



Virtual Cheese **AWARDS**



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Sponsorship Opportunities



‘The Annual Virtual Cheese Awards are a unique way to honour the UK & Ireland’s Cheese Community’



Be a part of the most inclusive, transparent cheese awards in the World

- The awards aim to ‘**celebrate the cheese**’, support the dairy and agricultural industries and champion British and Irish cheese.
- The awards deliver all year-round engagement with 3000+ cheese community in the UK
- The Virtual Cheese Awards allow cheese to be judged but the UKs foremost influencers and judges from retail, hospitality and the cheese industry
- The Awards are a cost-effective way to bring the cheese community together
- If you would like to be part of this year’s celebration and add your support, there are several sponsorship opportunities available to suit all budgets

Be part of this years’ celebration from just £500 + VAT



Opportunities include

**Virtual Cheese
AWARDS** 

- 01** Platinum Sponsorship
- 02** Gold Sponsorship
- 03** Trophy Sponsorships
- 04** Silver Sponsorships
- 05** Bronze Sponsorships
- 06** Class & Category Sponsorship





Platinum (Headline) Sponsor

- Inclusion in title of awards – *“Virtual Cheese Awards in association with xxx”*
- Large brand profile and link to your website on VCA site
- Logo across marketing materials and any merchandise
- Interview feature with Nigel Barden to be shown and promoted online and across social on final award day
- Support on VCA social channels with 5 x posts and profiles
- Brand profile PR activity across trade and consumer PR
- Logo displayed on the Supreme Champion Trophy
- *Headline banner on our Monthly VCA newsletter*

From £7,500 + VAT



Gold Sponsorship Opportunities

- Named sponsor of one the main categories
- Logo included on the award and highlighted in final judging
- Large brand profile and link to your website on VCA site
- Short interview with Nigel Barden for finals day
- Included in PR activity and in press releases
- Support across VCA social channels 3 x posts
- Article in the Virtual Cheese Awards monthly Newsletter

Gold sponsorships:

- Trophy for Sustainability
- Trophy for Artisan Farmhouse Cheese (own herd)
- Best Cheese from England
- Best Cheese from Scotland
- Best Cheese from Wales
- Best Cheese from Northern Ireland
- Best Cheese from Ireland

From £2000 + VAT



Silver Trophy Sponsorship Opportunities

- Named sponsor one of the regional or Silver categories
- Logo included on the award and highlighted in final judging
- Brand profile and link to your website on VCA site
- Included in PR activity and in press releases
- Support across VCA social channels 2 x posts per brand
- Article in the Virtual Cheese Awards monthly Newsletter

Silver sponsorships:

- Cheese Hero
- Young Cheesemaker of the Year
- New Cheesemaker of the Year

From £1,500 + VAT



Cheese Hero:

We are looking to honour a Cheese hero each year, someone who deserves the recognition of the Industry. It could be a colleague, a mentor or your own hero – we are determined to champion people

Young Cheesemaker: (Under 30 year of age)

We are looking to the future and aiming to champion, mentor and elevate up and coming talent to cheese making industry. The prize for winning this Trophy includes a Level 1 Academy of Cheese course

New Cheese Maker: (Has been making cheese 1-4 years)

This award showcases new and talented cheesemakers, and is a way of showing exciting new cheeses to the UK market.

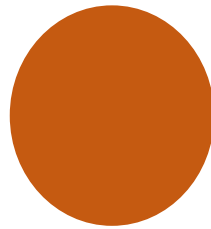


Bronze Sponsorship Opportunities

Class & Category Sponsorship: Category: £1000 | Class: £500

- Named sponsor on category / class
- Logo included on award and listed on VCA website
- Mentioned in VCA press releases
- 2 x social post on VCA sites for categories, 1 for classes
- Branded links on VCA website
- Article in the Virtual Cheese Awards monthly Newsletter

From £500 + VAT



Apron Sponsorship: £1,200 + VAT

Provide branded aprons for all judges ensuring your brand is front and centre throughout the day.

- Your Logo on all promotional material
- Inclusion in the social and marketing campaign
- Article in VCA monthly newsletter

Judges Packs: £750 + VAT

To be sent to leading industry names will include:

- A branded cheeseboard, information about the judging
- Your Logo on all promotional material
- Inclusion in the social and marketing campaign
- Article in VCA monthly newsletter

From £500 + VAT



For further information
please contact the team

Virtual Cheese
AWARDS



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