



The 2009 global event for world cheese

WHY BECOME A SPONSOR?

The World Cheese Awards, the World Cheese Congress and the World Cheese Festival offer sponsors three powerful events that will create world-wide attention along with the opportunity to build brand awareness and network with key customers.

- Utilise the Awards to open up new markets around the globe by working with us to invite retailers that you are targeting
- Have a say in the content and speakers in the Congress
- Involve key members of your staff in the worldwide cheese industry and enable them to network at a senior level
- Reaffirm existing relationships with buyers, wholesalers and producers all attending the Convention
- Associate your brand with a global major event giving exposure to those who matter in the industry

WHAT DO I GET?

- Sponsors will benefit from branding on all literature, websites throughout the Awards and at the dinner.
- Sponsors may nominate three key customers and two staff members to attend the Awards - all costs paid, providing an unrivalled opportunity to network with clients.
- Sponsors can expect considerable world-wide media interest throughout the event.
- Sponsors will host a table of ten guests at the Awards dinner and present their trophy for a selected award at the dinner.
- Sponsors may take advantage of a fully equipped 3m x 2m stand in the World Cheese Festival.
- Heavy exposure to the UK retail trade through our continuing PR activity and the widely distributed Good Cheese magazine

WHAT DO I PAY?

Main sponsor: €35,000 – Branding to appear on all literature, websites and throughout the congress, awards, the dinner and the World Cheese Festival.

Awards sponsors: €10,000 – Branding to appear on all awards literature, website and throughout the awards area and at the dinner.

WANT MORE INFORMATION?

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