

# LIVE & DINE LA





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CBS2/KCAL9 partnered with Angeleno Magazine for Live and Dine LA 2017 as the exclusive media partner. This is the second year CBS2/KCAL9 partnered with Angeleno Magazine.

Contributing to our success was the wonderful support from Angeleno Magazine and our CBS 2/KCAL9 talent that was onsite filming.





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CBS was given activation space where we gave out branded cupcakes from Kiwi Cookies and branded water bottles.

The space featured a “mini-video” booth in front of a co-branded step and repeat and allowed guests to share directly to their Instagram or Email. Each “mini-video” was automatically shared to the AngelenoEvents Facebook page. We also had a branded charging station for guests to charge their phones.





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**AngelenoEvents**  
July 30 at 4:12pm · 🌐



227 Views

Like Comment Share



**AngelenoEvents** added 8 new videos.  
July 30 at 11:58pm · 🌐

Celebrating @angelenomag's #LiveandDineLA with @CBSLA  
Social experience by @thehalocam



Like Comment Share



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CBS2/KCAL9 provided a prize package for the Angeleno Magazine raffle giveaway. Included was a voucher redeemable for Ten VIP Suite Tickets and Two Parking Passes for a 2017-18 Lakers regular season game.





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As part of the partnership, Angeleno Magazine received a custom :30 promotional spot produced by CBS. Angeleno Magazine was promised 38 on-air promotional spots on CBS2 and KCAL9, but received a total of 42 spots.



CBS2 SPOTS = 27



KCAL9 SPOTS = 15



Click to play



# LIVE & DINE LA

CBS produced a :30 promotional spot for Live and Dine LA which was posted on CBSLA.com. The post offered a sneak peek of Live and Dine LA and featured Chef Yousef Ghalaini from Fig Restaurant.

## Live & Dine LA 2017

July 11, 2017 5:27 PM

Filed Under: Angeleno Magazine, Culinary, Erica Olsen, Fairmont Miramar Hotel, food, foodie, inside socal, Wine



Taste the best of LA at Live & Dine LA hosted by Angeleno Magazine. Don't miss this culinary experience on Sunday, July 30 at Fairmont Miramar Hotel & Bungalows.



Tickets at [www.angelenomagazine.com](http://www.angelenomagazine.com)





# LIVE & DINE LA

CBS host Erica Olsen promoted Live and Dine LA on her social media pages, both before and after the event.





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CBS2 Anchor Amber Lee also promoted Live and Dine LA through Facebook, posting a “mini-video” from the event and a link to their segment online.



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CBS2 Anchor Juan Fernandez also promoted Live and Dine LA through Facebook and Twitter, posting a video, a picture and a “mini-video”.





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