

ROYAL
ACADEMY of
CULINARY
ARTS ASSOCIATE
MEMBER

PATRON: HIS ROYAL HIGHNESS THE PRINCE OF WALES

ASSOCIATE MEMBERSHIP

GUIDE TO SPONSORSHIP OPPORTUNITIES

RATE CARD 2019



Coup de feu – John Dewe-Matthews 1986

LEADING THE HOSPITALITY PROFESSION BY EXAMPLE
SHAPING THE FUTURE THROUGH EDUCATION

ASSOCIATE MEMBERSHIP

The Royal Academy of Culinary Arts is Britain's leading professional membership association of head chefs, head pastry chefs, restaurant managers and suppliers (associates) providing education, career opportunities and the recognition of talent and skills of current and future hospitality professionals.

Through its broad range of initiatives, RACA also supports young people, colleges and educational institutions by providing unrivalled programmes and apprenticeships through its extensive network of contacts and members while raising the standards and awareness of food, food provenance and sustainability, cooking and service. Established in 1980, 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 Academy is immensely honoured to have His Royal Highness The Prince of Wales as its Patron.

The Royal Academy of Culinary Arts (RACA) aims to advance the education of people in the United Kingdom in the science and art of cookery, food, food provenance and service. This objective is achieved through a number of activities including:

- The Chefs and Professional Restaurant Service Apprenticeship Programmes
- The Annual Awards of Excellence
- The Master of Culinary Arts
- Adopt a School, the Academy's charity delivering food culture and cookery education to primary schools
- The Royal Academy of Culinary Arts Sustainability and Food Security policies.

The Royal Academy is recognised as one of the industry's leading voices and regarded as an authority on a broad range of issues relating to its expertise which includes education and training, employment, health and hygiene. Working with suppliers of top quality culinary products is vital to the Royal Academy in order to maintain the high standards to which it is committed.

Associate Members main objectives are principally concerned with raising standard and awareness of food, cooking and service and encouraging young people in to the industry through education and training. To maintain this status and influence as a working association, Associate members are expected to invest their time and support in the Royal Academy of Culinary Arts various activities.

- There are approximately 40 Associate Members of the Royal Academy of Culinary Arts. These are carefully selected suppliers and producers of high quality food, wine and catering products.
- There may be no more than 4 Associate Members of a particular type (e.g. butcher, fishmonger, grocer) except in exceptional circumstances.
- While no Academician is obliged to use the services of any Associate Member, we endeavour to ensure that they are kept up to date with news about the Associates and their products. At the same time this is an opportunity for members to keep Academicians posted on new product launches and promotional incentives. The Administration for such activities would be the responsibility of Associate members to circulate using the Royal Academy Directory.
- Associate Members have the opportunity of taking a 5 minute slot at a Plenary Meeting to present their business and products.
- Associate Members have their own Steering Committee, under the Chairmanship of Ken Wilkins, which meets regularly to discuss the Associates' participation in the Royal Academy, fundraising and other events to promote and extend its aims.
- Associate Members are included in all Royal Academy events. In addition to this, there are periodic Associates' meetings and lunches to which members are encouraged to bring a guest.
- All Associate Members are listed in and receive a copy of the Royal Academy's Directory of members.
- Associate Members are entitled to use the Royal Academy of Culinary Arts' logo on company printed materials and websites, where appropriate and providing their annual subscription is fully up to date.

AVAILABLE SPONSORSHIP AND COST

<p>Directory The Directory contains all Academy members contact information and is an invaluable tool and source of information to our members.</p> <p>The Directory is circulated 4 times a year (quarterly) as a PDF document via email to all members (250 Academicians, 50 Associates, and 100 Honorary and Emeritus members).</p>	<p>a. Headline Sponsor £3750</p> <ul style="list-style-type: none"> • Exclusive sponsorship opportunity for 1 organisation • Sponsor logo to be included on all emails regarding the directory and on the attached PDF document. • Sponsor mentioned and thanked at every Plenary meeting in the speech and newsletter <p>b. Full Page Advertisement £4000</p> <ul style="list-style-type: none"> • Inside front or inside back cover full page advertisement in the PDF document. To be circulated 4 times a year. <p>c. Support Sponsor £750</p> <ul style="list-style-type: none"> • Shared sponsorship with a maximum of 4 other Associate members. • Sponsors logo to be included on all emails regarding the directory and on the attached PDF document. • Sponsors mentioned and thanked at every Plenary meeting in the speech and newsletter
<p>Annual Awards of Excellence The AAE is the most prestigious award available to young people in the hospitality industry today, recognising and encouraging the most talented up and coming Chefs, Pastry Chefs and Waiters. It is the only award to cover all three categories of Kitchen, Pastry and Service.</p> <p>Since it began in 1983 over 600 young people have achieved the Award, setting them off on highly successful career paths.</p> <p>Sponsorship is required to run and manage the AAE to the highest standard and to ensure that as many young people as possible are given the opportunity to take part.</p>	<p>a. Headline Sponsor (6 in Total) £5000</p> <p>b. Accredited Product Support</p> <ul style="list-style-type: none"> • Sponsor logo to appear on all promotional material related to the AAE including: entry form, headed paper, correspondence, press releases, banners. • Sponsor to be mentioned in all press releases. Opportunity for paragraph about sponsor to be included in Editor's Note. • Sponsor visibility at Semi-Finals, Finals through use of logo on banners and paperwork. • Sponsor branding at AAE Gala Dinner through banners and inclusion in PowerPoint presentation. • Paragraph about sponsor and logo printed in menu for the AAE Gala Dinner. • Involvement in judging process through invitation to attend Finals as a guest* to the Kitchen & Pastry Finals at University of West London and Service Final at Le Gavroche. • Agreed number of places* at the AAE Gala Dinner. • Access to AAE winners, through the RACA, for PR purposes, as appropriate and to be discussed on an individual basis. <p style="text-align: center;"><i>* Number of places at the Finals and Gala Dinner dependent upon level of sponsorship</i></p>
<p>Master of Culinary Arts The MCA represents the very best in craftsmanship in cooking, pastry and service, while, at the same time, raising the professional status of chefs, pastry chefs and restaurant managers.</p>	<p>a. Headline Sponsor (7 in total) £6000</p> <p>b. Accredited Product Support</p> <ul style="list-style-type: none"> • Direct association with the most prestigious awards in the industry, Cutting edge of British talent and creativity, Finest British produce and suppliers • Distinctive branding opportunities: Company logo on all event literature including press releases, stationery, menus, all correspondence with

<p>Winners of the MCA carry the title for life and become role models for future generations. Through the MCA, we can encourage young people to aspire to be the best thus securing a better future for the hospitality industry.</p> <p>Gala Dinner guests include the great and the good of the industry and press</p>	<p>candidates and judges, banners etc.</p> <ul style="list-style-type: none"> • Presence at all press events and lunches relevant to the MCA including launch • Opportunity to attend Finals • Presence at the Gala dinner with individual invited guests - <i>Number of places Gala Dinner dependent upon level of sponsorship</i> • Development of relationship with the Academy and with the Master of Culinary Arts winners during and after the event - the MCA is a lifetime award. • The MCA is increasingly acknowledged as the distinctive mark of the professional excellence and leadership in the industry.
<p>Plenary Meeting Plenary Meetings are held 5 times a year and involve a lunch followed by a meeting.</p> <p>They are a fantastic opportunity for members to catch up with recent Royal Academy Activities and each other.</p>	<p>a. Titles Meeting Sponsor £1000 Sponsor the whole meeting including wines. Sponsors logo to be included on all promotional material involving the Plenary; email invitations, menu and the newsletter. Opportunity for sponsor to take the Associate members slot at the meeting (5 minute presentation)</p> <p>b. Wine Sponsor £240 <ul style="list-style-type: none"> • Sponsor the wine for the lunch • Mentioned in Menu, newsletter and speech </p> <p>c. Accredited Product Support</p>
<p>Adopt A School Founded in 1990, (Chefs) Adopt a School is a national charity which teaches children – in a holistic way – about food, food provenance, food growing and the environment, healthy eating, nutrition, hygiene and cookery as well as the impact of food our lives, tailor made sessions are delivered by chefs and hospitality professionals.</p> <p>Adopt a School relies on professional chefs and hospitality professionals volunteering their time to deliver the programme in schools. The chef typically delivers three sessions in a school year to one year group, ranging from taste and sensory to practical cookery, bread-making and front of house.</p>	<p>a) Sponsor a Classroom of children Sponsor the cost of a chef lecturer delivering:</p> <ul style="list-style-type: none"> ➤ Adopt a School session to 30 children £350 or ➤ Adopt a School programme (3 sessions) to 30 children £1000 <p>. Nominate a preferred local school to benefit</p> <ol style="list-style-type: none"> a. Generate local press and media recognition b. Corporate Social Responsibility opportunity c. Invest in the future generation of potential customers, chefs and hospitality professionals <p>b) Sponsor the cost of hats and aprons for 12 months (8000 hats and aprons with logo) £16000</p> <ul style="list-style-type: none"> • Sponsor’s logo included on hats and aprons and used at all AAS sessions (on average 1,800 sessions) • Visual presence in photographs and media coverage <p>c) Christmas Cards (500) with logo £500</p> <ul style="list-style-type: none"> • Sponsor the production of an Adopt a School Christmas card. All proceeds to go to AAS • Sponsor’s logo to be included on the card and mentioned in the AAS and RACA newsletters

If you are interested in any of the sponsorship opportunities above please speak to any of the Associate Steering Committee or The Royal Academy office; rosannafrost@royalacademyofculinaryarts.org.uk or Tel: 0208 673 6300

Associate Committee steering Committee;

Ken Wilkins CMA (Chairman); **Gillian Thomson** (Deputy Chairman), Director, ACT Clean Ltd; **David Bentley**, Managing Director, Town and Country Fine Foods; **Carolyn Cavele**, Managing Director, Food Matters; **Lance Forman**, Proprietor, H Forman and Son; **Birgit Gunz**, Director, Frankonia The Breadhouse; **Richard Victoria CMA**, Director of Sales, Ritter Courivaud

Royal Academy of Culinary Arts stats;

Database: over 1200 email contacts

Twitter: over 6,000 followers

Instagram: over 1,500 followers

We are supported by our media partners **The Caterer** and **The Staff Canteen** who provide full coverage of our events and activities including but not limited to:

- Live streaming of main events across social media channels
- Pre event promotion to maximise the live stream audience (*With just the most basic coverage we received nearly 50,000 views at The Annual Awards of Excellence Awards 2018*)
- News piece from the events, finals/awards with quotes from the finalists and judges
- Key press releases posted on their news channel (website, magazine and app) and social media channels

The Caterer key stats;

- 30,000 print readers each week
- 31,000 people briefed by email every working day
- 320,000 monthly unique users online
- 60,000 social media followers

The Staff Canteen key stats;

- 394,000 social media followers
- 77% growth in the last 12 months alone – 68,000 members
- Used by over 70% of professional chefs
- Over 1.2 million minutes of video viewed every month
- Chefs No. 1 Channel on YouTube with over 100,000 subscribers
- 55,000 app downloads - 5 times engagement rate

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