

SPONSORSHIP & PARTNERSHIP PROPOSAL



2017 -
2019

BOCUSE d'OR UK ACADEMY and TEAM UK
SUPPORT

The Bocuse d'Or, the prestigious international gastronomy competition, offers to its sponsors a unique opportunity to put their brand in the spotlight. From one competition to the next, the international influence of the Bocuse d'Or has grown constantly. 60 national selection rounds and 3 continental selection rounds have now been created, leading to the climax of the 2019 final. Today, our sponsoring offer has evolved to meet your requirements and to make you even closer partners of this fabulous human adventure.

Bocuse d'Or UK Academy
team@bocusedoruk.co.uk
bocusedoruk.co.uk

University College Birmingham
Summer Row, Birmingham. B3 1JB
Telephone: 0121 604 1000 Ext 2234

SUMMARY

BOCUSE D'OR ----- P. 2

HISTORY

SELECTION PROCESS

BOCUSE D'OR UK ACADEMY ----- P. 3

CREATION

MEMBERS

ACHIEVEMENTS

SPONSORSHIP PACKAGE ----- P. 4

GOLD LEVEL

SILVER LEVEL

BRONZE LEVEL

RECAP

AGREEMENT FORM ----- P. 7

CONTACT ----- P. 8

I. BOCUSE D'OR

HISTORY

In January 1987, Paul Bocuse created the Bocuse d'Or, a revolutionary gastronomy contest. Replicating the codes of major sporting events, he imagined a true show placing the emphasis on cooking and on the chefs. It takes place at the heart of Sirha, a professional tradeshow dedicated to food service and gastronomy in Lyon, France.

The idea: to bring together 24 young chefs from all over the world, among the most promising talents of their generation, and have them prepare superb dishes within 5 hours 35 minutes, live before an enthusiastic audience. To decide between them: a jury composed of the most illustrious chefs of the planet.

Beyond a mere cooking contest, the Bocuse d'Or is a show that receives extraordinary media coverage. Many talented chefs have made a name for themselves by winning the contest

20 years after its creation, faced with the increasing number of nations who want to take part in the prestigious contest, the Bocuse d'Or inaugurated in 2007 the concept of pre-selection events by introducing the continental events: Bocuse d'Or Europe, Bocuse d'Or Latin America and Bocuse d'Or Asia, that became Bocuse d'Or Asia-Pacific in 2014 and now includes Australia.

These continental finals aim to select the 24 countries that will reach the prestigious world final.

SELECTION PROCESS



II. BOCUSE D'OR UK ACADEMY

CREATION

The Bocuse d'Or United Kingdom Academy was established in April 2016 following the signing of a formal membership agreement with GL events exhibitions. Establishing the Academy was the logical next step following the outstanding success of Adam BENNETT MCA, and Kristian CURTIS in Lyon in January 2013.

The purpose of the Academy is to select, prepare and equip the UK National Team to compete with distinction in the Bocuse d'Or competition. In other words «to increase the competitiveness of the team ».

BOARD MEMBERS

Chairman : Dr Andreas ANTONA

President : Brian TURNER, CBE

Vice- presidents : Adam BENNETT, MCA

Chief Executive : Professor Ray LINFORTH

Technical Director : John WILLIAMS, MBE

Treasurer : Peter GRIFFITHS MBE

Promotion Director : Michelle DIEDERICHS

President of the UK Team 2019 : TBC

ACHIEVEMENTS – TEAM UK BOCUSE D'OR

- The UK team placed 13th in 2011, and 10th in 2015 from 24 countries.
- **The UK team placed 4th at the Bocuse d'Or 2013 and Best Meat Platter** of the competition on top of the **Best Commis prize**
- Organisation of a national selection in 2011 at *University of West London*, in 2014 at *Hotelympia London*, in 2015 at *Le Cordon Bleu Cookery School London*, and November 18th 2017 at the **WORLDSKILLS UK SHOW** in Birmingham
- [2,312](#) followers on Twitter / [262](#) on instagram / [Youtube video - the Bocuse d'Or competition](#)

III. SPONSORSHIP PACKAGE 2017 – 2019

GOLD LEVEL

£12,000

MARKETING CONTENT PRIOR & POST EVENT :

- The right to use the designation “GOLD SPONSOR of the BOCUSE d’OR UK ACADEMY” until the 30/01/2019 in all your communication messages (i.e email signatures, printed brochures and company publications, packaging and sticker on machines etc.)
- Your logo embroidered on sleeves of all jackets given to candidates and/or judges at the national selection 2017
- A post-event official photo selection will be provided for your free usage
- A dedicated post on the Bocuse d’Or UK Academy team 2019 Facebook page and Twitter account
- Exclusive mail-shot to the Academy database

BRAND VISIBILITY

- Your logo in the press release before and/or after all events directed by Academy
- Your logo visible on all promotional documents issued by the Academy including the Official Poster
- Your logo on certificates given to candidates and judges at the national selection 2017
- Your logo at the award ceremony of the national selection 2017

E-COMMUNICATION

- Your logo visible on the Bocuse d’Or UK Academy website with a direct link to your own website
- Your logo on the sponsors’ page UK Team Facebook profile
- Half a page about your company on our website
- Free half page ad in the media partner’s publication of choice

PRESENCE OF REPRESENTATIVE

- 1 at the Award ceremony of the national selection 2017
- 4 invites to the official run through in presence of journalists before the Grand Finale Bocuse d’Or 2019
- 2 free VIP tickets to the BOCUSE d’OR Grand Finale 2019 in Lyon (flight and accomodation not included)
- 4 invites to the official SIRHA press meeting to launch SIRHA & Bocuse d’Or 2019 (date & venue TBC)
- The UK candidate Bocuse d’Or will cook a dinner for up to 20 guests (ingredients, wines, venue, tableware and glassware will be at the sponsor responsibility, date TBC)

SILVER LEVEL

£6,000

MARKETING CONTENT PRIOR & POST EVENT :

- The right to use the designation “SILVER SPONSOR of the BOCUSE d’OR UK ACADEMY” until the 30/01/2019 in all your communication messages (i.e email signatures, printed brochures and company publications, packaging and sticker on machines etc.)
- A post-event official photo selection will be provided for your free usage
- A dedicated post on the Bocuse d’Or UK Academy team 2019 Facebook page and Twitter account

BRAND VISIBILITY

- Your logo in the press release before and/or after all events directed by Academy
- Your logo visible on all promotional documents issued by the Academy including the Official Poster
- Your company name will be mentioned at the award ceremony of the national selection 2017

E-COMMUNICATION

- Your logo visible on the Bocuse d’Or UK Academy website with a direct link to your own website
- Your logo on the sponsors’ page UK Team Facebook profile
- Free half page ad in the media partner’s publication of choice

PRESENCE OF REPRESENTATIVES

- 2 invites to the official run through in presence of journalists before the Grand Finale Bocuse d’Or 2019
- 1 free VIP tickets to the BOCUSE d’OR Grand Finale 2019 in Lyon (flight and accomodation not included)
- 2 invites to the official SIRHA press meeting to launch SIRHA & Bocuse d’Or 2019 (date & venue TBC)
- Masterclass with the UK candidate Bocuse d’Or (date and venue TBC)

BRONZE LEVEL

£2,500 or equivalent spent in products/equipment/facilities

MARKETING CONTENT PRIOR & POST EVENT :

- A post-event official photo selection will be provided for your free usage

BRAND VISIBILITY

- Your logo visible on all promotional documents issued by the Academy including the Official Poster
- Your company name will be mentioned at the award ceremony of the national selection 2017

E-COMMUNICATION

- Your logo visible on the Bocuse d’Or UK Academy website with a direct link to your own website
- Your logo on the sponsors’ page UK Team Facebook profile

PRESENCE OF REPRESENTATIVES

- 2 invites to the official SIRHA press event to launch SIRHA & Bocuse d’Or 2019 (date & venue TBC)

RECAP

| | GOLD | SILVER | BRONZE |
|---|----------------|--------------|---------------|
| MARKETING | | | |
| Right to use official label « sponsors » and logo 2019 | • | • | |
| Your logo embroidered on official team jackets | • | | |
| Usage of official photos after the national selection | • | • | • |
| Dedicated post of Bocuse d'Or UK Acedmy Facebook /twitter accounts | • | • | |
| A dedicated mail-shot to the Academy database | • | | |
| OPTION : The right to provide HATS with your logo on all our events £1,000 (once per cycle) | • | | |
| BRAND VISIBILITY | | | |
| Your logo on press release | • | • | |
| Your logo on certificates | • | | |
| Your logo on all Bocuse d'Or UK Academy documents | • | • | • |
| Your logo at the award ceremony | • | mention | mention |
| E- COMMUNICATION | | | |
| Your logo on Bocuse d'Or Academy website | • | • | • |
| Half page on our sponsors tab with direct link to your company | • | | |
| Your logo on the Bocuse d'Or UK Academy Facebook page | • | • | • |
| Free Half page in a media partner publication | • | • | |
| PRESENCE | | | |
| At the award ceremony of the national selection | 1 | | |
| At the run through before the grand final | 4 | 2 | |
| Free VIP tickets to the Bocuse d'Or in Lyon | 2 | 1 | |
| Free invites to the Press meeting SIRHA/BOCUSE d'OR 2019 | 4 | 2 | 2 |
| Dinner cooked by the candidate (date TBC) | • | | |
| Masterclass with the candidate (date TBC) | | • | |
| COSTS | £12,000 | £6000 | £2,500 |



IV. SPONSORSHIP VALIDATION FORM

Please scan and email to as.labruyere@goustation.com

GOLD

SILVER

BRONZE

COMPANY NAME

.....

COMPANY ADDRESS

.....

.....

.....

COMPANY REPRESENTATIVE

.....

TELEPHONE

.....

EMAIL

.....

FACEBOOK PAGE

.....

TWITTER ACCOUNT

.....

Date:..... Authorized Signature:

V. CONTACT

Anne-Sophie LABRUYERE
Mobile : +44 (0)77 94 96 93 63
Office : +44 (0)20 7730 4788
Email : as.labruyere@goustation.com

Credit photo : Le photographe.