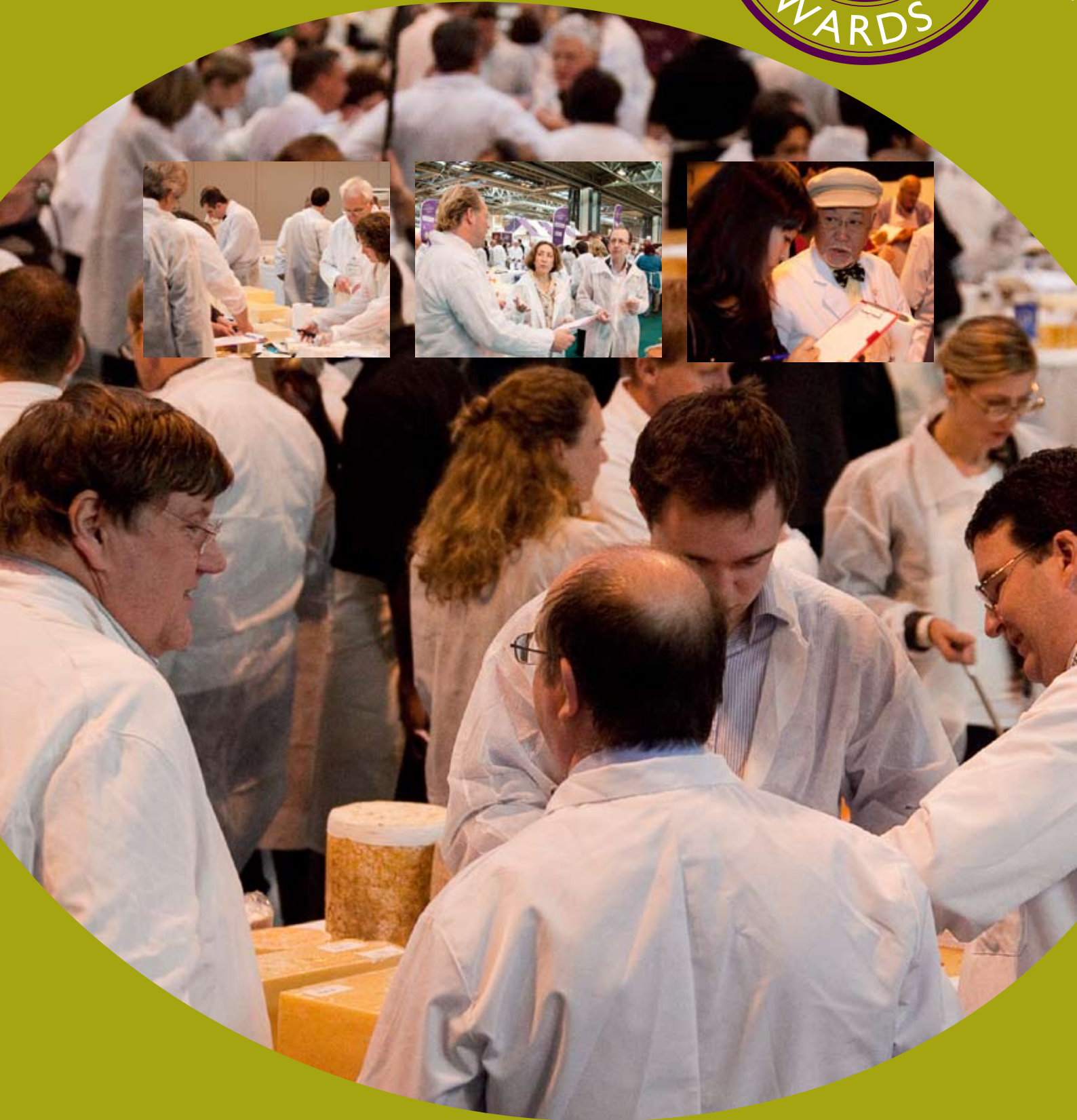


WORLD CHEESE AWARDS
**SPONSORSHIP
OPPORTUNITIES**





World Cheese Awards 2011 Sponsorship Opportunities

The world's largest cheese event at the UK's largest consumer food show
BBC Good Food Show, Birmingham NEC, November 23-27 2011

World Cheese Awards

For over 20 years the **World Cheese Awards** has been bringing together buyers and sellers from the dairy industry worldwide. It's the largest cheese competition on the planet, attracting over 2,500 entries in 2010 from 34 countries and it was judged by over 200 expert buyers from every corner of the globe. It takes an entire day to judge, with a trade lunch thrown in, making this a place to do real business too.

The 2011 Awards will once again take place at the UK's largest consumer food exhibition, the **BBC Good Food Show**, which will be held at the NEC Birmingham from November 23-27.

It promises to be the UK's biggest and most cosmopolitan cheese festival, with almost 100,000 consumers tasting cheese after the international panel of experts have completed their judging.

New for 2011

- The World Cheese Awards area will be enhanced with additional features, which will take visitors on a cheese journey. They will learn about animal husbandry, the importance of milk and the production process. A taste tunnel will help them understand ageing and flavour profile
- Plasma screens will explain the judging process and the importance of taking gold in the awards and will include our sponsors logos
- Prominent graphics in the World Cheese Awards area will outline what a judge is looking for and how they arrive at their decisions
- From Thursday 24 we will be running a series of tutored tastings highlighting sponsors cheeses

How the competition works

The anticipated 3,000 cheese entries will be staged in a massive 1000m² area within the main **BBC Good Food Show** and judging will take place on the opening day, **November 23**, in front of a live consumer audience. Our 200 experts from around the world will work in teams of four, identifying medal-winning cheeses through the morning. Each gold-winning cheese will then be judged a second time by a different jury and by the time the judges disappear for a well-earned lunch, we will know the top 40 cheeses in the world – the Super Golds. After lunch a Supreme Jury of 12 experts, representing the four corners of the globe, will assemble in front of a packed consumer and trade audience to judge the Super Golds for a third time and choose the **World Champion 2011**.



The BBC Good Food Show



The World Cheese Awards takes place at the BBC Good Food Show. This will provide sponsors with a unique combination of contact with major buyers, as well as the opportunity for 90,000 consumers to see your brand and taste your cheese

NEC Birmingham
23-27 November 2011



The facts:

- Biggest paid-for consumer food exhibition in Europe
- **89,000 visitors in 2010**
- **91% ABC1**
- **Average household income £52k**
- **£9.1m spent at the Show**
- Average spend per head - £1.02
- 450 exhibitors

The show is packed with interactive features, demo theatres (including a 2000 seat Super Theatre with UK's top chefs such as Gordon Ramsay, Jamie Oliver & James Martin), tastings and workshops.

To find out more visit www.bbcgoodfoodshow.com





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Sponsorship packages

There are four levels of sponsorship but we are happy to discuss bespoke packages to ensure the event meets your business requirements.

The World Cheese Awards will build on the considerable worldwide PR achieved over the past 22 years. And with the additional coverage achieved through our partnership with the BBC show, the awards offers an unparalleled branding proposition for your company and your products.

This gives you and your team a unique opportunity to network with key trade contacts, open new global markets and build brand awareness amongst an educated and high spending consumer audience.

Lead Sponsor - £20,000

- Title branding on all printed and electronic literature throughout the awards process, on the judging day and throughout the consumer event
- Prominent branding at the show throughout the judging and consumer element
- Nominate four key customers to attend the Awards and judge, with accommodation and flights (if appropriate) included
- Be a part of the publicity and marketing activity based around World Cheese Awards and the BBC Good Food Show
- Host a table of ten guests at the Judges' Lunch
- A free 6 x 4m stand within the World Cheese Awards area, with the option of increasing the stand size or space at discounted rates
- Exposure to the UK and international trade and consumer press through PR activity and through the pages of Good Cheese magazine
- Sponsorship of a major award

Main Sponsors - £10,000

- Branding on all printed and electronic literature throughout the awards process, on the judging day and throughout the consumer event
- Nominate two key customers to attend the Awards and judge, with accommodation and flights (if appropriate and within Europe) included
- Be a part of the publicity and marketing activity based around World Cheese Awards and the BBC Good Food Show
- Host a table of ten guests at the Judges' Lunch
- A free 3 x 2m stand within the World Cheese Awards area, with the option of increasing the stand size or space at discounted rates
- Exposure to the UK and international trade and consumer press through PR activity and through the pages of Good Cheese magazine
- Sponsorship of a major award

Lunch Sponsor - £7,500

- Prominent branding at the Judges' Lunch, including menus and set graphics
- Opportunity to speak during the lunch as host
- Opportunity to supply the cheese course
- Host a table of ten guests at the Judges' Lunch
- Be a part of the publicity and marketing activity based around World Cheese Awards and the BBC Good Food Show
- A free 3 x 2m stand within the World Cheese Awards area, with the option of increasing the stand size or space at discounted rates
- Exposure to the UK and international trade and consumer press through PR activity and through the pages of Good Cheese magazine

Trophy Sponsor - £1,500

- Your brand is associated with a particular trophy
- Coverage in post Awards press releases
- Coverage in Fine Food Digest and Good Cheese magazines
- Logo on website around the results pages for maximum coverage

Awards available for Sponsorship:

- Best Mature Block Cheddar
- Best Mature Traditional Cheddar
- Best Hard PDO Cheese
- Best Cheddar in Show
- Best Extra Mature Traditional Cheddar
- Best Blue PDO Cheese
- Best PDO Cheese
- Best French Goats' Cheese
- Best English Cheese
- Best Welsh Cheese
- Best Italian Cheese
- Best French Cheese
- Best German Cheese
- Best American Cheese
- Best New Cheese
- Best South African Cheese
- Best Le Gruyère AOC
- Best Irish Cheese
- Best Dutch Cheese

Other major awards are available according to individual sponsors' requirements



Contact

To discuss this unique cheese industry opportunity call John Farrand on + 44 (0) 1963 824464 or email john.farrand@finefoodworld.co.uk
Read more about the World Cheese Awards and to see how it looked in 2010 at www.finefoodworld.co.uk/wca



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