



CULINARY CHALLENGE 2023

Sponsorship Opportunities

May 30 – June 2, 2023

KINTEX, Seoul, Korea



Event Information

- **Event Name** Seoul Food & Hotel Culinary Challenge 2023
- **Date** May 30(Tue) – June 2(Fri), 2023
- **Venue** KINTEX 1, Hall 5
- **Organisers**  informa markets  kotra
Korea Trade-Investment
Promotion Agency 
- **Endorsed by**  Worldchefs
- **Sponsored by** (2019) Nestle Professional, Matfer Bourgeat, 주방뱅크, Atlantic Chef Knife, Le Ferre, LOWE, SEUM
- **Participants** (2019) 330 Professional chefs and students
International participants from Philippines, Malaysia, Taiwan and Thailand
- **Event Result** (2019) 14 Live Classes & 3 Display Classes
28 Gold, 60 Silver and 110 Bronze medals





About Culinary Challenge

The Seoul Food & Hotel Culinary Challenge will return for its 6th edition at SFH 2023, building upon its growing status with the Korean chef scene and continuing its role as a Worldchefs endorsed event. 300 chefs ranging from students to professionals will compete each other for the chance to become the champions of Seoul Food & Hotel Culinary Challenge 2023.

Click and Watch our Video!





Sponsorship Packages

Seoul Food & Hotel Culinary Challenge provides a variety of sponsorship opportunities to maximise sponsor's brand awareness at the event.

Sponsor provides to the Organiser

- Sponsorship Fee
- Product for use during the event
- Prize for top 3 winners of sponsoring class

* Sponsorship fee is negotiable for stand exhibitors



Organiser provides to the Sponsor

- Maximum brand exposure
- Innovative dishes and creative recipes using sponsor's product
- Opportunities to engage directly with the customers
- Early contact with culinary school students

Seoul Food & Hotel runs two different sponsorship packages.



**GOLD
Package**



**SILVER
Package**



Description	Gold	Silver
	US\$5,000	US\$3,000
1. Participant's recipes and photos of the dishes of sponsoring category (for food item sponsors)	V	V
2. Competition category named after sponsor (for food item sponsor)	V	V
3. Sponsor's logo in pre/onsite/post event promotional materials – Poster, Leaflet, Onsite banners, etc.	V	V
4. Sponsor's logo on the backdrop, wall, kitchen and signage of the event	V	V
5. Sponsor's logo on the judge's jacket & staff uniform	V	
6. Sponsor introduction in e-newsletter to an extensive database of over 50,000 industry contacts	V	
7. Sponsor introduction on the official social media of the event – Facebook, Instagram, etc.	V	V
8. Sponsor's advert in the event leaflet	V(Full Page)	V(1/3 Page)
9. Sponsor's promotion booth in the event area to distribute brochure and display product (booth size negotiable)	V	



1. Class Name

- Competition category named after sponsor



class 3	US Pork
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class5	Norwegian Salmon
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class9	Nestle Professional Team Challenge
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class 10	Cacao Barry Innovative Dessert
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2. Event Promotion Materials

- Sponsor logo in the poster, leaflet, onsite banners





3. Event Area

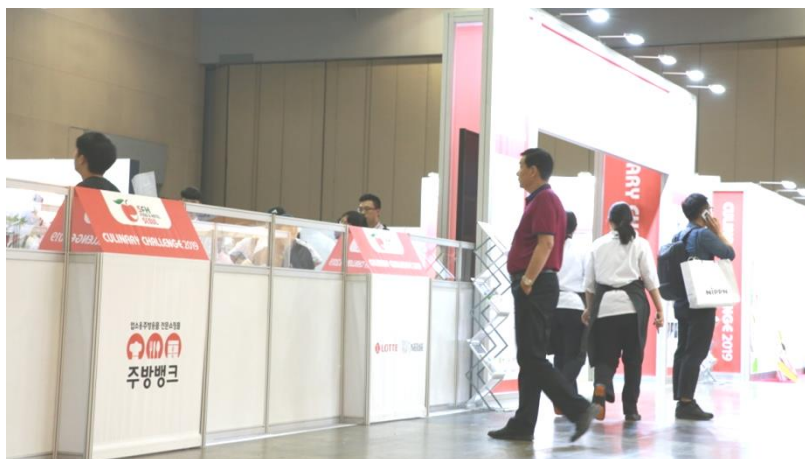
- Sponsor logo on the wall, backdrop, kitchen and other signage



[Kitchen]



[Backdrop]



[Wall]



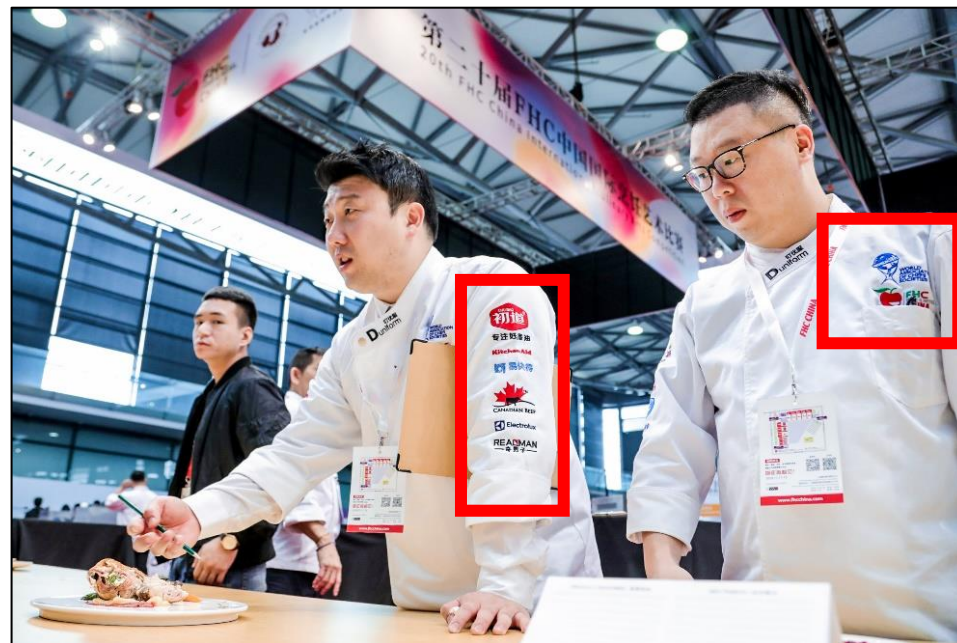
[Wall]



4. Event Uniform

- Sponsor logo on judge's jacket and staff uniform

**GOLD
Sponsor**





5. E Newsletter

- Sponsor introduction in E-newsletter
- Distributed to over 50,000 industry contacts

GOLD Sponsor



6. Social Media

- Sponsor introduction on the social media of the event





7. Event Leaflet

- Sponsor's advert in the event leaflet.
- Placed at exhibition hall lobby and entrance of the event area

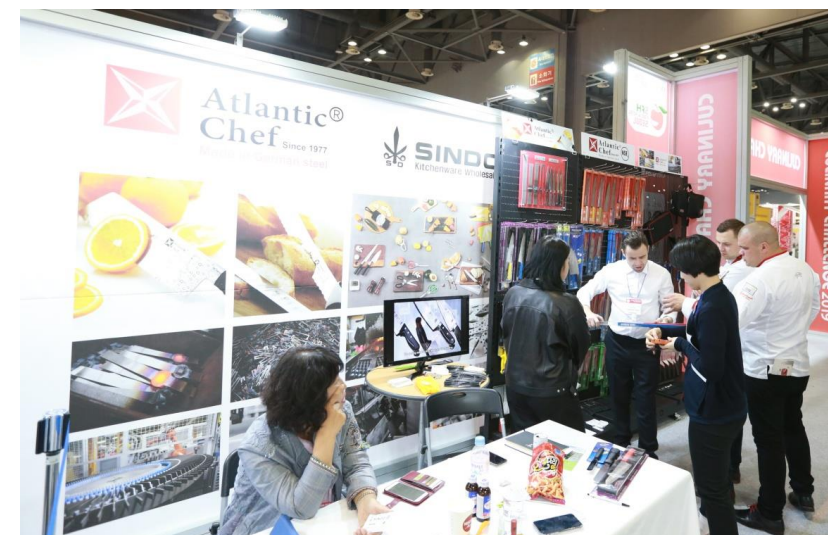




8. Promotion booth

- Booth size is negotiable

GOLD
Sponsor





CULINARY CHALLENGE

Contact



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