

The 2020 British Pie Awards
12th Anniversary
Sponsorship Pack





Sponsorship of the British Pie Awards 2020

Organised by the Melton Mowbray Pork Pie Association

Judging 4th March 2020

Awards Lunch 6th March 2020

About the Awards

2020 is the 12th anniversary of the British Pie Awards (www.britishpieawards.co.uk). The Awards were launched in April 2009 in Melton Mowbray as a national trade event, targeting both large and small producers of pies. The first awards comprised 12 categories and, since the initial awards, have always included judging hot and cold pies as well as savoury and sweet. In the last 12 years we must have judged well over 7,000 pies and have noticed a marked improvement in the quality and range of pies presented to the Awards. The Awards are now a regular feature in the food calendar of the nation and we intend to continue the Awards and the mission for which they were founded.

Our Mission

“The British Pie Awards is a celebration of the British Pie, recognising the craft and skills of those that produce them whilst promoting British produce and our regional specialities”

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;
- ✓ to support British produce

What's New for the 2020 Awards

We have introduced a new class for the awards Hot Eating Savoury Pie. Last year we introduced two new classes a Vegan Class and a Fish & Chip Shop Pie etc. We also introduced an award for the Best Young Piemaker for budding piemakers who are 25 years old and under. This year will have an award for the best Newcomer Piemaker for Companies who have started making pies within the last 3 years.

The Awards will in the magnificent St Mary's Church which underwent a complete refurbishment in 2017. The church, much of which dates from the 12th and 16th Centuries, was described by Pevsner as the finest church in Leicestershire and was modelled on the design of a cathedral.

The Church is at the centre of Melton Mowbray – Rural Capital of Food - a few paces from the market place where the infamous 'Painting the Town Red' incident took place in 1837 and a short walk away from the legendary Ye Olde Pork Pie Shoppe.

Last Year's Awards

Last year we had almost 1000 pies (886) from around 18 pie makers. What is particularly pleasing is the number of small producers (around 70%) who entered the Awards. A significant number of the pie makers (110) attended the Awards Lunch which has become a major feature of the Awards and an opportunity to meet the pie makers in person and to celebrate their achievements.

Our Judging Panel consists of over 150 judges, including Celebrity chefs - Rachel Green, Food media / writers – Charles Campion (Evening Standard), TV Producer Andy Clarke, and a range of food experts and of course master butchers & bakers from across the nation.

Media Coverage 2019

- ✓ Almost **400** (391) pieces of coverage secured across the campaign with consumer, trade, regional, online and broadcast media
- ✓ An OTC (Opportunity to See) coverage of **1.3 billion**
- ✓ Regional and national broadcast pieces secured including **ITV This Morning, Radio 2 Zoe Ball Breakfast Show, BBC Radio 2 OG Borg, BBC Radio 5 Live, BBC Online, Channel 4 Sunday Brunch, BBC East Midlands Today, ITV Central & local radio stations** running interviews with Matthew O'Callaghan.
- ✓ **BBC One TV** broadcast a half hour documentary about the Awards in the Autumn 2019 on BBC One TV. The documentary 'Life of Pies' is in their third series 'Our Lives' and is viewable on youtube <https://www.youtube.com/watch?v=neg3ppayA44&feature=youtu.be&t=1>
- ✓ **36** (to date) pre and post event trade pieces secured including **Bakeryinfo.co.uk & Essentially Catering, National Federation of Fish Friers** - online and print
- ✓ National coverage highlights include awards results coverage in the **Metro, Express, The Sun, Daily Telegraph (P3), The Times, The I (P3 Profile), The Star, Evening Standard, Mirror** (all duplicated on respective online sites).
- ✓ Reported in over **200** (209) regional news outlets (print or web)

Social Media

- ✓ 3,686 engagements with BPA on social media
- ✓ Almost 700,000 (699,119) total reach across Facebook and Twitter
- ✓ 896,768 impressions
- ✓ 4,552 followers with 588 of these being new followers for this year's awards
Facebook: New followers: 352. Post reach: 137,924; Post engagement: 2,559
Twitter - New followers: 236; Impressions (reach): 223,026; Engagements: 1,127

Why sponsor?

Sponsorship of the Awards will:

- ✓ Allow you to meet the leading pie makers in the country
- ✓ 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
- ✓ Link your organisation with the national and regional publicity covering the Awards

SPONSORSHIP OF THE 2020 - 12TH ANNIVERSARY - AWARDS

Sponsors of the Awards are invited to participate in the judging (Wednesday 4th March). They are also invited to join us for the Awards Lunch (Friday 6th March). Here they will hand out the award to the winner of the class they have sponsored and have their photograph taken with the winner which they can use for their own publicity*. At both events sponsors have the facility to have marketing stands and at the Awards Lunch the ability to meet some of the leading pie makers in the country.

CLASS SPONSORSHIP

INVESTMENT: £550

- ✓ Class Sponsor, opportunity to present award and be photographed with winner*
- ✓ 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

SMALL PRODUCER AWARD SPONSORSHIP

INVESTMENT: £1,500

Same as Class Sponsorship PLUS

- ✓ Small Producer Award Sponsor, opportunity to present award and be photographed with winner*
- ✓ 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

YOUNG PIEMAKER AWARD SPONSORSHIP

Young pie maker under 25 who has an important role in the team making the pies.

INVESTMENT: £1,500

Same as Class Sponsorship PLUS

- ✓ Young Piemaker, opportunity to present award and be photographed with winner*
- ✓ 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

NEWCOMER AWARD SPONSORSHIP

Newcomer Award: Pie makers who have only started making and selling pies since 1 Jan 2018

INVESTMENT: £1,500

Same as Class Sponsorship PLUS

- ✓ Newcomer Piemaker, opportunity to present award and be photographed with winner*
- ✓ 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: £3,000

- ✓ 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 the award to the winner*
- ✓ 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

SUPREME CHAMPION MEDIA STATISTICS

Traditional media

20 pieces of coverage with a potential reach of 300,000+ (from previous events)

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/Sponsor mentions by BPA
- ✓ Six retweets of Sponsors posts

Quote from 2016 Supreme Champion Sponsors: "The opportunity for Roast to sponsor the Supreme Champion Award at the British Pie Awards 2016 was rewarding. Our head chef Stuart Cauldwell 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: Roast 2016

* subject to availability of winner to attend the Awards Lunch

Classes for 2020

Class	Description
1	Melton Mowbray Pork Pie
2	Pork Pie
3	Cold-Eating Savoury Pie
4	Pasty
5	Dessert Pie
6	Steak and Kidney Pie
7	Beef & Any flavour Combination Pie
8	Beef & Ale Pie
9	Beef & Cheese Pie
10	Meat & Potato Pie
11	Lamb Pie
12	Chicken Pie
13	Chicken & Vegetable
14	Chicken & Other Meat Pie
15	Speciality Meat & Game Pie
16	Hot Eating Savoury Pie
17	Fish Pie
18	Vegetarian Pie
19	Vegan Pie
20	Pub Pie
21	Sports Pie
22	Fish & Chip Shop Pie
23	Free From Pie

For further information please contact Event Organiser: Matthew O'Callaghan on 07894 229499 or by email info@britishpieawards.co.uk.