



SPONSORSHIP PROPOSAL

2017 – 2019

UK Pastry Club

Benoit BLIN - chairman
Belmond Le Manoir aux
Quat'Saisons
Church Road
Great Milton
Oxfordshire OX44 7PD
Phone: +44 (0)1844 277208

contact@ukclubcoupedumonde.co.uk
www.ukclubcoupedumonde.co.uk/uk/

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I. UK Pastry Club

The 'UK pastry club ' has been created to select, present and support a British Team to compete at the most prestigious biannual competition in Pastry: the **Coupe du Monde de la Pâtisserie**. It aim also to develop and promote sugar, chocolate work and all pastry skills via the organisation of national competitions. The Club members and committee are made of renowned UK Pastry Chefs and industry professionals, who give up there time to assist the UK teams and all competitors with technical support. The Club is also helping the development of potential future candidates/team members and has secured a UK representation at the world stage every 2 years since 2011.

Committee and club members

Benoit BLIN – UK Pastry Club Chairman

Richard VICTORIA - UK Pastry Club treasurer

Anne-Sophie LABRUYERE – UK Pastry Club secretary / Promotion Manager

Heather BENNETT – UK Pastry Club general administrator

Andrea RUFF – UK Pastry Club social media

Committee Members : Olivier BATEL / Heather BENNETT / Benoit BLIN, MCA / Martin CHIFFERS / Denis DRAME, MCA / Cherish FINDEN / Mourad KHIAT / Anne-Sophie LABRUYERE / Andrea RUFF / Richard VICTORIA / David DELONGLEE / Barry JOHNSON / Stéphanie PERROT / Luke FROST /

Members : Graham HORNIGOLD / Chris LODER / Mark TILLING / Nick PATTERSON / Javier MERCADO / Andrew BLAS / Florian POIROT / Chris ZAMMIT / Dale DESIMONE / Chris SEDDON / Andrew GRAVETT / Nicolas BOUHELIER / Joakim PRAT / Ludwig HELY / Emmanuel BONNEAU / Ryan DREW / Stéphanie SASTRE / Martin JOHNS / Neal JONES / Nick JAMES / Alessandro VETTORETTI

Achievements

- **Lead** in 2011, 2013 and 2015 Coupe du Monde de la Pâtisserie campaigns! The UK team placed 9th in 2011 on 19 countries, 9th in 2013 on 22 countries and 6th in 2015 on 21 countries.
- **8th at the Coupe du Monde de la Pâtisserie 2017 and Best Sugar Prize of the competition.**
- **The UK team was part of the TOP 7 in 2017 and now part of the TOP 5, the 5 nations automatically qualified to the next grand finale in 2019.**
- **Organisation of**
 - ✓ a national selection in 2011 @ Ealing, Hammersmith & West London College
 - ✓ a national selection in 2013 - 2017 @ the Restaurant Show = **UK PASTRY OPEN**
- The UK team is **back to back winners at the European Pastry Cup 2012 in Paris and 2014 in Geneva**, continental round to access the finale.
- **Launch** and organisation of the 1st and 2nd UK Sugar Championship @ the Restaurant show in 2014 and April 12th Aat UCB college



- 4,647 likes on Facebook  4,203 followers on Twitter 

II. COMPETITIONS

Coupe du Monde de la Pâtisserie : Overview and Selection Process 2019

Simply – world cup where the culinary elite of pastry chefs come together to compete against each other every two years.

Nobody can say it better than **Gabriel Paillason**, Meilleur Ouvrier de France, President and Founder of the Coupe du Monde de la Pâtisserie :

“The creation of the Coupe du Monde de la Pâtisserie in 1989 responded to a triple challenge: to promote the dynamism and creativity of our profession, celebrate the talent of young pastry chefs from around the world and enforce our competition as the global benchmark of ‘Pastry Art.’ Today, I am happy and proud that, thanks to the mobilization of all the Coupe du Monde de la Pâtisserie, has become the reference event of the profession and shines with a brilliance – always greater on the world stage. In 2009, no fewer than 50 countries have organized national teams, reflecting the growing importance of our competition. Pastry is a major discipline of Gastronomy and the Coupe du Monde de la Pâtisserie has contributed to this.

Partner with the Coupe du Monde de la Pâtisserie and you are associated with an exceptional event.

Thank you all who bet on the creative audacity and accompany young talent pastry chefs to the road to success!”

The trials:

- 3 Valrhona chocolate desserts
- 3 Ravifruit frozen fruit desserts
- 15 identical desserts on plate
- 1 artistic creation made of sugar
- 1 artistic creation made of sculpted hydric ice
- 1 artistic creation made of chocolate



UK PASTRY OPEN, overview

This is a fantastic opportunity to join us at the Restaurant Show as we launch the 4th UK Pastry Open next October. We hope all will be amazed by the talented UK Pastry Chefs who will be showcasing their technical skills on stage. Watch them build and carve intricate chocolate, sugar and ice sculpture centre pieces to present their masterful entremets and plated desserts to the highest level. This competition will attract pastry Chefs from

all around the country and will inspire hopefully the youngsters of today whilst raising the public awareness to an amazing profession.

UK SUGAR CHAMPIONSHIP, overview

Catch the cream of young talents showcasing their skills in 2018 at the UCB college of Birmingham (tbc) as they compete for the UK Sugar Championship trophy 2018. Each selected competitor faces a unique challenge on the day. Within 6 hours they will have to create a beautiful, artistic sugar sculpture with style and flair to spare. Plus, as well as being up against the clock they will also have to prove their expert professional technique too – using poured and blown styles to shape their final creation. Don't miss the opportunity to get inspired and discover tomorrow's top talent.

III. SPONSORS PACKAGE 2017 - 2019

- ✓ PRESS CONFERENCE to announce the official UK team for the next Coupe du Monde de la Pâtisserie 2019 – venue and date TBC
- ✓ OFFICIAL TASTING and TRAINING day in presence of the UK Team – Coupe du Monde de la Pâtisserie 2019 prior to the finale – date and venue TBC
- ✓ OFFICIAL SIRHA press conference day in presence of the UK Team – Coupe du Monde de la Pâtisserie 2019 prior to the finale / Press and journalists and the organiser GL Events - date and venue TBC
- ✓ 3rd UK SUGAR CHAMPIONSHIP – Date and Venue tbc

MARKETING CONTENT PRIOR & POST EVENT

- The right to use the designation “MAIN SPONSORS or PARTNERS of the UK Pastry Club” until the 28/01/2019 in all your communication messages (i.e email signatures, printed brochures and company publications, packaging and sticker on machines etc.)
- Your logo embroidered on leaves of all jackets given to candidates and/or judges at the UK Sugar Championship 2018
- A post-event official photo selection will be provided for your free usage

BRAND VISIBILITY

- Your logo visible on all promotional documents issued by the UK Pastry Club
- Your logo on certificates given to candidates and judges at the UK Sugar Championship 2018
- Your logo in the press release before and after all events directed by the UK Pastry Club
- Your company name will be announced at the award ceremony of the UK Sugar Championship 2018

E-COMMUNICATION

- Your logo visible on the UK Pastry Club website with a direct link to your own website
- Your logo on the sponsors' page UK Team Facebook profile
- Half a page on our website with a direct link to your own website

PRESENCE OF REPRESENTATIVES

- At the Award ceremony of the UK Sugar Championship 2018
- At the official training & tasting day in presence of journalist before the Grand Finale Coupe du Monde de la Pâtisserie 2019

£7 000 excl. VAT – main sponsor

£2,500 excl. VAT or equivalent in products/equipment/facilities – **Partner**.

This exclude: your logo on jackets, a half page on our website, your logo on certificate, your logo on press release, invites to the press conference, dedicated seats at the UK Sugar Championship and during the award ceremony.

IV. CONTACT

Anne-Sophie LABRUYERE
Mobile : +44 (0)77 94 96 93 63
Office : +44 (0)20 7730 4788
as.labruyere@goustation.com



V. SPONSORSHIP VALIDATION FORM

Please scan and email before the 15th May 2017

MAIN SPONSOR

PARTNER

COMPANY NAME

.....

COMPANY ADDRESS

.....

.....

COMPANY REPRESENTATIVE

.....

TELEPHONE

.....

EMAIL

.....

FACEBOOK PAGE

.....

TWITTER ACCOUNT

.....

Payment Schedule: YEAR 1 Before 15th May 2017 – YEAR 2 Before 15th FEBRUARY 2018
Bank transfer to BARCLAYS
Account number :23359581
Sort Code: 20-06-75
IBAN: GB36BARC20067523359581
BIC/SWIFT: BARCGB22

Date:.....

Authorized Signature: