

Partnership & Sponsorship Deck



THE FAT PASTOR

BUILD A BIGGER TABLE

Shawn Niles

www.thefatpastor.com



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INTRODUCTION

Chef Shawn Niles — known as The Fat Pastor — is a culinary storyteller who turns fire into connection and flavor into faith. From his time on MasterChef to creating cinematic dinners across the Pacific Northwest, Shawn blends fine-dining artistry with open-fire authenticity. His mission is simple: build a bigger table where food, people, and purpose meet in one unforgettable flame.

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SHAWN NILES

After Gordon Ramsay told him he was “born to cook,” Shawn trained across the world, including Italy, Spain, and Portugal. He even spent time with the culinary legend Massimo Bottura himself. His signature style—Global Comfort Food with a Pacific Northwest Italian soul—is rich in story, rooted in the land, and centered around fire and flavor. As founder of Bite Club, the nation’s first legal underground dining club, and creator of Urban Kitchen, a free culinary school for underserved youth, Shawn’s impact reaches far beyond the plate. A World Food Championships finalist, host, judge and devoted father to MasterChef Junior finalist Asher, Shawn cooks with joy, purpose, and flame—proving that in the Niles household, flavor is legacy, and fire runs in the family.

Shawn Niles - The Fat Pastor





BRAND STORY



THE SPARK

“Before I was even a full time chef, fire has always been sacred to me — not just for what it cooks, but for what it brings to life. Around the flame, stories rise, people connect, and something holy happens.”

Shawn Niles - The Fat Pastor



THE FLAME

“My brand was born from a simple conviction — Fat equals flavor, food is sacred, and every meal can be a moment of healing and belonging. Whether I’m cooking on a vineyard, hosting a show, or mentoring youth in Urban Kitchen, the goal is the same: build a bigger table.”



THE FEAST

“The Fat Pastor isn’t just a chef brand — it’s a movement of faith, fire, and flavor. Every event, episode, and partnership is an invitation to gather, taste, and remember that we’re all part of the same story.”

www.thefatpastor.com

OUR ASSETS

Shawn Niles - The Fat Pastor



Urban Kitchen
Our free business and culinary school
for underserved youth in the Yakima
Valley.



The Fat Pastor Global, LLC.
Our over-arching brand that
encompasses everything we
do



Bite Club
The nation's first legal
underground dining club



The Red Beard Foundation
Our non-profit that serves communities
through various culinary related projects



Flavor Ain't Fair
Our growing line of spice rubs and hot
sauces

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PRESS

MasterChef On Fox, Best Leftovers Ever On Netflix, Washington Wine Commission, Yakima Herald Republic, Food & Wine Magazine, Business Insider, Wine Enthusiast, GoDaddy, Eater Seattle, Yahoo.com, MSN.com, Others

PARTNERSHIP OPPORTUNITIES

- Branded Recipe Videos & Reels
- Live Fire Tours
- Product Placement & Gear Collabs
- Wine & Culinary Events
- Consulting
- Faith Inspired Speaking, Storytelling & Fundraising Opportunities



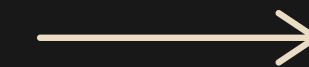
SNAPSHOT

Founder, The Fat Pastor - A Nationally Recognized Name In Food, Serving Luxury Meals in Washington Wine Country and Throughout the US + Founder Of Urban Kitchen Business & Culinary School For Underserved Youth + Founder of Bite Club, The Nation's First Legal Underground Dining Club + Host, Wine Country Kitchen (TV Series, In Post-Production) + Host of Sam's Club Bite Club Stage At The World Food Championships + Judge, World BBQ Finals Alongside Famous Dave Anderson, Plowboy Todd & Yoder Smokers + Judge, Open Fire Meat Up Alongside Live Fire Master Al Frugoni



THE.FATPASTOR

Shawn Niles - The Fat Pastor



AUDIENCE & REACH

Instagram: 3k+ Followers

Facebook: 5.2k+ Followers

+ Engagement through Behind-The-Scenes Reels, Live Fire Demos, Fine Dining Reels & Pictures, Community Events

+ Followers are Food & Wine Enthusiasts Aged 25-55, Mostly From The Pacific Northwest, But Many From Around The US & The Rest Of The World

+ Thousands Reached Annually Through Live Events, Pop-ups, And National Culinary Appearances.

+ A Loyal, Values-Driven Audience Drawn To Authenticity, Inclusion, Storytelling, And Shared Meals."

PARTNERSHIP BENEFITS

TOGETHER, WE
DON'T JUST COOK
—WE CREATE
MOMENTS THAT
IGNITE
CONVERSATION,
BUILD LOYALTY,
AND TURN
AUDIENCES INTO
BELIEVERS.



Partnering with The Fat Pastor means joining a movement where faith, fire, and flavor connect people. Each collaboration blends culinary excellence with storytelling that reaches thousands of passionate food lovers, winemakers, and outdoor enthusiasts across the Pacific Northwest and beyond.

When brands partner with The Fat Pastor, they gain:

Authentic Exposure - Authentic Exposure – Integration into chef-driven events, competitions, and dinners that celebrate craftsmanship and community.

Content Creation – High-quality photo and video assets showcasing your brand in cinematic, lifestyle-driven storytelling.

Social Amplification – Dedicated mentions and co-branded campaigns across Instagram, Facebook, TikTok, etc.

Live Event Integration – Brand signage, on-stage mentions, and product placement during Bite Club dinners, community events, and national appearances.

Community Impact – Connection with social initiatives and youth mentorship through Urban Kitchen and future social impact projects

ACTIVATION EXAMPLES

Partnerships with The Fat Pastor come to life through immersive, story-driven experiences that blend fine dining, community, and purpose. Each activation creates unforgettable moments where brands are not just seen — they're felt.

1. The Fat Pastor Dinners

A traveling fine dining experience, often featuring live fire, set in vineyards, orchards, and outdoor venues across the Pacific Northwest. Sponsors receive brand placement in signage, menus, social promotion, and storytelling content while guests experience faith, fire, and flavor firsthand.

2. Bite Club Underground Dining Series

The nation's first legal underground dining club, featuring 250+ loyal members who crave bold, chef-driven menus. Partners are highlighted through ingredient features, product integration, and in-event storytelling that connects brand with culinary adventure.

3. The Urban Kitchen Experience

A community-focused culinary and mentorship program for underserved youth. Sponsors can underwrite classes, branded aprons, or scholarships, aligning their brand with empowerment, education, and transformation through food.

4. The Fat Pastor Live Events & Festivals

High-energy live cooking activation designed for festivals, fairs, or brand showcases. Blends entertainment, education, and inspiration — with your brand featured on signage, co-branded equipment, and live social coverage.

5. The Fat Pastor BBQ Showdowns & Guest Collaborations

Chef-versus-chef live-fire cook-offs featuring guest pitmasters, influencers, and celebrity judges. Perfect for brands looking for video-ready, social media-friendly engagement moments tied to fire, flavor, and community.

6. Faith. Fire. Flavor. Content Series

A recurring cinematic short-form content campaign built around your partnerships — spotlighting your brand through recipes, storytelling, and faith-forward moments that inspire and engage.





Audience: Philanthropic donors, community foundations, and corporate social responsibility sponsors.

- Legacy Partner — \$10,000**
- Recognition as a lead sponsor funding an entire student cohort
- Branding on aprons, student kits, and Urban Kitchen classroom materials
- Inclusion in press materials and local media interviews
- Co-branded video highlighting your impact
- Invitation to speak or appear at graduation celebration
- Tax-deductible donation receipt through nonprofit partnership

- Mentor Partner — \$5,000**
- Funding for one student’s full program experience
- Logo placement on classroom signage and student materials
- Recognition on social media and newsletters
- Optional volunteer day with students

- Table Builder — \$2,500**
- Helps fund weekly meals and cooking supplies for classes
- Recognition on social and website
- Invitation to attend a class and meet students
- Thank-you mention in Urban Kitchen annual recap video

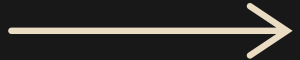


Audience: High-income food lovers, wine collectors, and brand loyalists seeking experiential luxury.

- Presenting Partner — \$10,000**
- Title recognition as “Presenting Partner of Bite Club Yakima Season”
- Full brand integration on menus, signage, and cinematic recap videos
- Logo placement on Bite Club website and private membership communications
- Product or ingredient feature in a signature course or pairing
- Custom brand storytelling content (short-form reel + professional photography)
- One VIP tables (8 seats) for the season finale dinner

- Supporting Partner — \$5,000**
- Logo placement on Bite Club menus and signage for 2 events
- Verbal and social media acknowledgments
- Product feature or placement within 1 dinner
- Inclusion in photo & video content library for brand use
- One VIP table (4 seats)

- Friend of the Table — \$2,500**
- Logo on menus for 1 event
- Mention in social posts and thank-you materials
- Option to provide product samples, swag, or experience items for guests
- Two complimentary seats



- Fire Events, Festivals, Demos, Etc.**
- Audience: Outdoor brands, food and beverage companies, live-fire manufacturers, media outlets.
- Title Partner — \$10,000+**
- Full representation at festivals, trade shows, or Fat Pastor Fire events
- Logo placement on all Fat Pastor event collateral and media assets
- Co-branded video + photo coverage
- Exclusive on-stage mention and shout-out from Chef Shawn Niles
- Branded gear or product integration during demos
- Inclusion in post-event social recap reel
- Event Partner — \$5,000+**
- Prominent logo placement on signage and social posts
- On-site activation or product placement opportunity
- Inclusion in post-event social recap reel

- Supporting Partner — \$2,500+**
- Logo placement on select signage and social graphics
- Mention in event recap video and online thank-you post
- Product feature or inclusion in demo setup

PRESS & MEDIA



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LET'S BUILD A BIGGER TABLE

IF YOUR BRAND BELIEVES IN THE POWER OF STORY, FLAVOR, AND COMMUNITY, THEN
THIS IS YOUR SEAT AT THE FIRE.

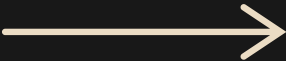
PARTNER WITH THE FAT PASTOR TO CREATE MOMENTS THAT FEED MORE THAN HUNGER
— THEY FEED HEARTS.



REACH OUT TODAY TO EXPLORE SPONSORSHIPS, COLLABORATIONS, OR EVENT
PARTNERSHIPS THAT BRING YOUR BRAND TO LIFE THROUGH
STORY, FIRE, AND FLAVOR.

FPMARKETING@THEFATPASTOR.COM

Shawn Niles - The Fat Pastor



THANK YOU



Shawn Niles - The Fat Pastor