



# SPONSORSHIP PACKAGE

## 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-winner's 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](http://foodandtravel.com)
- Company profile on the sponsors' page of [foodandtravel.com](http://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 £245 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 winner's 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](http://foodandtravel.com)
- Logo, company name and company profile on sponsors' page of [foodandtravel.com](http://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