

The 2024 British Pie Awards

16th Anniversary

Sponsorship Pack





Sponsorship of the British Pie Awards 2024



Organised by the Melton Mowbray Pork Pie Association

Judging 6th March 2024

Awards Lunch 8th March 2024

About the Awards

2024 is the 14th 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 15 years we must have judged well over 10,000 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

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 (976) from around 179 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 consisted of around 150 judges, including Celebrity chefs, buyers from Marks & Spencer, Selfridges etc Food media / writers , TV Producer Andy Clarke, and a range of food experts and of course master butchers & bakers from across the nation.

Media Coverage of the 2022 Awards

609 pieces of coverage including consumer, trade and broadcast (457 in 2021, 116 in 2017)

126,912,241 total potential daily opportunities to see

55,900,169 potential reach across broadcast TV and Radio

National Coverage Highlights; Independent, The Guardian, Mail Online. Daily Mirror, The Sun, The I, The Telegraph, Evening Standard, The Scotsman, Daily Star, BBC Radio 2, Saturday Kitchen, BBC TV Countryfile.

Regional Coverage includes; Leicester Mercury, Western Mail, The Press and Journal, Daily Post, Paisley Daily Express, Nottingham Post, Wigan Today, Edinburgh News, Melton Times, The Herald, Leicestershire Live, The Star, Sussex World, Derbyshire Times, Lincolnshire World, The Bolton News, Oldham Times, Craven Herald & Pioneer, IMCR, Buckinghamshire Live, The Westmoreland Gazette, In Your Area, Devon Live, Wales Online, Bucks Free Press, The Shields Gazette, Yorkshire Post, Petersfield Post, West Sussex Gazette, Bristol Post, The Scintinel, Manchester Evening News, The Huddersfield Daily Examiner, Liverpool Echo, Birmingham Mail, Western Daily Press,

Online Coverage; MSN, BBC News, Yahoo News, Flipboard, News Chain Online, ApXap, Indy100, Public, AOL, ITV News,

Broadcast News; ITV News, Saturday Kitchen, BBC Countryfile, BBC News, PA Media,

- ✓ **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>

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 2024 - 16TH ANNIVERSARY - AWARDS

Sponsors of the Awards are invited to participate in the judging (Wednesday 6th March) by nominating two judges. There is the opportunity to have a promotional banner and a table for promotional material at the event. We will send you an embargoed list of Class Winners on Thursday.

Sponsors and a guest are invited to join us for the Awards Lunch (Friday 8th March). Here they will hand out the trophy (a 'silver' cup engraved with their name) to the winner of the Award they have sponsored and have their photograph taken with the winner which they can use for their own publicity*. We employ a professional photographer for this. You may like to bring your own banner as the backdrop for the photographs.

We will send you a link to download photographs

Our PR Partners are Wild West Communications Phoebe Frost
phoebe.frost@wildcard.co.uk 01872 243 560

The sponsors of the awards are included in our social media and general publicity – a copy of your company logo would be appreciated.

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

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 2024

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 Pie
8	Beef & Ale Pie
9	Beef & Cheese Pie
10	Beef & Vegetable Pie
11	Meat & Potato Pie
12	Lamb Pie
13	Chicken/Chicken & Vegetable Pie
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
24	Fusion Pie

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