



food roots



A COACT Agency Production

Three-time **Oscar-Winning** Executive Producer Doug Blush (20 Feet from Stardom, Icarus, The Elephant Whisperers), **Emmy Award-Winning** Filipino Director Michele Josue (Matt Shepard Was A Friend of Mine), **Emmy Award-Winning** Entrepreneur Billy Dec, Ronnie Del Carmen (Up, Inside Out), and **Grammy Award-Winner** Apl.de.Ap (Black Eyed Peas)

FOOD ROOTS | ACCOLADES

"The film testifies that recipes are vessels for healing."

- Roger Ebert

"Fascinating documentary about the rise of Filipino-influenced cuisine." - Newport Beach Independent

"Food Roots digs into your heart and blossoms into a beautiful tale." - Chicago Star

"Food Roots is a warm, sometimes endearingly intimate family portrait." - Nashville Scene

IN FOOD ROOTS,

Emmy-Award winning Restaurateur Billy Dec adventures through his mother's native 7641 Islands of the Philippines to learn recipes from his last living elders, confronting culinary and cultural treasures and family secrets.

Food Roots gives viewers the opportunity to accompany Dec by plane, boat, motorcycle, jeepney and foot, as he searches through bustling metropolitan cities, tiny remote islands, and hidden cloud-scraping mountain villages to find his family members. He climbs a mountain to meet with a 103 year-old tribal tattoo master, where she blesses him with a tattoo related to his ancestral connection. Through the ups and downs of the trip, Dec gains a deeper understanding of his family history, along with an elevated appreciation for how food has shaped their view of the world.



ABOUT BILLY DEC

Billy Dec is a 2-time Emmy Award Winning TV Personality, Actor, Attorney and Entrepreneur. Dec is the Founder/CEO of celebrated businesses like Sunda New Asian Restaurants, The Blueprint Underground Cocktail Club, as well as cutting edge Creative Agency COACT, with 4000+ teammates around the world.

Dec can regularly be seen hosting and cooking on local & national TV, loves to act from time to time, and is proud to share his heritage in his new documentary FOOD ROOTS. A Chicago-Kent College of Law and Harvard Business School Alum, Dec was a Presidential appointee for five years, serving on the White House Advisory Commission on Asian Americans & Pacific Islanders, and the White House Bullying Prevention Task Force, and has served on many local philanthropic boards and committees.



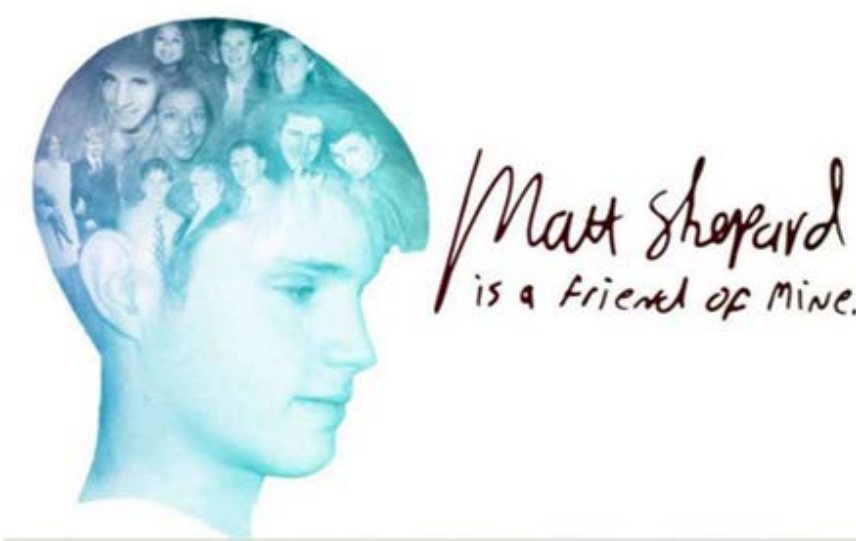


Doug Blush

EXECUTIVE PRODUCER

Doug Blush is an award-winning director, producer, editor, writer and cinematographer whose work includes over 300 feature and television projects. He is a member of the Academy of Motion Pictures Arts and Sciences (AMPAS) as well as the American Cinema Editors (ACE). Credits include, as Executive Producer, the Critic's Choice and Peabody Award-winning MR SOUL! (2020), as well as a number of Academy Award-winning documentaries: THE ELEPHANT WHISPERERS (2023), PERIOD. END OF SENTENCE (2019), ICARUS (2018), and, as supervising editor, 20 FEET FROM STARDOM (2013). Current projects include co-directing the documentary film LOS LOBOS NATIVE SONS, now in production. He is also a longtime film educator with classes and seminars at USC, UCLA, Syracuse University and the YoungArts Foundation in Miami, as well as exchanges and panels in Indonesia, Poland, Brazil, New Zealand, Armenia, Malaysia, Nigeria, China, Latvia, The Netherlands and more.

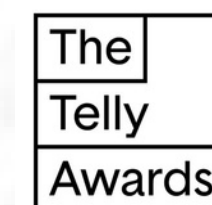
Doug co-owns MadPix Films, a Los Angeles-based production and post- production company.



Michele Josue

DIRECTOR

Michele Josue is an Emmy award-winning Filipina documentary filmmaker based in Los Angeles. Her critically acclaimed feature debut MATT SHEPARD IS A FRIEND OF MINE about Matthew Shepard is the winner of 10 Best Documentary and Audience Awards from festivals worldwide and boasts a 100% rating on Rotten Tomatoes. The film won the 2016 Daytime Emmy Award for "Outstanding Special Class Special." Michele is also the Executive Producer, Director, and Lead Editor of HAPPY JAIL, the Netflix Original documentary series about the Filipino jail that is home to the world- famous "Dancing Inmates." HAPPY JAIL is the winner of the 2021 Silver Telly Award for Series Documentary for Television.



FOOD ROOTS | MEDIA IMPRESSIONS for 2024: 806,285,670



Chicago Film Festival debuts
'Food Roots': Heartfelt Filipino
food journey



Billy Dec travels to
Philippines for 'Food Roots'
documentary

Social Reach: 170K | Email Reach: 415K | Website Visits (Annual): 483K



WHY WE NEED YOU



FOOD ROOTS has been winning awards and praise at Film Festivals nationwide, continually inspiring all to love, celebrate and share the importance of preserving family heritage, culture and traditions.

In effort to cross the finish line, we will need supporters and partners like you to help with private screenings, events, and tax-deductible donations / sponsorship, for a Global Premiere on PBS/APT, May 2026!

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SPONSORSHIP OPPORTUNITIES

\$100,000 (tax-deductible) | **DIAMOND SPONSOR**

- ✱ **On-Air Recognition:** 15-second sponsor credit with logo and video recognition prominently placed at the opening and closing of the documentary.
- ✱ **Private Screening & Exclusive Island Feast Kamayan Dinner Experience:** Private showing of FOOD ROOTS followed by a Q & A and a kamayan dinner for 50 people hosted by Billy Dec at Sunda.
- ✱ **Speaking Engagement:** Billy Dec to speak at your corporate event, conference, or fundraiser, sharing insights from FOOD ROOTS and his journey and exploration around culture, heritage, roots, growth and the future.
- ✱ **Prominent Logo Placement:** Featured as the top-tier sponsor on all FOOD ROOTS publicity materials, website, and event promotions.
- ✱ **Community and Festival Credit:** Recognition as the Diamond Sponsor at screenings and discussions.
- ✱ **VIP Event Access:** Complimentary VIP passes to all screenings and FOOD ROOTS-related events and meet-and-greets.
- ✱ **Media Features:** Inclusion in press kits, and co-branded social media promotions.



SPONSORSHIP OPPORTUNITIES

\$50,000 (tax-deductible) | **PLATINUM SPONSOR**

- ✧ **On-Air Recognition:** 10-second sponsor credit with logo and video recognition at the opening and closing of the documentary.
- ✧ **Private Screening & Q&A:** Private showing of FOOD ROOTS with a live Q&A session featuring Billy Dec for your organization or community.
- ✧ **VIP Island Feast Kamayan Experience:** Group invitation to a kamayan dinner hosted by Billy Dec at Sunda.
- ✧ **Prominent Logo Placement:** Featured as a Platinum Sponsor on FOOD ROOTS publicity materials, website, and event promotions.
- ✧ **Community and Festival Credit:** Recognition as a Platinum Sponsor at screenings and discussions.
- ✧ **VIP Event Access:** Complimentary VIP passes to key FOOD ROOTS-related events and meet-and-greets.
- ✧ **Customized Recognition:** Co-branded social media posts.

SPONSORSHIP OPPORTUNITIES

\$25,000 (tax-deductible) | **GOLD SPONSOR**

- ✱ **On-Air Recognition:** 5 second sponsor credit with your logo at the opening and closing of the documentary.
- ✱ **Private Screening:** Group access to a FOOD ROOTS private screening hosted at a local venue.
- ✱ **Logo Placement:** Featured on FOOD ROOTS website, select publicity materials, and event promotions.
- ✱ **Community and Festival Credit:** Recognition as a sponsor at select screenings and events.
- ✱ **Social Media Features:** Dedicated sponsor highlight post on FOOD ROOTS platforms.
- ✱ **VIP Event Access:** Invitations to FOOD ROOTS events and screenings.
- ✱ **Customized Recognition:** Shoutouts on social media and in newsletters



SPONSORSHIP OPPORTUNITIES

\$10,000 (tax-deductible) | **SILVER SPONSOR**

- ✧ **On-Air Recognition:** 3-second sponsor credit with your logo included at the opening and closing of the documentary.
- ✧ **Logo Placement:** Recognition on the FOOD ROOTS website and in sponsor materials.
- ✧ **Community Credit:** Acknowledgment as a supporter during local screenings and discussions.
- ✧ **Social Media Features:** Group recognition on FOOD ROOTS social media platforms.
- ✧ **Event Access:** Tickets to screenings and events.

\$5,000 (tax-deductible) | **BRONZE SPONSOR**

- ✧ **On-Air Recognition:** Group sponsor credit with your company name included at the opening and closing of the documentary.
- ✧ **Event Access:** Tickets to screenings and events.



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After receiving awards and recognition at film festivals nationwide, we're deeply grateful for all the incredible supporters who've helped us get here — and excited for what's ahead! We're now seeking partners to join us in expanding our reach through screenings, events, and sponsorships leading up to our global premiere in May 2026.

For More Info & Trailer: **www.FoodRootsFilm.com**

To Discuss Sponsorship: **Billy@CoactAgency.com**

All sponsorship & donations are made direct to PBS, which is a tax exempt, 501(c)(3) nonprofit organization, applied specifically to FOOD ROOTS airings and community engagement.

