

vKind Peeled Sponsorship Opportunities

Sponsorship Packages and Opportunities



About vKind

vKind is the largest U.S. vegan search platform that makes choosing compassion just as easy as the alternative. Find the best of vegan food, products, professionals, and businesses near you with the ease of a vKind search.

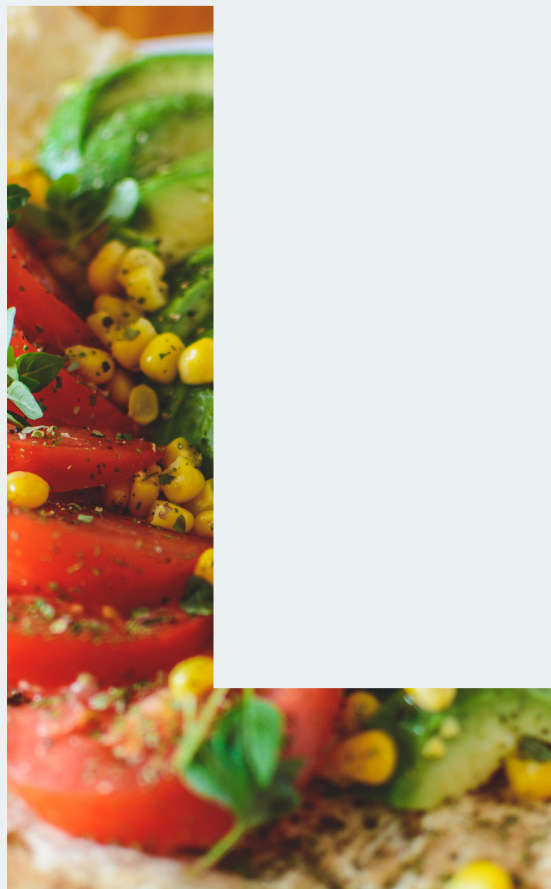
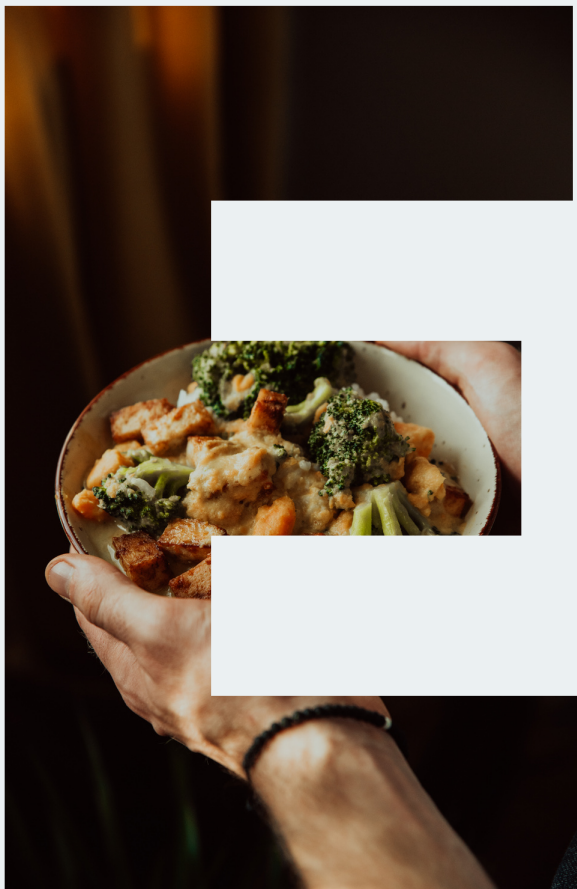
vKind is about more than finding quality vegan products and connecting with other vegans. It's being part of a movement of people who put their dollars where their values are. By shopping vegan across all industries, you're supporting the VegEconomy: an economic ecosystem that has spawned compassionate innovation and reduced cruelty and climate impact around the world.



VIBES: STREAMING NOW ON



AVAILABLE ON: ROKU, APPLE TV,
AMAZON FIRE, IOS, ANDROID,
SMART TVS & THE WEB!



The Concept

Cooking Up Compassion!



vKind Studios is cooking up a new kind of culinary challenge. We offer an authentic vegan experience to conscious consumers. Our goal is to do everything we can to build the VegEconomy. We have poured the foundation and are strategically placing brands brick by brick to ensure exposure, increasing your visibility and credibility. Our audience knows, if it's on vKind, it's vegan!

This summer, vKind Studios presents a new kind of culinary challenge and America's first and only 100% vegan cooking competition! In each episode of Peeled, contestants face off to be named hottest vegan chef, or #getpeeled into the compost. With hot names in vegan culinary arts like Chef Babette and Chef Josie of Hell's Kitchen, Peeled is bringing serious vegan heat into the kitchen. The series will be filmed on location at Vegas Vegan Culinary in the buzzing heart of Vegas' Arts District.



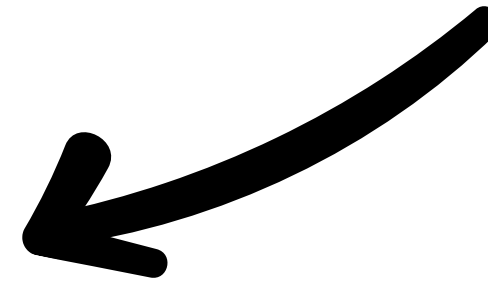
Team Summary

Our team has 50 years of combined experience in film industry, producing everything from award-winning shorts to \$2.5 million feature films with Warner Brothers and HBO.

With production work for Million Dollar Vegan and Animal Save Movement and training with Al Gore's Climate Leaderships Corps in our repertoire of vegan-centric work, vKind Vibes is a natural next step.



Product Placement



Would you like to see your product on our show?

We roll out the green carpet for your brand! We make sure your brand shines in the spotlight! We place a QR code during the show, guiding our audience to your highlighted vegan product, destination or innovation. All of the sponsors for each episode will be listed on vKind's website, giving your brand even more exposure.

Peeled Trailer





Episode One: Dim Sum.. YUM!

Chef Kenny's Dim Sum

5570 W Flamingo Rd ste 110, Las Vegas, NV 89103

Explore Las Vegas' first and only vegan dim sum restaurant with Vibes! We will be introducing our celebrity chefs that will compete in our three part special edition of Vibes, Peeled (think Chopped with a vegan twist). They will share their tales, knowledge, and taste test all of Chef Kenny's vegan miracles! In order to determine who gets to choose their Peeled basket first, they'll have to solve a series of trivia questions. This episode will highlight everything from sushi to dumplings, and it's sure to have your taste buds tingling!



Episode Two- Four: Peeled

Vegas Vegan Culinary School
1310 S 3rd St #130, Las Vegas, NV 89104



Contestants will compete in a special series of Vibes, Peeled! They will compete to win \$1,000 to benefit a charity of their choice and to be named ... Hottest Vegan Chef. An adaptation of the traditional cooking competition show, this time for vegans. Chef Babette will be our Peeled Host for this special three part series. The vegan audience is craving content that immerses them in a unique experience for vegans and those who are just inquisitive. Imagine a cooking competition where animal products aren't even a thought! Chefs are given a secret vegan crate and given a time limit to produce a three-course vegan dinner. Chef judges, along with three special co-hosts from the Vegas community, will decide who progresses to the next round and who is Peeled into the compost!

Peeled Hosts



Chef Babette, the extremely fit and youthful 71-year-old. She has been a vegan and raw food chef for over a quarter of a century. She is a firm believer that we should all eat “live food and live consciously!”

She is a committed and active health advocate, and intends to grant health and wellness to individuals who may not otherwise be able to find a path to life with healthier result in mind, body, spirit, etc. Due to the overwhelming need and increasing demand Chef B’s methods has been deemed a necessity, for our lives, our children’s and or community as a whole.



Dr. Shabnam Islam, First generation Bangladeshi-American vegan, joins our team with brains, beauty, and charm as a host of our TV series, vKind Vibes and our interview series, vKind Connects!

A leader in the health and fitness industry, Shabnam is a television host, journalist and spokesperson for health-based projects across the country. Shabnam went vegan 3.5 years ago because she couldn’t imagine continuing to live a life that wasn’t good for herself or the planet.

When she’s not touring the country with us to explore vegan destinations and experiences, you can find her teaching Kinesiology at California State University Northridge!

€ Peeled Judges



Chef Chris Tucker: Since Chris is a native Southerner, he often refers to himself as a Southern Baker with a French Twist, despite being a self-proclaimed Southern Baker at heart. "I believe that European bakers are champions of properly balanced sweets and I aspire daily to be more like the Ottolenghi and Claire Ptak of the pastry world"

Using only the freshest ingredients and the finest techniques, Chris's menu of delicately flavored buttercream icings, crisp biscuits, and a plethora of flaky pastries changes with the seasons, with a few year-round favorites. Recently seen on Miyoko's butter channel preparing gingerbread cinnamon rolls



Chef Josie Clemens: Cooking for celebrities, running her own vegan food truck, and working at cutting-edge vegan fine dining establishments have all taken vegan chef Josie Clemens all over the United States. In the wake of her stint on Hell's Kitchen, this rising star is making headlines wherever she goes. She also worked with Chef Matthew Kenny in Dubai

Clemens worked in hotel restaurants in Michigan and upstate New York throughout her adolescence and early adulthood. She relocated to Los Angeles, where she would open a vegan bakery called The Ridiculous Baking Company and begin her career as a chef.



Dr. Miles Woodruff: The CEO of Sophie's Kitchen, Dr. Miles Woodruff, is a vegan and conservationist. With Jane Goodall's help in the Congo, Dr. Woodruff helped to protect primates. Since he is an animal rights activist and a conservationist, he has big plans for Sophie's Kitchen, including, but not limited to, annual sales volume doublings. Plant-based seafood substitutes are a priority for Dr. Woodruff, who wants to see them become more widely available. By selling vegan seafood products that are simply delicious, he hopes to achieve this goal.



Elysabeth Alfano: In addition to her work as a media personality, producer, and host, Elysabeth Alfano also stars in the cooking show New Day, New Chef. She was also the Host of the The Celebrity Dinner Party 2012-2017 CAN TV/WGN Radio. A Northwestern University and American Graduate School of International Business graduate, Elysabeth has been bridging the gap between entertainers, influencers and the public for more than 20 years.

Peeled Contestants



Chef Jaena Moynihan: At the moment, Jaena is training to become a board-certified Health and Wellness Coach (Spring 2023) after completing an Associates degree (1999) in Culinary Arts, as well as an additional certificate in Plant-Based Nutrition (2021). Her preferred cuisine is healthier takes on classic comfort foods. She currently lives in Phoenix, AZ and runs Phoenix Vegan Wellness, a blog and online educational platform dedicated to helping people heal their bodies, nourish their spirits, and reshape their lives through a plant-based diet.



Chef Nicole Derseweh: Le Cordon Bleu-trained vegan chef Nicole Derseweh has written a best-selling cookbook and serves as a personal chef to some of Hollywood's most health-conscious celebrities. An all-vegan version of Wolfgang Puck's famous smoked salmon and caviar pizza has recently been shot for a TV cooking show pilot by one of Hollywood's most prestigious TV production companies after she hosted and produced her own successful YouTube cooking show for two years.

In order to help those in need, she founded the Martha Project, a Los Angeles-based charity that has provided over 2,000 meals to the city's homeless population.



Chef Donald Lemperle was raised in his family's restaurant on Staten Island, New York, and has more than 30 years of experience in the restaurant industry. Le Bernardin, Quilted Giraffe and Sign of the Dove are just some of the top New York City restaurants where he's worked in the kitchens.

He worked as the executive chef at Park Avalon in New York City, as well as the James Hotel and the Mondrian Hotel in Scottsdale, Arizona, before moving on to other positions of leadership.

He was able to see how our current food system was harming our health and the environment because of his transformation. He wanted to make a difference in the community by providing fresh, healthy, plant-based foods that were tasty, fun to eat as well as easy to find.



Chef Sandra Hurtault: Sandra was born and raised in France. Her grandfather was an engineer and a certified chef with a passion for watercolor painting. Sandra's mother was a gifted artist and cook from birth. Growing up, she learned a lot by seeing her in the kitchen. Although she has enjoyed her career and all the rewards that came with it, real estate and finance were never my true interests.

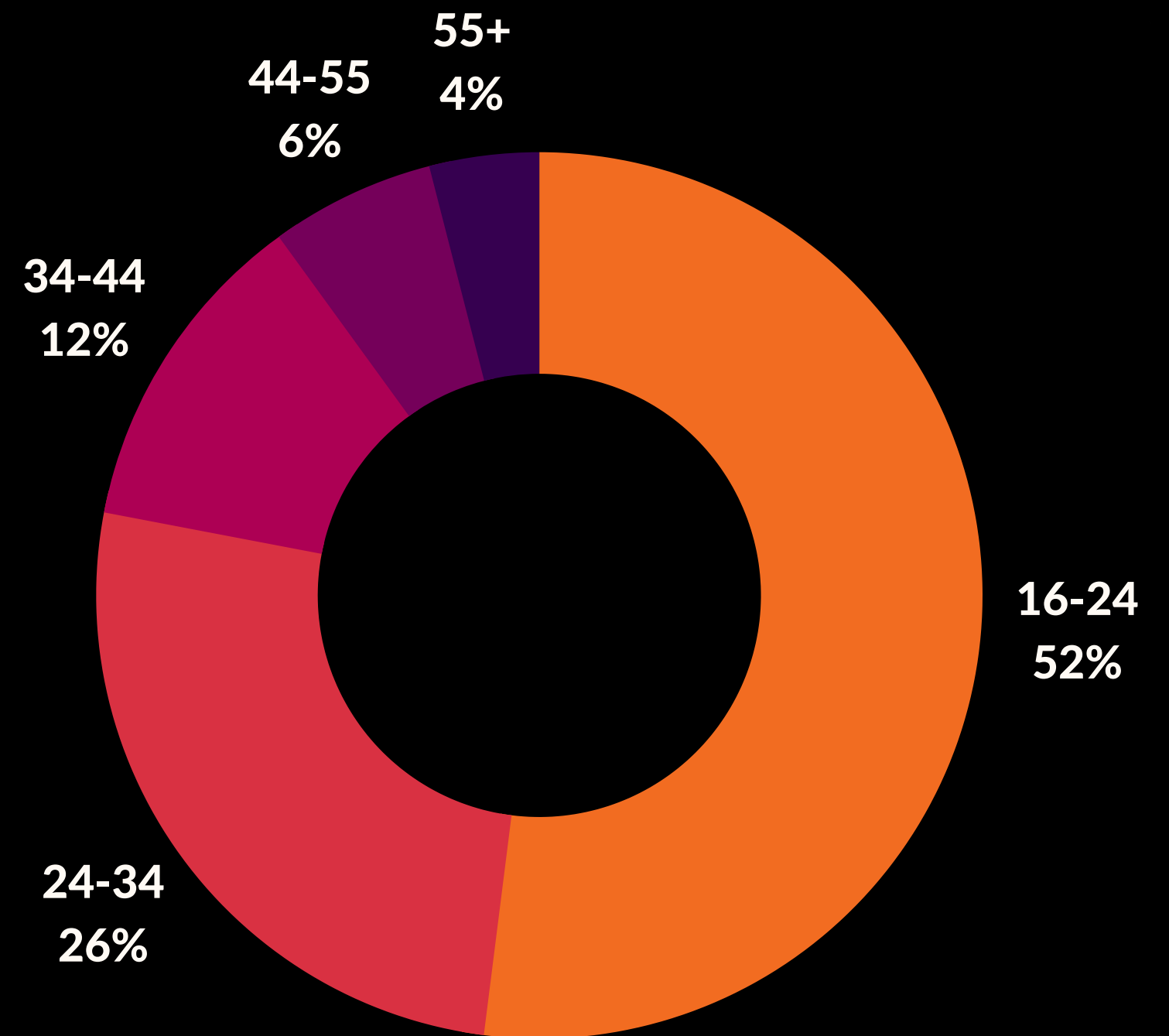
As a child, she began baking and quickly progressed to focusing on fine dining presentation and flavor combinations. As a 16-year-old, she was already presenting three-tier cakes and sampling menus to guests. She enjoys coming up with a menu and then preparing and serving delicious food..

Peeled: Age Demographic

Engage **YOUR** conscious consumer!



We know the demographic
because we **ARE** the demographic!



Is your brand in need of visibility and credibility?

VKIND IS HERE TO HELP!
WE OFFER A WIDE
VARIETY OF RESOURCES
TO ACCELERATE YOUR
BRANDS SUCCESS
INCLUDING MARKETING &
ADVERTISING SOLUTIONS!



COMMENTS FROM OUR ADVERTISERS

We love hearing testimonials
from our clients!



Frances Gonzalez
CEO, VeganWines.Com

"I absolutely love vKind!
It's a one-stop shop for
anything that we may
need that is also
supporting another
vegan company. We are
grateful for all the
support in assisting us all
to succeed."



Sally Malanga
CEO, AVeganBeauty.Com

"I love how vKind takes
responsibility for our
mutual success. Lots of
publications just expect
us to give money and
don't support a
successful long-term
relationship. "



Stephania Bernard
CEO, NoPigNeva.Com

"It's refreshing to find a
marketing company that
is truly committed to
your company's success
and growth. vKind puts
you first when it comes
to providing successful
marketing for Vegan
Companies!!

Past Sponsors of Vibes

*Tropo
Treats*

vejii

the better bar

● OMNI

Nelly's
ORGANICS



Never Caged

ABBOT'S[®]
- FROM -
NATURE BUTCHER - FOR -
NATURE





Product Placement Opportunities

Investment Per Product Placement:
\$1,000 *per episode/product*

- FASHION
- BEAUTY AND COSMETICS
- FOOD AND BEVERAGE
- PROFESSIONAL SERVICES



Product Placement Opportunities

PRESENTING SPONSOR: \$10,000

- **Verbal Mention in each episode**
- **Strategic Product Placement in each episode with branded vKind Animated Bunny animated across the screen**
- **Exclusive Sponsorship**
- **Brand promotion on all Marketing Materials, Press Releases, website and Social Media mentions.**

Contact Us!

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