

# BRITISH CHEESE AWARDS 2019



## SPONSORSHIP OPPORTUNITIES

29th May - 1st June 2019

[www.britishcheeseawards.com](http://www.britishcheeseawards.com)



## A FEW OF OUR 2018 SPONSORS:

M&S  
EST. 1884

TESCO

HARVEY & BROCKLESS  
*the fine food co*

Murray's  
CHEESEMAKERS

COOMBE CASTLE  
GREAT BRITISH DAIRY EXPORTERS

Rowcliffe  
QUALITY CHEESE AND FINE FOODS

DUPONT

The British Cheese Awards are now in its 26<sup>th</sup> year and attracted **1,006 entries** in 2018 from over 75% of UK producers. The Awards and media campaign give our sponsors numerous opportunities to capture the attention of their target audience throughout the year. The judging of the awards will take place on Wednesday 29 May 2019 followed by an Awards Dinner that evening.

The British Cheese Awards are held at the Royal Bath & West Show. The Show runs from the 29 May – 1 June 2019 welcoming over 128,000 visitors to celebrate Great British Agriculture, Entertainment, Food & Drink. The Cheese Pavilion housing the Awards is located in a prominent location opposite the Main Ring providing even further brand awareness for Sponsors.

## WHAT CAN WE OFFER YOU?

Enclosed within this pack is a number of Sponsorship Opportunities for the British Cheese Awards at the Royal Bath & West Show, featuring branding, hospitality, ticket allocation and presentations, including:

- Logo on the British Cheese Awards pyramid placed on the tables at the Awards Dinner and displayed in the Cheese Pavilion
- Logo on the award tent cards displayed on the relevant category table (dependant on what you Sponsor)
- Logo on the category tent cards displayed by the winning products in the Champions' display
- Logo included on graphic displays around the Awards in the Cheese Pavilion, including wall acknowledgements and ceiling drop down signs
- Logo included within emailers/on paperwork sent to producers (relevant to Sponsored award)
- Acknowledgement on the British Cheese Awards & Bath & West Shows Social Media Channels
- Tickets to the British Cheese Awards Dinner
- Presentation opportunity at the British Cheese Awards Dinner
- Complementary tickets to the Royal Bath & West Show with priority parking
- Acknowledgement in the Royal Bath & West Show Programme
- Logo and link on the Royal Bath & West Show website and British Cheese Awards website

All packages can be tailored to suit your requirements and budget.





# AWARDS DINNER RECEPTION SPONSORSHIP

## £1,000 + VAT

**Awards Dinner | Evening of 29 May 2019**

Held on the evening of the first day of the Show, the Awards Dinner is attended by 200 guests from the cheese industry including cheese makers, retailers, wholesalers, buyers and associated businesses. An eagerly awaited event in the networking calendar, the Dinner offers a vibrant atmosphere hosted by the food journalist and broadcaster Nigel Barden.

The benefits we can offer you with this package include:

- Logo printed on the Awards Dinner materials, including the ticket, menu and booking form
- Opportunity to welcome guests on arrival to the Dinner
- Logo on British Cheese Awards table pyramid
- Logo included on graphic displays around the Awards (e.g. wall space and screen)
- Logo included on sponsors' acknowledgements in the Cheese Pavilion
- Inclusion within social media campaign
- Acknowledgement in Royal Bath & West Show Programme
- Logo with link on the Royal Bath & West Show website and British Cheese Awards website
- Sponsor is welcome to provide additional branding and publicity material including pop ups and leaflets for the tables
- 2 tickets to the British Cheese Awards Dinner on Wednesday 29 May
- 4 tickets to the Royal Bath & West Show and priority parking



*"It focuses consumers', retailers' and makers' minds on the amazing range of British Cheeses that are available and tempts people to try new ones"*

**Paxton & Whitfield**



# AWARD SPONSOR BEST CHEDDAR

**£2,500 + VAT**

The British Cheese Awards has 10 classes for Cheddar and in 2018 received **259 entries**.

The benefits we can offer you with this package include:

- Acknowledgement in Royal Bath & West Show Programme
- Logo with link on the Show website and the British Cheese Awards website
- Logo on British Cheese Awards pyramid and Awards Dinner Menu
- Logo on the Award tent card in the Champions' Display
- Logo included on graphic displays around the Awards (e.g. wall space and screen)
- Logo included within emailers/on paperwork sent to producers
- Inclusion within social media campaign
- Award presentation at the British Cheese Awards Dinner
- 5 tickets to the British Cheese Awards Dinner on Wednesday 29 May
- 8 complimentary one-day Royal Bath & West Show tickets and priority parking

# COUNTRY AWARD SPONSOR BEST ENGLISH CHEESE

**£2,500 + VAT**



The benefits we can offer you with this package include:

- Acknowledgement in Royal Bath & West Show Programme
- Logo with link on the Show website and the British Cheese Awards website
- Logo on British Cheese Awards pyramid and Awards Dinner Menu
- Logo on the Cheddar Award tent card in the Champions Display
- Logo included on graphic displays around the Awards (e.g. wall space and screen)
- Logo included within emailers/on paperwork sent to producers
- Inclusion within social media campaign
- Award presentation at the British Cheese Awards Dinner
- 5 tickets to the British Cheese Awards dinner on Wednesday 29 May
- 8 complimentary one-day Royal Bath & West Show tickets and priority parking



# BEST OF CATEGORY

**£1,000 + VAT**

The British Cheese Awards offer 7 Best of Category Awards, including:

- Best Soft White
- Best Semi-Soft
- Best Territorial – *Aplin & Barrett Trophy*
- Best Modern British
- Best Blue
- Best Flavour-Added
- Best New Cheese

The winners of the above categories go forward to the Supreme Championship.

The benefits we can offer you with this package include:

- Acknowledgement in Royal Bath & West Show Programme
- Logo with link on the Show website and the British Cheese Awards website
- Logo on British Cheese Awards pyramid
- Logo on the category label cards on the relevant competition tables
- Logo on the Cheddar Award tent card in the Champions Display
- Logo included on graphic displays around the Awards (e.g. wall space and screen)
- Logo included within emailers/on paperwork sent to producers
- Inclusion within social media campaign
- Award presentation at the British Cheese Awards Dinner
- 2 tickets to the British Cheese Awards dinner on Wednesday 29 May
- 4 complimentary one-day Royal Bath & West Show tickets and priority parking



*"The British Cheese Awards enthusiastically pursues and applauds quality cheeses, creating a winning standard of excellence and a hunger for innovation. At Rowcliffe, we relentlessly seek out such products for our quality customers, therefore it's essential that cheese makers keep producing outstanding cheeses, receiving the accolade they deserve"*



# CATEGORY SPONSOR CHAMPION RETAILER

## £3,000 + VAT

The British Cheese Awards offer 14 retailer classes. These classes are open to British retailers with over 15 stores.

**New for 2019** – products will be removed from packaging and judged on merit within class.

The benefits we can offer you with this package include:

- Logo with link on the Show website and the British Cheese Awards website
- Logo on British Cheese Awards pyramid and Awards Dinner menu
- Logo on the award tent card displayed in the Champions Display
- Logo included on graphic displays around the Awards (e.g. category sign and wall space)
- Logo included within emailers/on paperwork sent to retailers
- Inclusion within social media campaign
- Award presentation at British Cheese Awards Dinner
- Acknowledgement in Royal Bath & West Show Programme
- 6 tickets to the British Cheese Awards dinner on Wednesday 29 May
- 10 complimentary one-day Royal Bath & West Show tickets and priority parking

# CATEGORY SPONSOR BEST FRESH

## £500 + VAT

The British Cheese Awards has 7 fresh classes. Classic examples include *Feta, Mozzarella, Cream cheese*.

The benefits we can offer you with this package include:

- Acknowledgement in Royal Bath & West Show Programme
- Logo with link on the Show website and the British Cheese Awards website
- Logo on the category label cards on the relevant competition tables
- Logo on the award tent cards in the Champions Display
- Logo included on graphic displays around the Awards (e.g. ceiling sign, wall space)
- Logo included within emailers/on paperwork sent to producers (relevant to sponsored category)
- Inclusion within social media campaign
- Award presentation at British Cheese Awards Dinner
- 2 tickets to the British Cheese Awards Dinner on Wednesday 29 May
- 4 complimentary one-day Royal Bath & West Show tickets and priority parking



# CATEGORY SPONSOR BEST NEW CHEESE

**£750 + VAT**

9 Classes open to any cheese created since January 2018 and not previously entered in the British Cheese Awards.

The benefits we can offer you with this package includes:

- Logo with link on the Show website and the British Cheese Awards
- Logo on British Cheese Awards pyramid and Awards Dinner menu
- Logo on the category label cards on the relevant competition tables
- Logo on the award tent cards in the Champions Display
- Logo included on graphic displays around the Awards (e.g. signage, screen display)
- Logo included within emailers/on paperwork sent to producers
- Inclusion within social media campaign
- Acknowledgement in Royal Bath & West Show Programme
- Award presentation at British Cheese Awards Dinner
- 2 tickets to the British Cheese Awards Dinner on Wednesday 29 May
- 4 complimentary one-day Royal Bath & West Show tickets and priority parking

# CATEGORY SPONSOR \*NEW FOR 2019\* BEST SHOW DRESSED CHEESE

**£500 + VAT**

To maintain the heritage of traditional Cheese making and presentation. The Cheese is on judged its appearance only.

The benefits we can offer you with this package includes:

- Logo with link on the Show website and the British Cheese Awards
- Logo on the category label cards on the relevant competition tables
- Logo on the award tent cards in the Champions Display
- Logo included on graphic displays around the Awards (e.g. signage, screen display)
- Logo included within emailers/on paperwork sent to producers
- Inclusion within social media campaign
- Acknowledgement in Royal Bath & West Show Programme
- Award presentation at British Cheese Awards Dinner
- 2 tickets to the British Cheese Awards Dinner on Wednesday 29 May
- 4 complimentary one-day Royal Bath & West Show tickets and priority parking



# AWARD SPONSOR SUPREME CHAMPION

**£6,000 + VAT**

The British Cheese Awards Supreme and Reserve Champions will be chosen from the Main Category shortlist.

The benefits we can offer you with this package include:

- Logo with link on the Show website and the British Cheese Awards website
- Logo on British Cheese Awards pyramid and Awards Dinner Menu
- Logo on the Cheddar Award tent card in the Champions Display
- Logo included on graphic displays around the Awards, including at the entrance to the Cheese Pavilion and on banners around the Cheese Pavilion
- Logo included within emailers/on paperwork sent to producers
- 6m Banner space in the Main Ring
- Inclusion within social media campaign
- Acknowledgement in Royal Bath & West Show Programme
- Award presentation at the British Cheese Awards dinner
- A table of 10 for the British Cheese Awards dinner on Wednesday 29 May
- 14 complimentary one-day Royal Bath & West Show tickets and priority parking



Interested or would like to know more about Sponsorship of The British Cheese Awards?

Contact – Sophia Ottewell

E. [Sophia.ottewell@bathandwest.co.uk](mailto:Sophia.ottewell@bathandwest.co.uk)  
t. 01749 822216