

# SPONSORSHIP PACKAGE

# FOOD and TRAVEL MAGAZINE 2021 READER AWARDS



## WHY BE A SPONSOR?

Sponsoring the Food and Travel Reader Awards is an excellent opportunity to benefit from your company's association with an industry-leading publication and event. Combining an affluent and dedicated readership base with a glamorous, gold-standard Awards evening, sponsorship is a partnership that provides longevity and sustained brand acquisition, engagement and enhancement. Including a special feature in the November issue of Food and Travel – the award-winners' edition – brand involvement is a guarantee.

## SPONSOR BENEFITS

### PRE-EVENT

- Sponsor's name inserted into the title of the relevant award category on all online and print activity, in the style of: 'The Food and Travel Chef of the Year Award, sponsored by...'
- Logo on the sponsors' page of foodandtravel.com
- Company profile on the sponsors' page of foodandtravel.com
- Active click-through to sponsor's website on all online logos and company profiles
- Message inclusion on the Food and Travel email newsletter (value £5,200)
- Social media activity on your brand through our established channels

### AT THE EVENT

- Opportunity to present the award for the relevant category
- Three tickets to the awards gala dinner (value £275 each +VAT)

- Branding at the awards ceremony, including:
  - Stage presentation screens for the relevant award
  - Stage presentation screens for sponsors'
  - holding screens
  - Dinner menu and programme
  - Awards banners
  - Awards presentation photographs
- Opportunity to include literature and items for the gift bags
- Network with industry-leading companies and individuals at a star-studded gala dinner

### POST-EVENT

- One full-page colour bleed advert in the winners' issue of Food and Travel magazine (value £6,750)
- Logo and company name inclusion in any relevant press releases and newsletters
- Logo and company name in winners' feature for the November issue
- Logo and company name on online Awards pages of foodandtravel.com
- Logo, company name and company profile on sponsors' page of foodandtravel.com
- Post-event social media activity to underscore brand participation

### OPTIONAL EXTRAS

- Consultancy service to gain maximum traction on your sponsorship investment – price on application
- Tailored reader events – price on application

# RATE £8,500