



# INTERNATIONAL RESTAURATEURS' DINNER

2024

*Let's celebrate our wonderful hospitality profession*





Join us for the

# INTERNATIONAL RESTAURATEURS' DINNER

Monday 24th April 2024

*One of the UK hospitality sector's leading annual fundraising events*

**Location:** Rosewood London, WC1V 7EN

**Date:** 24th April 2023

**Time:** Champagne Reception: 18.15 | Dinner: 19.00 | Carriages: 23.00

## TICKET & TABLE PRICES

Individual: £205 + VAT | Table of 10: £1,950 + VAT | Table of 12: £2,360 + VAT

This annual fundraising event is organised by World Young Chef Young Waiter and is the joint initiative of the Royal Academy of Culinary Arts and the Wine Guild of the United Kingdom. With the wonderful generosity and support of all our friends in the industry, over the years, we have raised well in excess of £1.5million. The vital funds raised from the dinners have been invested in education and training initiatives developed by the partner organisations.

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# INTERNATIONAL RESTAURATEURS' DINNER

## Beneficiaries 2024

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### Royal Academy of Culinary Arts

Leading the hospitality profession by example shaping its future through education. Founded in 1980, the Royal Academy of Culinary Arts is Britain's leading professional body of Head Chefs, Pastry Chefs, Restaurant Managers and suppliers. The Academy was granted the Royal prerogative by Her Majesty The Queen in May 2013. This was recognition of its pre-eminence as Britain's leading professional association.



THE WINE GUILD  
OF THE UNITED KINGDOM

### The Wine Guild of the United Kingdom

The Wine Guild of the United Kingdom (WGUK), was founded in 1984 by the late Lord Montagu of Beaulieu. 2023 is the Guild's 39th Anniversary Year. Over several years, in conjunction with our charitable division, Wine Guild Education, we have continued to develop a range of new food and beverage initiatives that further enhance our position in the UK's hospitality industry.

These include the continuing development of our entry level hospitality food and beverage service skills courses and apprenticeships, generously supported by The Lord Forte Foundation, and the creation of our new professional association The Sommeliers Guild of the United Kingdom (SGUK).



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# INTERNATIONAL RESTAURATEURS' DINNER

## Organiser 2024

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The WorldYYY competition promotes hospitality as a career of choice, a profession, and a vocation.

Originally founded in 1979, this esteemed competition relaunched in 2019, spearheaded by The Nth Degree Global in collaboration with UK Hospitality and the Restaurant Association.

Now celebrating its 45th year, this historic competition has been reimagined in a contemporary and dynamic format. Its mission is to unearth the most gifted Young Chefs, Waiters, and Mixologists worldwide, culminating in the selection of a distinguished list of finalists. Looking ahead to 2024, WorldYYY is set to embrace 15 countries, an expansion from the 9 countries in the 2023 edition. The finalists in the categories of Chef, Waiter, and Mixologist will then vie for the prestigious titles of World Champions for 2024.

The competition process involves an online application from both Chefs, Waiters, Mixologists, meticulously evaluated by prominent figures in the hospitality industry. Notable judges include Adam Handling, the Head Chef Judge, Simon King, the Head Waiter Judge, and Anna Sebastian, the Head Mixologist Judge. Supported by leading hospitality professionals, including Mario Perera, Michael Kwan, Paul Walsh, Andy Downton, George Hersey, and Yann Bouvignies, to name a few.

*2024 will see WorldYYY expand into 15 countries around the world being bigger, better, and more sustainable than ever.*



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# INTERNATIONAL RESTAURATEURS' DINNER

## Sponsorship Opportunities 2024

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We are able to offer unique sponsorship opportunities for your brand or company.

2024 sees the International Restaurateurs' Dinner (IRD) being held on Monday 24th April back at the Rosewood London. The Committee has agreed to seek an exclusive and limited number of sponsors for this prestigious event.

The dinner attracts key opinion leaders, senior industry executives, decision makers, celebrities, and top chefs from across the sector. We believe that association with the International Restaurateurs' Dinner (IRD) provides sponsors with the opportunity to achieve exceptional visibility both on the night itself and through planned pre-event activity. We estimate this combined activity will achieve 'opportunities to view' by this premium audience in excess of 5,000.



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*Come and support the hospitality profession whilst entertaining your clients, colleagues and friends for what promises to be a fabulous evening.*

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# INTERNATIONAL RESTAURATEURS' DINNER

## Sponsors and Partners 2023





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## TITLE PARTNER - £50,000 + VAT

As a Title Partner you will receive the following:

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### BRANDING

- Title branding on red carpet media wall
- Title branding on main stage
- Logo to be included on screen
- Exclusive on-screen video advertising
- Logo included on the website

### EVENT PACKAGE

- 36 VIP guest places at the event & Priority table position
- Priority VIP invitations to all other major events
- Opportunity to product place within the event
- Recognition in the opening remarks by the President of the Restaurant Association
- Opportunity to present on stage to the audience
- Introduction to the CEO of the UKHospitality
- Introduction to other partners
- Offer an auction or winner's prize at the event
- Membership to Nth Degree Club
- Two events organised by Nth Degree with bespoke invitations (costs to be agreed)
- Two-page advert in event programme (digital)
- Logo placed on front cover of event programme

### PR & MARKETING

- Inclusion in all press releases with head shot and quote from company spokesperson (generally three)
- Inclusion on blogs with the above and linked to the Title Sponsor
- Invitation for one of your social media / PR team to be present at the event for behind-the-scenes
- All assets created will be shared to use including social media tiles, headshots, food images, competition and award images. Vox pop videos and the final edit will be shared too

### SOCIAL MEDIA

- Pre and post event social media promotion (two posts before and two after) - one to be a reel / video if possible
- Tagged in all stories on Instagram
- Video interview opportunity for company spokesperson at the event
- Instagram Live opportunity for the company with Chairman of YCYW Robert Walton MBE and friends
- Title sponsor posts will be boosted to increase visibility



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## PLATINUM PARTNER - £25,000 + VAT

As a Platinum Partner you will receive the following:

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### BRANDING

- Branding on red carpet media wall
- Logo to be included on screen
- Logo included on the website

### EVENT PACKAGE

- 20 VIP guest places at the event & Priority table position
- Priority VIP invitations to all other major events
- Opportunity to product place within the event
- Introduction to the management team of UKHospitality
- Introduction to other partners
- Offer an auction or winner's prize at the event
- Membership to Nth Degree Club
- One-page advert in event programme (digital)
- One event organised by Nth Degree with bespoke invitations (costs to be agreed)

### PR & MARKETING

- Name included in all press releases with quote from spokesperson
- Inclusion on blogs with the above and linked to the Sponsor
- All assets created will be shared to use including social media tiles, headshots, food images, competition and award images. Vox pop videos and the final edit will be shared too

### SOCIAL MEDIA

- Pre and post event social media promotion (1 post before and 1 after)  
One to be a reel / video if possible
- Tagged in majority of stories on Instagram
- Video interview opportunity for company spokesperson at the event





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## GOLD PARTNER - £10,000 + VAT

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As a Gold Partner you will receive the following:

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### BRANDING

- Branding on red carpet media wall
- Logo to be included on screen
- Logo included on the website

### EVENT PACKAGE

- 10 VIP guest places at the event
- Introduction to other partners
- Offer an auction or winner's prize at the event
- One-page advert in event programme (digital)

### PR & MARKETING

- Name included in all press releases with quote from spokesperson
- Inclusion on blogs with the above and linked to the Sponsor
- All assets created will be shared to use including social media tiles, headshots, food images, competition and award images. Vox pop videos and the final edit will be shared too

### SOCIAL MEDIA

- Pre and post event social media promotion (1 post)
- Tagged in relevant stories on Instagram



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## SILVER PARTNER - £5,000 + VAT

As a Silver Partner you will receive the following:

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### BRANDING

- Branding on red carpet media wall
- Logo included on the website

### EVENT PACKAGE

- 5 VIP guest places at the event
- Offer an auction or winner's prize at the event

### PR & MARKETING

- All assets created will be shared to use including social media tiles, headshots, food images, competition and award images. Vox pop videos and the final edit will be shared too

### SOCIAL MEDIA

- Tagged in relevant stories on Instagram



## ROBERT WALTON MBE

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