

The 2017 British Pie Awards

Sponsorship Pack





Sponsorship for the British Pie Awards 2017

Organised by the Melton Mowbray Pork Pie Association

Background

The British Pie Awards (www.britishpieawards.co.uk) were launched in April 2009, in Melton Mowbray as a national trade event, targeting both large and small producers.- The first awards comprised 12 classes, these included hot and cold pies as well as savoury and sweet. We now have over 20 classes and in 2016 received over 800 pies from all over the UK.

The aims of the awards

- ✓ to celebrate the heritage of the British pie;
- ✓ to protect and promote regional specialities;
- ✓ to recognise the craft of bakers, butchers and other producers; and,
- ✓ to support British produce.

In 2016 we moved the date of the Awards to coincide with British Pie Week, giving us some fantastic PR coverage; here are the top line figures: *(correct as of April 2016)*

- ✓ **222** pieces of coverage secured across the campaign with consumer, trade, regional, online and broadcast media
- ✓ Over **90 million** circulation
- ✓ **140** regional and national broadcast pieces secured including **Saturday Kitchen** footage of judging day, **ITV Central** interview with entrants, **Radio 2 Simon Mayo** interview with Supreme Champion, **BBC Breakfast & Lorraine** live show debating is a pasty a pie, **BBC Radio London Nigel Barden** tasting 4 finalist pies and **Mark Forrest's BBC Radio** show which broadcast Ben Jackson's interview with judges and organisers in 40 regions across the UK
- ✓ **31** pre and post event trade pieces secured including **Meat Trades Journal, British Baker, OOH Magazine** and **Hospitality and Catering news** - online and print
- ✓ National coverage highlights include awards results coverage in the **Telegraph, Metro, Daily Mail, Express** and a profile piece on the winner on page three of the **i** newspaper (all duplicated on respective online sites). Also, **Vanity Fair** online feature re first hand judging experience and a full page recipe feature in **The Simple Things** (pre awards).
- ✓ Over **80** regional post event pieces - online and in print - resulting from 20 regionalised releases announcing results of class champions from each region.
- ✓ Further coverage to come including a feature in **The Field** (promoting 2017 Awards) and feature on pie producer in **Scotland Magazine**
- ✓ 3,830 engagements with BPA on social media
- ✓ 323,421 total reach (Oct – March) across Facebook and Twitter
- ✓ 3,881 followers with 1,075 new followers for the 2016 awards
- ✓ **Facebook:** New followers: 713 (from 417 – 1,130) Post reach: 74,721 Post engagement: 1,881
- ✓ **Twitter:** New followers: 362 Impressions (reach): 248, 700 Engagements: 1,949

Why sponsor?

Sponsorship of the Awards will:

- ✓ Expose your organisation to key trade audiences
- ✓ Present invaluable networking and customer contact opportunities
- ✓ Showcase your organisation to be involved with supporting the best of British baking

SPONSORSHIP OPPORTUNITIES FOR 2017

BRONZE PACKAGE

INVESTMENT: £500

- ✓ Class Sponsor
- ✓ Company name engraved on winners trophy's for the class you sponsor
- ✓ Acknowledgement on BPA website with logo and direct link to your website
- ✓ Acknowledgement on the BPA Facebook page
- ✓ Acknowledgement on the BPA Twitter page
- ✓ Invitation to judge in the class you are sponsoring
- ✓ VIP Invitation to the Awards lunch and the opportunity to present an award
- ✓ Acknowledgement within the Awards lunch Menu & Presentation and the Judging Day Programme
- ✓ Opportunity to have a marketing stand on both Judging day and Awards lunch day

SILVER PACKAGE

INVESTMENT: £750

Same as Bronze PLUS

- ✓ Acknowledgement on the BPA Facebook page and 2 scheduled posts relating to your sponsorship
- ✓ Acknowledgement on the BPA Twitter page and 4 scheduled tweets relating to your sponsorship
- ✓ Company Advert within the Judging Day Programme

GOLD PACKAGE

INVESTMENT: £1,000

Same as Bronze PLUS

- ✓ Small Producer Award Sponsor or Sponsor of 2 Classes
- ✓ Acknowledgement on the BPA Facebook page and 3 scheduled posts relating to your sponsorship
- ✓ Acknowledgement on the BPA Twitter page and 8 scheduled tweets relating to your sponsorship
- ✓ Acknowledgement in individual press releases relating to the award and or class that you sponsor
- ✓ VIP Food Tour of Melton Mowbray by Matthew O'Callaghan, Chairman & Founder of the Melton Mowbray Pork Pie Association and The British Pie Awards. PLUS a "Hand raising Pie" Demonstration at Ye Olde Pork Pie Shoppe, Melton Mowbray

SUPREME CHAMPION SPONSORSHIP

The most prestigious award, attracting much media attention; highly respected and much anticipated, after all this is the 'Pie of Pies'!

INVESTMENT: £5,000

- ✓ Supreme Champion Award Sponsor
- ✓ Company name engraved on Supreme Champion Trophy
- ✓ Company name printed on the Supreme Champion Certificate
- ✓ Acknowledgement on Entry Form
- ✓ Acknowledgement on BPA website with logo and direct link to your website
- ✓ Acknowledgement on the BPA Facebook page and 5 scheduled posts relating to your sponsorship
- ✓ Acknowledgement on the BPA Twitter page and 10 scheduled tweets relating to your sponsorship
- ✓ Acknowledgement in all press releases relating to the British Pie Awards
- ✓ Invitation to judge in the class you are sponsoring
- ✓ VIP Invitation to the Awards lunch and the opportunity to present an award
- ✓ Inclusion in the "presentation to winner" photograph issued with post event / winners press release

- ✓ VIP Table for 8 guests at the Awards lunch
- ✓ Company Advert within the Judging Day Programme
- ✓ Acknowledgement within the Awards lunch Menu & Presentation
- ✓ Opportunity to have a marketing stand on both Judging day and Awards lunch day
- ✓ VIP Food Tour of Melton Mowbray by Matthew O'Callaghan, Chairman & Founder of the Melton Mowbray Pork Pie Association and The British Pie Awards. PLUS a "Hand raising Pie" Demonstration at Ye Olde Pork Pie Shoppe, Melton Mowbray

"The opportunity for Roast to sponsor the Supreme Champion Award at the British Pie Awards 2016 was rewarding. Our head chef Stuart Caldwell was inspired meeting so many pie enthusiasts and welcomed the opportunity to be a judge in the contest. We were all thrilled with the media coverage that the Awards received, and that our brand was visible in publications such as The Telegraph and Daily Mail" Amelia Gracie, Marketing Manager at Roast July 2016

SUPREME CHAMPION MEDIA STATISTICS

Traditional media

- ✓ 20 pieces of coverage with a potential reach (opportunities to see taken from media circulation figures) of 315,650,362
- ✓ 17 pieces of trade coverage with an opportunity to see (OTS) of over 480,000
- ✓ 3 pieces of national coverage (Mail, Mail Online, Telegraph Online) - Roast mentions or branding in image - with a total OTS of 315,170,362

Social media

- ✓ Total reach of 9,979 people and 155 engagements across FB and Twitter driven by 7 posts/Roast mentions by BPA
- ✓ Six retweets of Roast posts

OVER 300M OTS

Crumbs, Pie of the Year is ... a pasty!

Controversy as a pasty triumphs at the British Pie Awards

And the winner of the 2016 British Pie Awards is... a pasty?

20 TOTAL INSERTIONS

COVERAGE HIGHLIGHTS

WILD·WEST

Media outlets shown include: Mail Online, Daily Mail, Telegraph.co.uk, QuickBite magazine, eatout, Bakeryinfo.co.uk, OOH OUT OF HOME MAGAZINE, and roast.

9,979 SOCIAL MEDIA REACH

155 ENGAGEMENTS

SOCIAL HIGHLIGHTS

WILD·WEST

Social media posts and sponsor lists are shown, including: 2016 BRITISH PIE AWARDS CLASS SPONSORS (e.g., BMC, AHDB, MARS), 2016 BRITISH PIE AWARDS EVENT SPONSORS (e.g., ALLPREP, BROOK), and tweets from @BritishPieAwards and @RoastRestaurant.