

BATH & WEST
FOOD & DRINK FESTIVAL



SPONSOR OPPORTUNITIES

23-24 MARCH 2024

Proud to host the British Cheese Awards

www.bathandwest.com/food-and-drink-festival



Welcome



We are delighted to invite you to participate in our brand-new Bath & West Food and Drink Festival taking place on 22nd to 24th March 2024. The event will also host the prestigious British Cheese Awards, making the event a real celebration of food and drink with cheese at its heart.

The British Cheese Awards will be judged by an expert panel of judges on Friday 22nd March behind closed doors with doors then opened to the public for the Food & Drink Festival on Saturday 23rd and Sunday 24th March along with the opportunity to visit the display of cheeses entered into the British Cheese Awards.

Within the festival, we will have a food hall that will be filled with a range of food producers with tasters and products to take home; a drinks hall, which will include a bierkeller-style area to enjoy some refreshing drinks; a stage to hear from the producers of both the food and drinks produce and an area to buy the products to take home with you. We will also have a fantastic display of cheeses entered into the British Cheese Awards as well as representative stands from our main sponsors.

There will be so much going on that it really will be a weekend full of fun, food and drink and we hope you will find the attached information of interest.

Sophia Orttewell | Sponsorship Coordinator
E-mail: Sophia.orttewell@bathandwest.co.uk
Tel: 01749 822216



Sponsorship Packages



Headline Sponsors



Of the Food & Drink Festival 2024 (£10,000 + VAT)

Logo included on event publicity material

Logo and link on both the British Cheese Awards and Food Festival websites

Inclusion in social media campaigns on the British Cheese Awards and The Royal Bath and West Show accounts

Logo on banners at public entrances

Logo on banner on A371 and A37 for 21 days prior to event

Logo on visitor information/show map

Logo on British Cheese Awards dinner pyramid

Logo on graphic displays around the awards

20 tickets to event + 20 sponsors lunch tickets

Discounted tickets to the British Cheese Awards dinner

Social media giveaway

Tradestands

The show will be the perfect place for selling product, building relationships, enhancing reputation and brand image. If you would like to discuss a Trade Stand, please contact Lucy Champion (details below)



Sponsorship Packages



Pavilion Sponsors

£5,000 + VAT

Logo reproduced on event publicity material

Logo and link on both the British Cheese Awards and Food Festival websites

Inclusion in social media campaigns on the British Cheese Awards and The Royal Bath and West Show accounts

Logo on visitor information/show map

Logo on British Cheese Awards dinner pyramid

Logo on graphic displays around the awards

10 tickets to event + 6 sponsors lunch tickets

British Cheese Awards dinner tickets (Contact Sarah-Jane Chick)

Trandestand space in the sponsored pavilion (max 3m x 3m). Contact Lucy Champion



BCA Category Awards

£2,500 + VAT

Logo on British Cheese Awards publicity and display material

Logo on Awards dinner pyramid, Award Tent cards and class labels

Logo on graphic displays around the awards and Awards Presentation

Inclusion in social media campaigns on the British Cheese Awards accounts

Logo with link on British Cheese Awards website

Logo on visitor information/show map

2 tickets to Awards Dinner (additional discounted tickets available) + 5 event tickets



Sponsorship Packages



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Tradestand space in Showering Pavilion (max 3m x 3)

· Best Fresh · Best Soft White · Best Rind Washed / Semi-Soft · Best Cheddar · Best Territorial · Best Modern · Best Blue · Best Flavour-Added · Best New Cheese · Best Export · Best Goat Cheese · Best Sheep Cheese · Best Dairy Product



BCA Special Awards

£1,500 + VAT

Logo on British Cheese Awards dinner pyramid

Logo on graphic displays around the awards

Inclusion in social media campaigns on the British Cheese Awards and The Royal Bath and West Show accounts

Logo with link on British Cheese Awards website

Logo on visitor information/show map

2 tickets to Awards Dinner (additional discounted tickets available) + 2 event tickets

Best English Cheese · Best Scottish Cheese · Best Irish Cheese · Best Traditional Cheddar · Best Block Cheddar · Best Organic Cheese · Best PDO /PGI Cheese · Best Show Dressed Cheese · Best Packaging Award · Best Prepared Block Cheese · Best Cheese from a Member of the Specialist Cheesemakers Association Award

Show Supporter

£1,000 + VAT

Logo with link on event and British Cheese Awards website

Inclusion in social media campaigns on the British Cheese Awards accounts

Logo on visitor information/show map

2 event tickets



Sponsorship Packages



BATH & WEST
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Lucy Champion, Trade Stand Coordinator
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