



BlasCymru TasteWales

Wales' Largest Food & Drink Event

Celtic Manor Resort, Newport, Wales
20th & 21st March 2019



Llywodraeth Cymru
Welsh Government

Want to be part of something special?



Meet



Eat



Share



Drink



Do



See

Wales is home to a dynamic food and drink industry, with businesses ranging from micro artisan businesses to larger food companies. These businesses produce a wide range of products from speciality items for niche markets to high volume items for major distribution networks.

Following on from the huge success of the inaugural event in 2017, BlasCymru/TasteWales 2019 will bring together producers, buyers and food industry professionals at this signature international food and drink trade event and conference, held once again at the world-class Celtic Manor Resort.

Event Success

The key achievements of BlasCymru/TasteWales 2017 were:

- Over 450 delegates taking part
- 100% of canvassed delegates confirmed the event fulfilled their reasons for attending, and over 97% interested in attending a future event
- Over 1200 one-to-one business meetings facilitated, generating over £20.6m of potential new business for Welsh food and drink producers
- Over 150 trade buyers attended, meeting over 100 Welsh food and drink producers, and viewing some 800 Welsh food and drink products
- International visitors from 14 countries
- Conference attracted 17 high calibre speakers including Adam Leyland – Editor of 'The Grocer', Christine Tacon CBE - Groceries Code Adjudicator and BBC's 'The Apprentice' winner - Alana Spencer
- Secured 94 individual pieces of media coverage across print, online and broadcast

- Innovation, Skills and Business zone featured 14 organisations which showcased innovative ideas and projects in the industry in Wales
- Extremely positive feedback from sponsors on all elements of the event
- 4,557 unique visitors to the website, with 20,365 page views

Feedback

It was a pleasure to be associated with such a First Class conference. It was very worthwhile for me to attend and I am already working on some follow-ups.

Thanks for all your hospitality and attention to details and the entire committee should be proud of their initial event.

John Rodger – VP Atalanta Corporation

For 2017 highlights please visit: www.tastewales.com

The Opportunity

This is a unique opportunity for sponsors to gain vital exposure, networking opportunities and brand profile with Welsh producers, UK and International buyers in the context of a high quality food event, conference and expo.

BlasCymru / TasteWales 2019 will:

- Establish the Welsh food and drink industry on a global stage
- Showcase Welsh producers and their products to national and international audiences
- Broker producer / buyer relationships through a series of key partnering meetings
- Offer a compelling conference programme with industry luminaries sharing their knowledge on the food and drink ecosystem

Sponsors and partners opportunities include:

- Brand profile and exposure to a qualified network of international food industry professionals and decision makers
- Marketing opportunities to a qualified distribution list
- Exhibit and showcase new products and innovations
- Participate in seminars and debates
- Network and boost their business



FOOD & DRINK SUPPLY CHAIN...



£19.1 BN
TURNOVER

240,200

EMPLOYED ACROSS:



CATERING

82,500



RETAIL & WHOLESALE

77,700



AGRICULTURE

59,600



MANUFACTURING

20,400

£4.5 BN



*Gross Value Added



FOOD & FARMING 'PRIORITY SECTOR' ...

£6.9
BILLION
in 2016



INDUSTRY
TURNOVER
TARGET OF
£7BN



FOOD & DRINK MANUFACTURING...

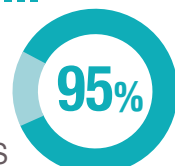


165
GREAT
TASTE
AWARD
WINNERS

£4.8 BN
TURNOVER



565
BUSINESS UNITS



95%
SMALL TO
MICRO

14x

PROTECTED
FOOD NAMES



20,400
EMPLOYED

Principal Conference Sponsor - £17,000 + VAT

- 6 complimentary delegate places and access to sponsors breakfast
- Speaking opportunity. This is a prime opportunity to address the food sector on a platform that reaches local, national, and international audiences and stakeholders across the private and public sector
- Principal Conference Sponsor credit across all channels (website, e-marketing, social media, direct mail) with appropriate branding opportunities during the event (conference stage, event brochure, event screens, agenda, delegate information, and digital signage)
- Principal Conference Sponsor preface to the event brochure plus full page colour advert
- Complimentary Exhibition stand/ display area
- Private Branded meeting room
- Full page advert in the event brochure
- Escalator Branding & Company Logo behind registration desk.

TasteWales Networking Drinks Reception Headline Sponsor - £7,000 + VAT

- 4 complimentary places and access to sponsors breakfast
- Speaking opportunity. This is a prime opportunity to address the food sector on a platform that reaches local, national, and international audiences and stakeholders across the private and public sector
- Networking Drinks Reception Headline Sponsor credit across all channels (website, e-marketing, social media, direct mail) with appropriate branding opportunities during the event (event brochure, event screens, agenda, delegate information, and digital signage)
- Full page advert in the event brochure
- Private Branded meeting room

Conference Sponsor (x2) - £5,500 + VAT

- 4 complimentary delegate places and access to sponsors breakfast
- Conference Sponsor credit across all channels (website, e-marketing, social media, direct mail) with appropriate branding opportunities during the event (conference stage, event brochure, event screens, agenda, delegate information, and digital signage)
- Full page advert in the event brochure

Lanyard & Badge Sponsor - £6,500 + VAT

- 4 complimentary delegate places and access to sponsors breakfast
- Conference Sponsor credit across all channels (website, e-marketing, social media, direct mail) with appropriate branding opportunities during the event (conference stage, event brochure, event screens, agenda, delegate information, and digital signage)
- Full page advert in the event brochure

Meet the Buyer / Partnering Sponsor - £6,000 + VAT

- 4 complimentary delegate places and access to sponsors breakfast
- Meet the Buyer / Partnering Sponsor credit across all channels (website, e-marketing, social media, direct mail) with appropriate branding opportunities during the event (Meet the buyer zone, event brochure, event screens, agenda, delegate information and digital signage)
- ½ page advert in the event brochure
- Private Branded meeting room

Showcase Sponsor - £5,000 + VAT

- 3 complimentary delegate places and access to sponsors breakfast
- Showcase Sponsor credit across all channels (website, e-marketing, social media, direct mail) with appropriate branding opportunities during the event (Showcase zone, event brochure, event screens, agenda, delegate information and digital signage)
- Include Complimentary Exhibition stand/ display area
- ¼ page advert in the event brochure

Innovation Zone Sponsor - £7,500 + VAT

- 3 complimentary delegate places and access to sponsors breakfast
- Innovation Zone Sponsor credit across all channels (website, e-marketing, social media, direct mail) with appropriate branding opportunities during the event (Innovation zone, event brochure, event screens, agenda, delegate information and digital signage)
- ¼ page advert in the event brochure
- Complimentary Exhibition stand/ display area
- Private Branded meeting room

Academic Zone Sponsor - £7,500 + VAT

- 3 complimentary delegate places and access to sponsors breakfast
- Academic Zone Sponsor credit across all channels (website, e-marketing, social media, direct mail) with appropriate branding opportunities during the event (Business Support zone, event brochure, event screens, agenda, delegate information and digital signage)
- ¼ page advert in the event brochure
- Complimentary Exhibition stand/ display area
- Workshop/seminar slot

Skills Zone Sponsor - £5,000 + VAT

- 3 complimentary delegate places and access to sponsors breakfast
- Skills Zone Sponsor credit across all channels (website, e-marketing, social media, direct mail) with appropriate branding opportunities during the event (Skills Zone, event brochure, event screens, agenda, delegate information and digital signage)
- ¼ page advert in the event brochure
- Complimentary Exhibition stand/ display area

Business Support Sponsor - £5,000 + VAT

- 3 complimentary delegate places and access to sponsors breakfast
- Business Support Sponsor credit across all channels (website, e-marketing, social media, direct mail) with appropriate branding opportunities during the event (Business Support zone, event brochure, event screens, agenda, delegate information and digital signage)
- ¼ page advert in the event brochure
- Complimentary Exhibition stand/ display area

TasteWales Networking Drinks

Reception Partner (x2) - £3,500 + VAT

- 2 complimentary delegate places and access to sponsors breakfast
- Networking Drinks Reception Partner credit across all channels (website, e-marketing, social media, direct mail) with appropriate branding opportunities during the event (digital signage at the Dinner)
- ¼ page advert in the event brochure

Networking Drinks Reception

Bar Sponsor - £3,500 + VAT

- 3 complimentary delegate places and access to sponsors breakfast
- Bar Sponsor credit across all channels (website, e-marketing, social media, direct mail) with appropriate branding opportunities during the event specifically within the bar area
- ¼ page advert in the event brochure

Coffee / Refreshment Area Sponsor - £3,500 + VAT

- 2 complimentary delegate places and access to sponsors breakfast
- Coffee / Refreshment Sponsor credit across all channels (website, e-marketing, social media, direct mail) with appropriate branding opportunities during the event specifically at the refreshment stations
- ¼ page advert in the event brochure

Bar Sponsor - £3,500 + VAT

- 2 complimentary delegate places and access to sponsors breakfast
- Bar Sponsor credit across all channels (website, e-marketing, social media, direct mail) with appropriate branding opportunities during the event specifically at the refreshment stations
- ¼ page advert in the event brochure

Meeting Room Sponsor - £1,000 (4 available) + VAT

- 2 complimentary delegate places and access to sponsors breakfast
- Exclusive use of meeting area for private meetings.

Golf Day – Principle Sponsor - £5,000 + VAT

- 2 complimentary team places
- Branding on the course
- Golf Day Sponsor credit across all channels (website, e-marketing, social media, direct mail) with appropriate branding opportunities during the event.
- ¼ page advert in the event brochure
- 2 x Complimentary Golf Buggy

We'd love to have you on board at **BlasCymru/TasteWales**.
Call Anne Reynish - Head of International Business on 07786311874 or email
sponsorship@tastewales.com