



GLOBAL FIRE

PRESENTED BY

Taste[®]
network

LET'S BEGIN THE EXPERIENCE, TOGETHER

Picture this: You, your best clients, savoring gourmet meals, slow-cooked over crackling live fires. A fine wine or exotic cocktail in hand, surrounded by breathtaking beauty. That's Global Fire.

This prestigious culinary experience blends luxury with sustainability. It's perfect for brands and businesses that value the finer things in life, and care for the planet too.



DATES

BOTTLEROCK
NAPA, MAY 23

COOKBOOK FEST
NAPA, JUNE 20

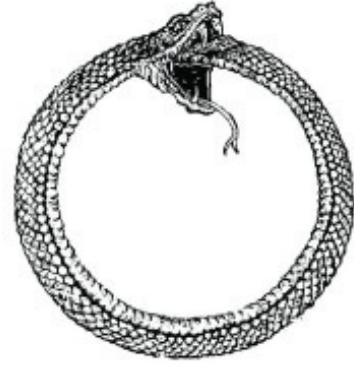
THE CLASSIC
ASPEN, JUNE 15

WINE CELEBRATION
NAPA, JULY 31

PRIVATE HIRE
PLEASE INQUIRE



Mood Board





HOSPITALITY PERFECTED

We create top-tier culinary experiences for the sophisticated palate, blending exceptional talent with remarkable ingredients for a unique gastronomic journey. This dynamic platform is perfect for executive growth, offering versatile meeting spaces, lavish venues, and hotels.

It's an ideal setup to impress key clients and customers around festivals, sports events, or charity galas.



Global Fire is partnering up with Feast It Forward (Napa) and Red Maple Catering (Colorado) to host public and private events. Together, we embark on a flavorful journey that's as tantalizing as it is transformative. A celebration of good food and outdoor cooking. Hands-down the best live-fire culinary experience available.

Welcome to Global Fire. A top-tier culinary theatre, where luxury meets sustainability. Crafted to enrapture our most valued clients. Perfectly tailored for grand galas or private mansions, our teams will craft an ambiance to elevate corporate summits and conference from great to the extraordinary.



GLOBAL
FIRE

BRADY LOWE

TASTE NETWORK

Meet Brady Lowe, the mastermind behind Global Fire, Taste Network, Fish House, and Cochon555. With two decades of expertise in crafting unique live-fire culinary experiences, Brady has redefined the famed Heritage Fire when he sold the Cochon555 franchise in 2016. Each event he helms is a gathering of sustainability enthusiasts, industry leaders, luxury brands, and top media outlets, creating an unparalleled experience.



KATIE HAMILTON SHAFFER

FEAST IT FORWARD

In the heart of Napa's sprawling vineyards, Global Fire has ignited a dynamic partnership with the renowned Katie Hamilton and Feast it Forward. This vivacious digital media network, nestled in the bustling Oxbow District, is a hub for creative content. The Yard, is an enchanting hosting space. It serves as an outdoor concert oasis, perfect for live events. Meanwhile, The Studio invites you to witness the magic of live filming. Dive into this exciting blend of culture, creativity, and connection with us!



JASON HARRISON

RED MAPLE CATERING

Nestled in Vail and presenting a 25-year pedigree from some of North America's finest restaurants, hotels and resorts, Chef Harrison's culinary expertise was refined at prestigious locations bearing such names as Four Seasons, Fairmont, The Ritz-Carlton and Bellagio Las Vegas. His background also encompasses a deep knowledge and appreciation of local, sustainably-sourced ingredients, and of their powerful appeal to cooking over fire.



Our collaboration is dedicated to curating inspired, unique and unforgettable events at beautiful locations. These opportunities range in investment amounts and allow you to work alongside our development team to curate unique experiences that meet every expectation.





COMMITTED

We are passionate about savoring the flavors of the season and creating culinary masterpieces with ingredients handpicked from farms that value sustainability. With an unwavering dedication to impeccable service, we celebrate outdoor cooking at dawn of the live-fire revolution.



LIBATIONS

Brady Lowe, the force behind Global Fire, isn't just an avid wine and bourbon collector. He's a passionate advocate for unique food and beverage experiences.

With a heart for sustainable food production and culinary adventures, Brady uses his wide network to shine a spotlight on outstanding pairings that encourage collaboration, and push the boundaries of innovation in the industry.



BOTTLEROCK NAPA

OPENING NIGHT MAY 23, 2024

Global Fire and Feast it Forward will kick off Bottlerock on Thursday night. From The Yard (open-air concert arena) to The Studio (filming kitchen), this is an opportunity to create content and provide hospitality in high-fashion.

VIP & MEDIA - Early Entry
TICKETED GUESTS (300ppl) - 8pm



COOKBOOK FEST

OPENING NIGHT JUNE 20

Join us for the first-of-its-kind cookbook festival that will bring together top authors, leading chefs, and eager consumers to learn, eat, laugh, and give back. This unique event will feature main stage chats, podcast streaming, cooking demos, book signings, epicurean events and much more.

VIP & MEDIA - Early Entry

TICKETED GUESTS (300ppl) - 3pm



V FOUNDATION'S WINE CELEBRATION

OPENING NIGHT JULY 31, 2024

Global Fire will serve as a welcome experience the day-before the 26th Annual V Foundation Wine Celebration. Wine-country's largest fundraiser is a perfect time to treat your best clients.

VIP & MEDIA - Early Entry
TICKETED GUESTS (300ppl) - 6pm



ASPEN CLASSIC 2024

FRIDAY JUNE 15

Step into a world of wonder amidst the breathtaking vistas of Aspen. A custom-tailored schedule awaits and at it's center, a live-fire feast, crafted with the warmth of wood-fired artistry paired with the finest wines, beers, and spirits, all served with an unbridled spirit of hospitality for the trade.

VIP & MEDIA - Early Entry
TICKETED GUESTS (300ppl) - 3pm



PRIVATE FOR HIRE

COLORADO & CALIFORNIA

Experience the epitome of luxury with Global Fire's collaboration with outstanding event producers. Our service transcends boundaries, reaching from the Rockies to California. We specialize in transforming any gathering into an unforgettable occasion, whether it's a cosy home party for 50 or a lavish après-ski party for 300. We also liaise directly with tourism agencies and wedding planners alike. Let's start a conversation.



SPONSORSHIP VERSUS OWNERSHIP

Seize the chance to supercharge your yearly programs and initiatives with our exclusive, white-glove, live-fire cooking experiences! Whether you need us to scout the perfect location or you've already got a spot in mind, we've got you covered. Opt to sponsor an existing event or collaborate with us to craft a bespoke event tailored to your audiences.

Global Fire is your exhilarating, multi-faceted sensory adventure featuring celebrity chefs, rare wines, winemakers, master mixologists, and sommeliers working in concert to bring luxury, culinary artistry, and eco-consciousness to create meaningful entertainment and networking.



PRESENTING

**GLOBAL FIRE PRESENTED BY
MAGIC IN THE TITLE PARTNERSHIP**

\$40,000

Activation elements will include, but are not limited to the following:

- Category Exclusive presenting brand partnership
- IP Rights to the event to include the ability for consumer incentive & contesting opportunities

Brand Identity (Name/Logo) in the following media elements to include, but not be limited to:

- Official event websites & event invitations
- Premiere placement on official media wall entrance
- Recognition in all event press releases & media outreach (pre and post event)
- Inclusion on all place cards and sponsor boards as brand partner
- Logo displayed on all rotating multimedia displays throughout the event
- Brand Identity inclusion in social media and digital outreach to include e-blasts, ticketing websites, and official social media channels for the event as brand partner
- Brand identity and promotional materials/products featured at all bar and high-traffic guest locations throughout the event
- Social media / influencer program (Additional costs will apply - Details TBD)
- Hospitality Inclusions for Talent
- Gift bag opportunities

All hospitality packages are customizable and can include but are not limited to:

- Ten (10) VIP Tickets
- Premium bar options
- 5-Star Culinary Experience powered by 1 Hotel & Guest Celebrity Chefs
- Dedicated Premium Champagne Toast upon arrival

PLATINUM

BRAND FEATURE EXCLUSIVE & CUSTOMIZED ACTIVATION

\$25,000

Activation elements will include, but are not limited to the following:

- IP Rights to the event to include the ability for consumer incentive & contesting opportunities

Brand Identity (Name/Logo) in the following media elements to include, but not be limited to:

- Official event websites & event invitations
- Recognition in all event press releases & media outreach (pre and post event)
- Logo displayed on all rotating multimedia displays throughout the event
- Brand Identity inclusion in social media and digital outreach
- A dedicated space of up to a 15x15 footprint for a branded activation within the event
- Social media / influencer program (Additional costs will apply - Details TBD)
- Hospitality & Menu Inclusions
- Talent Meet and Greet with Photo Opportunities
- Two (2) Guests to participate in meet n greet and photo opportunities with event Host
- Based on Talent schedule and availability
- Bring your own talent, or work with ours

All hospitality packages are customizable and can include but are not limited to:

- Eight (8) VIP Tickets
- Premium bar options
- 5-Star Culinary Experience powered by 1 Hotel & Guest Celebrity Chefs

GOLD

CATEGORY EXCLUSIVE CUSTOMIZED ACTIVATION

\$20,000

Activation elements will include, but are not limited to the following:

- Category Exclusive presenting brand partnership
- IP Rights to the event to include the ability for retailer and consumer incentive & contesting opportunities
- Brand Identity (Name/Logo) on Official event websites & event invitations
- A dedicated space of up to a 10x10 footprint for a branded activation within the event
- Social media / influencer program (Additional costs will apply - Details TBD)

All hospitality packages are customizable and can include but are not limited to:

- Six (6) VIP Tickets
- 5-Star Culinary Experience powered by Guest Celebrity Chefs

EVENT SPONSORSHIP PRICING

\$15,000

SILVER

- Category Exclusive
- Custom Partnership
- Top Logo Placement
- Product Features
- Social Media Mention
- Event Access

\$10,000

STEWARD

- Table Exhibiting
- Logo Inclusion
- Special Event Needs ie
Chef Features
- Social Media Mention
- Event Access

\$7,500

NOURISH

- Standard Activation
- Logo Inclusion
- Social Media Mention
- Event Access

PRICING FOR PRIVATE EVENT

\$130,000

\$95,000

\$80,000

200-250 PEOPLE

100-150 PEOPLE

UNDER 100 PEOPLE

- Private event fees includes but not limited to: coordination with talent, travel, food, external vendors, décor, entry/exit strategy, cooking equipment, floorplan, staffing, insurance, beverages, menu printing, and all standard guest experiences based on a private location.
- This fee does not include additional charges such as venue rental and negotiations, permitting, additional equipment rental, audio visual, photographer, digital marketing strategy, website, online ticketing platform, media outreach and social media advertising, creation of digital marketing materials, printing of collateral, specialized signage and decor during the planning period of the event.
- Additional services can also include fundraising strategies, custom sponsorship outreach, contracting, activations and reporting. Custom Partnership include logo placement during event plus digital content creation and capture such as recipes, video, photo, product features, pop-ups, workshops, staff trainings, trade tastings, private luncheons, product launches, panel discussions, power breakfasts, satellite events, ultra-premium tastings, and fire-side chats.

FEAST PROPERTY MAP





WELCOME to **FEAST IT FORWARD**, where lifestyle meets innovation in the heart of Napa Valley! Everything you see & experience is a sponsor of our web based network, **FEAST.NETWORK**. Join us and embark on a journey where entertainment, live marketing, and engagement become one. **Cheers!**


KATIE HAMILTON SHAFFER
OWNER * FOUNDER



FIRST STREET

Taste[®]
network

WE CREATE WITH THE BEST

Andrew Zimmern

FOOD & WINE
classic in aspen

**JAMES
BEARD
FOUNDATION**




FOUR SEASONS
Hotels and Resorts


THE RITZ-CARLTON[®]

WSJ+

Google[™]

ZAGAT



*American
Friends*
of the OXFORD
SYMPOSIUM
on FOOD &
COOKERY



1
HOTEL

AT&T PARK
HOME OF THE SAN FRANCISCO GIANTS

Esquire

EATER

CHEFS FEED

BANK
& LAKE
& LOUISE

Louisville
CONVENTION & VISITORS BUREAU

FedEx[®]

REPUBLIC
BANK

BUFFALO TRACE
KENTUCKY STRAIGHT BOURBON WHISKY

ANDAZ.

citi[®]



edible


SNOWMASS
VILLAGE
COLORADO


Sonoma County
WINEGRAPE COMMISSION


JAGUAR


INFINITI

BLACKBERRY FARM

yelp


Rhône Valley Wines


RIOJA


Wines of
Germany

Breville


SOUTHWEST[™]

Aer Lingus 

BORDEAUX 

CHAMPAGNE
Laurent-Perrier
MAISON FONDÉE
1812

RUMS of
PUERTO RICO 
RUM CAPITAL OF THE WORLD

LET'S TALK



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