

Ten Reveals New Menu of MasterChef Sponsors

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Network Ten is pleased to announce that MasterChef Australia returns on May 1 with an extended line-up of top tier sponsors.

Returning sponsors Coles, Campbell's, Fonterra, Handee Ultra, Sunbeam and Telstra are joined by three new broadcast sponsors: MasterFoods, Mitsubishi Motors and Qantas.

Ten's national sales manager Kylie Rogers said: "We are pleased to welcome some of Australia's leading brands to be part of Australia's original and most-loved cooking program.

"MasterChef Australia is unlike any other format, consistently delivering impressively high ratings six days a week, across three months of the year. It's no surprise that clients want to be part of the program that sparked a social movement around food, and which wields tremendous influence over how we shop, cook and eat," Ms Rogers said.

"There really is no other show that offers and delivers such an effective platform for advertisers. Working directly with our clients, we've personalised and tailored each sponsorship package, ensuring brands get the most out of their integration experience," Ms Rogers continued.

"We're delighted that each of our returning principal sponsors, along with Qantas and MasterFoods, have chosen to activate significant and deep online extensions to further amplify their broadcast sponsorships," Ms Rogers said.

The third season of MasterChef Australia offers all top tier sponsors the opportunity to extend their profile across a combination of television and digital formats including in-show promotions, contestant challenges, themed television commercials, play-in and play-out segments between commercial breaks and branded content on the official MasterChef website.

In addition to their involvement with the broadcast brand, sponsors are leveraging their on-air involvement with MasterChef Australia with off-air activity including in-store consumer promotions, trade incentives and MasterChef related competitions.

As part of its sponsorship, **Coles** will provide all grocery, pantry and fresh food items for the MasterChef pantry. **Handee Ultra** will again provide paper towel products for the MasterChef kitchen, while **Sunbeam** is the official supplier of small electrical appliances for the series.

Telstra's T-Hub^(r) home phone will feature in the show, and as the exclusive mobile partner, Telstra customers can live stream full episodes or enjoy catch-up TV on their compatible Next G^(tm) mobile. **Mitsubishi Motors** is the official provider of vehicles for the cast and crew. **Qantas** is the official airline for 2011 and will carry contestants to interstate and overseas challenge destinations.

Campbell's Real Stock, **Fonterra's** Perfect Italiano cheese, Western Star butter and Ski yoghurt and **MasterFoods'** herbs, spices and mustards products will be used throughout the season in cooking segments.

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The official MasterChef website, which fully launches on May 1, will again offer a range of expanded MasterChef content including full-length catch-up episodes, exclusive behind the scenes video, contestant profiles, community forums, blogs and of course recipes featured throughout the season. The personalised shopping list widget, which allows viewers to create a complete shopping list of ingredients for their favourite MasterChef recipes, also returns.

“The MasterChef website is an important and rich platform for viewers and advertisers looking to extend their MasterChef experience. With new and improved site functionality, we’ve been able to expand the opportunities for those sponsors looking for fully integrated cross-platform advertising opportunities,” Ms Rogers concluded.

Official website: www.masterchef.com.au

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