

# Derbyshire Food & Drink Initiatives 2011

## Sponsorship Opportunities



### **TITLE SPONSOR**

- ✓ Receive the highest level of promotion and recognition and the title sponsor for the 2011 Derbyshire Food & Drink Initiatives. Your company will be the nameplate of the '2011 Derbyshire Food & Drink Fair sponsored by.....'
- ✓ Your brand will be incorporated into all promotional material throughout the year, plus a double-page offered in the Festival Guide.
- ✓ You will receive a pitch at the Food Fair for your own promotional work and data capture.
- ✓ Mention in the opening speech for the 2011 Food Fair read by the celebrity.
- ✓ Your logo and website will be hyperlinked on the homepage of the Derbyshire Food Festival website.
- ✓ Reference in all press releases in the run-up to the event
- ✓ Public thank-you to your company through local media.
- ✓ Complimentary VIP tickets to all of the events.

### **FOOD FAIR CELEBRITY COOKERY THEATRE SPONSOR**

- ✓ Unique branding of the celebrity cookery theatre at the 2011 Food Fair, opportunity for your company to distribute promotional material on all of the seats within the cookery theatre.
- ✓ Your brand will be incorporated into all promotional material for the 2011 Derbyshire Food Fair.
- ✓ You will receive a pitch at the Food Fair for your own promotional work and data capture.
- ✓ Your logo and website will be hyperlinked on the Sponsor's page of the Derbyshire Food Festival website.
- ✓ Public thank-you to your company through local media.

### **FOOD FAIR GATE SPONSOR**

- ✓ Unique branding of the gates at the 2011 Food Fair, opportunity for your company to hand out bags to all visitors.
- ✓ Your brand will be incorporated into all promotional material for the 2011 Derbyshire Food Fair.
- ✓ You will receive a pitch at the Food Fair for your own promotional work and data capture.
- ✓ Your logo and website will be hyperlinked on the Sponsor's page of the Derbyshire Food Festival website.
- ✓ Public thank-you to your company through local media.

### **2010 DERBYSHIRE FOOD AWARDS CEREMONY SPONSOR**

- ✓ Unique branding of the Awards Ceremony.
- ✓ Promotional opportunities at the business event to be held prior to the Awards Ceremony.
- ✓ Your logo on all associated promotional materials.
- ✓ Complimentary tickets to all of the events.
- ✓ Public thank-you to your company through local media.

### **CONTRIBUTING SPONSOR**

- ✓ Your logo associated with promotional materials for the Food & Drink Initiatives.
- ✓ Complimentary tickets to all of the events.
- ✓ Public thank-you to your company through local media

For a full sponsorship pack please contact Stephanie Walsh on 01629 538464 or  
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