions that drive our audience to explore, experiment, and savor every culinary experience.

## Spending Power

**Average Household Income:** Our audience consists primarily of middle to upper-middle-class households, boasting average incomes ranging from \$90,000 to \$150,000+ per year.

**Grocery Spending:** With a discerning palate for quality ingredients, approximately 70% of our viewers invest between \$100 to \$300 per month on groceries.

**Dining Out:** While they appreciate home-cooked meals, 45% of our viewers also indulge in dining out at least once a week, seeking new flavors and dining experiences.

# EatThis.tv

Media Kit



## About EatThis.tv

Join us on a culinary adventure like no other with EatThis.tv, your premier destination for all things food and lifestyle. For over a decade, we've been delighting audiences worldwide with our unique blend of entertainment, education, and inspiration. Unlike traditional cooking shows, we're not just about competitions and drama. We celebrate the joy of cooking and the beauty of food, bringing you mouthwatering recipes, expert tips, and immersive experiences that leave a lasting impression.

## Where to find EatThis.tv

EatThis.tv network extends its reach across a multitude of platforms, providing unparalleled accessibility to our engaging culinary content. Whether nestled in the comfort of their living rooms or on the go with their mobile devices, viewers can immerse themselves in our diverse programming. Our shows are readily available on Comcast cable, offering a traditional viewing experience, while also accessible on modern streaming platforms such as **Apple TV**, **Roku**, **Amazon Fire**, and **Google Play**, catering to the evolving preferences of our audience. Moreover, our content seamlessly integrates into smart TVs from leading brands like **LGTV**, **Samsung**, and **Philips**, ensuring a high-quality viewing experience. For those seeking hands-free navigation, our presence extends to **Amazon Alexa**, allowing users to simply ask for their favorite **EatThis.tv** show. Additionally, our content is accessible on Vimeo for streaming aficionados and on iPad for those who prefer mobile viewing. Through this extensive network of distribution channels, EatThis.tv ensures that food enthusiasts can indulge in our captivating programming anytime, anywhere, and on any device.



**ROKU**

amazon fireTV



Google TV

LG Smart TV



**PHILIPS**





# Steve Cooks Stuff

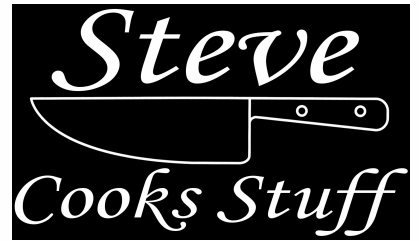
Hailing from South Florida, Steve Gatlin was introduced to a wide array of cuisines from an early age into adulthood. The culinary diversity in that area ranges from southern, to tropical Latin flavors, to a blend of nearly every other region of the country due to the beautiful weather that lures migrating families during winter months and into retirement. His family owned and operated farms that produced some of the country's finest avocados, mangoes and limes, plus a host of other fruits and vegetables that were always on the table at dinner time complementing farm raised meats and fish from the Atlantic and Gulf of Mexico.

He left home at the age of 18 to join the United States Marine Corps which landed him in San Diego, California. Steve's interest in creating tasty dishes blossomed, and he would often host parties where he could serve up plates of goodness for his friends and Marine Corps family.

Without any formal culinary training under his belt, Steve has never been discouraged to try something new in the kitchen. He continues to experiment and push his limits without hesitation, always interested in trying a new flavor profile, cooking technique or regional cuisine. The evolution of the cooking industry grants access to television programs, internet recipe sites and a plethora of diverse restaurants where he lives in Northern California leaving no shortage of inspiration to his imagination.

In 2020 Steve finally took the advice he'd been given for years, and that was to serve up his food to the masses. He began catering private parties and events in people's homes, each time garnering praise and referrals to the next cook. His clientele ranges from family meals on a busy weekday night, to birthday and other celebrations that allow the hosts to "take the night off" and let Steve serve the guests.

As Steve's culinary journey has been an evolution from his youth in South Florida, to travels in the Marine Corps, and now life in the San Francisco Bay Area, his style can range as wildly as his background. One thing stays true through it all, Steve loves to serve up food that is delicious, and fun to create for anyone and everyone. Simply put, when explaining what his passion is and the style he brings, "Steve Cooks Stuff."





## **Sponsorship Packages for Eat This TV's**

### **"Steve Cooks Stuff" Cooking Show Season 2, 12 Episodes**

#### **1. Starter Package - \$3,500**

- Host will use the product and/or make brand reference to the item for (1) show
- Plug at the end of the show telling viewers where to get the product
- Product displayed on set for the duration of the episode
- Mention and tag in three sponsored social media post on chefs platforms
- Logo link to product on SteveCooksStuff.com sponsors page

#### **2. Standard Package - \$9,000**

- Host will use the product and/or make brand reference to the item for (3) shows
- Plug at the end of the show telling viewers where to get the product
- Product displayed on set for the duration of the episode
- Mention and tag in eight sponsored social media post on chefs platforms
- Logo link to product on SteveCooksStuff.com sponsors page

#### **3. Premium Package - \$15,000**

- Host will use the product and/or make brand reference to the item for (6) shows
- 15-second plug at the end of the show telling viewers where to get the products
- Product displayed on set for the duration of the episode
- Mention in twelve sponsored social media posts on chefs platforms
- Logo link to product on SteveCooksStuff.com sponsors page

#### **4. Deluxe Package (The Show Sponsor) - \$30,000**

- Host will use the product and/or make brand reference to the item for (12) shows
- 15-second plug at the end of the show telling viewers where to get the products
- Product displayed on set for the duration of the episode
- Mention in twenty sponsored social media posts on Chef's platforms
- Logo link to product on SteveCooksStuff.com sponsors page
- 30-second commercial produced to play before each show (sponsor owns dual rights to use thereafter)

**All packages include an (optional) guest appearance on an episode of Steve Cooks Stuff (taping late August 2025), cooking alongside Chef Steve and discussing the sponsor's product or business throughout the episode**

*\* Customization of individual packages available based on specific needs/requests of sponsors. (e.g. different spice blends and sauce in each episode for companies with multiple skewers, different cookware products per episode, etc.)*

**Contact - Chef Steve Gatlin**  
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**www.SteveCooksStuff.com**