



**SCOTTISH
CHEFS** Est. 1994

The Federation of Chefs Scotland



HOW CAN
YOU BE OF
SERVICE

Scottish Chefs (Federation of Chefs Scotland) is the national professional organisation for chefs in Scotland. Founded back in 1994 Scottish Chefs is the National Member for World Chefs, the global authority on cooking.

Our primary objective is the promotion of excellence in professional cookery. We do this through competitions and various promotional and marketing initiatives to enthuse and inspire Chefs already in service and young people who want to make a career in the culinary profession.

This E Brochure outlines the various opportunities for businesses partnerships and sponsorship and covers...



**The Scottish
Culinary Team**



**Scottish Chefs
E-Magazine**



**The Scottish
Chefs Events**



**The Scottish
Chefs Podcast**

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The Scottish Culinary Team is currently ranked in the top 20 culinary nations across the globe. Formed in the 1980's the team has competed throughout the world for over 40 years in leading International Culinary Competitions including the IKA Culinary Olympics at Stuttgart Germany and the Culinary World Cup in Luxembourg, proudly promoting the skills of our chefs and Scottish Produce.

The SCT is funded by sponsorship, fundraising and donations and is managed by the Culinary Team Director who reports to the Board of Scottish Chefs.

FAB 50 BUSINESS PARTNERSHIP

(£500.00 Annual Fee) - a unique group of companies, food or non-food related, who are committed supporting of the Scottish Culinary Team.

Benefits

- Membership to the Scottish Chefs
- Dedicated Scottish Chef Board Member partner.
- Company logo on Scottish Chefs website with link to your website.
- Opportunity for endorsement of products.
- Scottish Chefs Plaque for your business.
- Opportunity to host a Scottish Chefs social event.
- Social Media business promotion exclusive to Scottish Chefs Fab50 Business Partners.
- Discounted rate at Scottish Chefs Annual Golf Challenge.
- Discounted rates at Scottish Culinary Team fundraising events.
- Company logo listing in Scottish Chefs E Magazine
- Discounted rate for all advertising in Scottish Chefs E Magazine
- Members Lunch

DONATIONS

The Scottish Culinary Team gratefully acknowledge those companies, organisations and individuals who have generously made a donation to support the team in international culinary competitions, and the Board of Scottish Chefs are delighted to recognise this support by providing complementary invitations to Scottish Culinary Team Fundraising Dinners and other events.

FUNDRAISING DINNERS

Sponsorship of Product, Equipment and Logistics.

Your Company Logo on Team Chefs Jackets £1500.00 Bi Annually - an ideal and very visible way of promoting your company.

Your company logo will be on the jacket sleeve and a team photograph will be available displaying the logo, and the Fab 50 benefits listed above will also apply.

Product and Equipment Sponsorship by supply of product and/or equipment ensures your company is associated with the Scottish Culinary Team, with your logo appearing on the Scottish Chefs website, a discounted rate for advertising in the e-magazine and a preferential rate for attending fundraising dinners.



For further information on the Scottish Culinary Team and opportunities for sponsorship contact:

General Sponsorship

(Neil Thomson)

Tel 07909 056 690

email neil.thomson@scottishchefs.com

Culinary Team Sponsorship

(Kevin MacGillivray)

Tel 07762 795 097

email scottishchefs@gmail.com

Fab 50 Business Partnerships

(Graeme Pacitti)

Tel 07917 341 170

email Graeme.pacitti@scottishchefs.com



New for 2022 the Scottish Chefs E-Magazine 'Infusion' is the first magazine for chefs in Scotland. Published in Spring and Autumn the magazine covers many current topics in the Scottish Food Industry including:

- Chefs Profiles
- Scottish Chefs News and Events
- New Food Products
- International Culinary News
- Education, Training and Competitions

Please see back page for our advertising rates.

Scottish Chef of the Year and Scottish Young Chef of the Year.

Both competitions are Bi Annual and the Finals are held at ScotHot as part of the Scottish Culinary Championships.

Some of the opportunities to support include:

- Lead Title Sponsor
- Product Sponsorship
- Finalist Chefs Jacket

SCOTTISH CHEFS WEBSITE

www.scottishchef.com - The Scottish Chefs website sponsorship is available for an Annual Fee.

LEAD TITLE SPONSOR

The Sponsors name will appear on the strapline of the home page with link to your company website and 1 complementary advert per annum in Scottish Chefs E-magazine

SCOTTISH CHEFS EVENTS

All Scottish Chefs events are available for sponsorship and we'd be delighted to discuss a suitable package to suit your requirements.

SCOTTISH CHEFS GOLF CHALLENGE

Played in August this event is for members, sponsors and their guests. Sponsorship available for Main Sponsor:

- Includes 1 x 4 ball
- Company logo on Presentation Screens
- Company logo on Menu
- Course Branding with player photographs
- Editorial in Scottish Chefs Magazine
- Golf Ball Branding

Hosted by well known Chef Broadcaster Jak O'Donnell the Scottish Chefs Podcast is aired twice a month and each episode hosts an in-depth interview with guest chefs, industry leaders and personalities from around the world.

If you choose to sponsor the podcast it's a great opportunity to promote your products and company services!



TITLE SPONSOR

£7,500.00
(Payable in 1 or 4 instalments) 26 Episodes

Title Sponsorship is the highest level and provides extensive coverage and promotion of the company in every broadcast. The Sponsor will also receive complementary invitations to all Scottish Chefs events and the opportunity to purchase additional guest tickets at preferential discounted rate.

The following benefits are included as a minimum and additional opportunities will be added as they become available:

- Logo on Podcast Channel Landing Page and in all promotions
- Link to Podcast Sponsors Page from Podcast Channel page
- Sponsor mention in all intro and outro of each broadcast
- 4 Sponsor Interviews during 12 month period
- Regular sponsor inspired segments
- Full Page Advert with accompanying editorial in 'Infusion' The Scottish Chefs Magazine (2 editions)

GOLD SPONSOR

£4000.00
(Payable in 1 or 4 instalments) 26 Episodes

Gold Sponsorship is the next highest level available and provides regular promotion of the sponsor in Broadcast. The Gold Sponsor will receive invitations to Scottish Chefs events and the opportunity to purchase tickets at a preferential discounted rate:

- The full benefits of Gold Sponsorship will include
- Logo on Podcast Channel Landing Page and all promotions
- Regular Sponsor mention in Podcast broadcasts
- Link to Podcast Sponsors Page from Podcast Channel Page
- Logo on all Scottish Chefs Podcast Promotions
- 2 interviews with sponsor in 12 month period
- Full Page Advert with accompanying editorial in 'Infusion' Scottish Chefs Magazine (1 Edition)



PATRON SPONSOR

£750.00 (Payable Annually)

A Patron of The Scottish Chefs Podcast offers a company profile for the full year. There will be regular references on Podcast episodes and the opportunity to sponsor an Episode at a preferential rate. The benefits will include:

- Logo on Podcast Channel Landing Page
- Link to Podcast Sponsors Page from Podcast Channel Page
- Logo on all Scottish Chefs Podcast Promotions
- Regular Sponsor mention in Podcast broadcasts
- Social Media promotion
- Discount at all Scottish Chefs events
- Quarter Page Advert in 1 issue of 'Infusion' and a listing in all issues.

EPISODE SPONSOR

£1,000.00

(Option to pay in 2 Instalments)

This provides the sponsor with editorial coverage of the selected episode with company interview and opportunity for product promotion

The benefits include:

- 1 Show Featured Interview Segment (10 - 15 mins)
- Teaser clip promotion on Social Media (3 posts on SM)
- Company Logo on Scottish Chefs Podcast Landing page
- Logo on Scottish Chefs Website
- Discounts at all Scottish Chefs events
- Half page advert in 1 issue of 'Infusion' the Scottish Chefs Magazine with discounted rate for additional issue

BUNDLE SPONSORSHIP

£1,600 Saving of £350.00

Patron / Episode / Magazine

Includes benefits of Patron and Episode level with the addition of 1 Half page advert in 1 issue of 'Infusion' (payable in 4 instalments of £400.00)

PROMOTION OPPORTUNITIES

In each episode there is an opportunity for a commercial segment for promotion of company or product.

The script will be provided by the company and there are 2 options available

- Promotion by Podcast Host Jak O'Donnell
£250.00 (Maximum Broadcast length 2 minutes)
- Promotion by Company Representative
£350.00 (maximum broadcast length 3 minutes)



SUMMARY OF ALL SPONSORSHIP RATES

SCOTTISH CHEFS PODCAST

Title Sponsor	£7,500	for 26 episodes payable in 1 or 4 instalments
Gold Sponsor	£4,000	for 26 episodes payable in 1 or 4 instalments
Episode Sponsor	£1,000	payable in 1 or 2 instalments
Patron Sponsor	£750	
Segment Commercial	£250 -	£350 per episode
Bundle Sponsor	£1600	payable in 1 or 4 instalments

SCOTTISH CULINARY TEAM

Fabulous 50 Business Partner	£500	payable annually
Logo on Team Chef Jacket sleeve	£1,500	payable Bi Annually

SCOTTISH CHEFS MAGAZINE 'INFUSION'

Full Page + editorial	£300
Half Page	£200
Quarter Page	£150

10% Discount on above rates for 2 issues

SCOTTISH CHEFS WEBSITE

Title Sponsor	£2000
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SCOTTISH CHEFS EVENTS

Scottish Chefs Golf Challenge	£1000
Scottish Team Dinners	P.O.A

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Member of the ...



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SOCIETIES