

# Frozen Food Awards 2020 Category Sponsorship

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Firstly we will work with you to chose which category would best suit your objective and target audience, then you will receive...

- ▶ Pre event promotion – each category is focussed for 2 weeks between October & March 2020

Logo on video showing all shortlisted products

Logo on social channels post (combined following 24,000)

Company strapline on shortlist blog promotion

Logo, link and company description on BFFF Weekly email promotion

Logo, strapline and link on website event page

Logo, description and link in BFFF industry magazine promotion

- ▶ During event promotion – Chesford Grange, Warwickshire April 20<sup>th</sup> 2021

Logo and description in digital event brochure

Logo and strapline on screen when category presented

On stage recognition from BFFF CEO

Logo on the physical award and certificate

- ▶ Post event promotion

Logo and strapline on all category scoring sheets delivered to all entrants

Logo on information pack for media and influencer event (May 2021)

Logo on all post event category promotion



- ▶ Best New Centre Plate/Main Course – Fish and Seafood
  - ▶ Best New Centre Plate/Main Course – Meat
  - ▶ Best New Christmas/Special Occasion/Party Product
  - ▶ Best New Dessert/Ice Cream/Confectionery Product
  - ▶ Best New Side of Plate/Ingredient Product
  - ▶ Best Vegetarian/Vegan/Meat Free Product
  - ▶ Best New Pizza/Savoury Bread Product
  - ▶ Product of the Year
  - ▶ Innovation Product of the year
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- ▶ Best New Bakery Product
- ▶ Best New Centre Plate/Main Course – Fish and Seafood
- ▶ Best New Centre Plate/Main Course – Meat
- ▶ Best New Christmas/Seasonal Product
- ▶ Best New Dessert/Ice Cream/Confectionery Product
- ▶ Best New Side of Plate/Ingredient Product
- ▶ Best New Starter/Appetiser/Buffer Product
- ▶ Best Vegetarian/Vegan/Meat Free Product
- ▶ Product of the Year
- ▶ Innovation Product of the Year

## RETAIL

## FOODSERVICE

