



## ACF Culinary Team USA 2012 SPONSORSHIP LEVELS

### Partnership for American Culinary Federation Culinary Team USA 2012

More than 20,000 members strong, the American Culinary Federation (ACF) is the leader in professional and personal development for the culinary industry. Our mission is simple: to provide the opportunity for growth in every segment of foodservice.

ACF strongly believes in the importance of honing and developing the skills and experience necessary for excellence in culinary craftsmanship through competition. It is that dedication and commitment that led ACF to develop national guidelines for culinary competitions.

Culinary competitions are a vital part of the ACF repertoire and have been for decades. ACF-sanctioned competitions were designed to continually raise standards of excellence and professionalism while promoting creativity and camaraderie among culinarians long before TV food shows became popular.

ACF, the largest group of professional culinarians in America for more than 80 years, is home to ACF Culinary Team USA, the official U.S. representative for national and international culinary and pastry competitions. Three teams—national team, military team and youth team—will represent the United States at the 2012 *Internationale Kochkunst Ausstellung* International Culinary Art Competition, also known as the “culinary Olympics,” in Erfurt, Germany.

This unique sponsorship of ACF Culinary Team USA offers positioning and branding opportunities that place your company among “the best of the best.” Your brand and support of Team USA are prominently showcased in advertising, electronic marketing, events, tryouts and ACF regional and national culinary events and competitions, as well as international and national public and media-relations efforts.





## **GOLD—\$30,000**

### **Advertising and Promotion**

- Prominent placement of logo on ACF Culinary Team USA chef coats
- Logo to appear on two full-page ACF Culinary Team USA color advertisements in *The National Culinary Review* per year
- One complimentary half-page advertisement in *The National Culinary Review* per year
- Use of ACF Culinary Team USA logo for marketing purposes, collateral and advertising
- Three text advertisements with logo in *The Culinary Insider*, ACF's e-newsletter, per year
- Listing and logo as a Gold Partner on the ACF Culinary Team USA page of ACF's Web site with a reciprocal link
- Logo placement on the partner video for ACF National Convention to run at General Session and President's Grand Ball
- One-time use of ACF member mailing list per year (e-mail addresses not included)
- Inclusion in Trends and Techniques and ACF Industry Partners sections on ACF Web site
- Logo and/or listing in collateral, electronic and print, advertising, Web site and press materials for ACF Culinary Team USA, when applicable
- Use of ACF Culinary Team USA competition results for marketing purposes

### **Publications**

- Four complimentary digital subscriptions to *The National Culinary Review*
- Permission granted for articles and ads to be reproduced

### **Conventions/Trade Shows**

- 10' x 20' booth at the ACF National Convention trade show

### **Travel with the Team**

With a three year sponsorship commitment, the World of MBI is offering a travel package for two (at cost) to attend the 2012 "culinary Olympics" in Erfurt, Germany. The costs will be finalized in 2011, and the package includes:

- Round-trip airfare to Frankfurt, Germany
- Round-trip transfer by motor coach from Frankfurt Airport to Erfurt
- Deluxe hotel accommodations for eight nights in Erfurt, double occupancy
- Breakfast daily
- Daily pass to the "culinary Olympics"
- Daily VIP tickets to the Restaurant of Nations to enjoy the cuisine of competing international teams



## **SILVER—\$15,000**

### **Advertising and Promotion**

- Sponsor logo on ACF Culinary Team USA chef coats
- Text recognition in two full-page ACF Culinary Team USA color advertisements in *The National Culinary Review* per year
- Use of ACF Culinary Team USA logo for marketing purposes, collateral and advertising
- Two text advertisements with logo in *The Culinary Insider*, ACF's e-newsletter, per year
- Listing and logo as a Silver Partner on the ACF Culinary Team USA page of ACF's Web site with a reciprocal link
- Logo placement on the partner video for ACF National Convention to run at General Session and President's Grand Ball
- One-time use of ACF member mailing list per year (e-mail addresses not included)
- Listing in collateral, electronic and print, advertising, Web site and press materials for ACF Culinary Team USA, when applicable
- Use of ACF Culinary Team USA competition results for marketing purposes

### **Publications**

- Three complimentary digital subscriptions to *The National Culinary Review*
- Permission granted for articles and ads to be reproduced

### **Conventions/Trade Shows**

- 10' x 10' booth at the ACF National Convention trade show





## **BRONZE—\$10,000**

### **Advertising and Promotion**

- Text recognition in two full-page ACF Culinary Team USA color advertisements in *The National Culinary Review* per year
- Use of ACF Culinary Team USA logo for marketing purposes, collateral and advertising
- One text ad with logo in *The Culinary Insider*, ACF's e-newsletter, per year
- Listing and logo as a Bronze Partner on the ACF Culinary Team USA page of ACF's Web site with a reciprocal link
- Logo placement on the partner video for ACF National Convention to run at General Session and President's Grand Ball
- Listing in collateral, electronic and print, advertising, Web site and press materials for ACF Culinary Team USA, when applicable
- Use of ACF Culinary Team USA competition results for marketing purposes

### **Publications**

- Two complimentary digital subscriptions to *The National Culinary Review*
- Permission granted for articles and ads to be reproduced



## **COBALT—\$5,000**

### **Advertising and Promotion**

- Text recognition in two full-page ACF Culinary Team USA color advertisements in *The National Culinary Review* per year
- Use of ACF Culinary Team USA logo for marketing purposes, collateral and advertising
- Listing and logo as a Cobalt Partner on the ACF Culinary Team USA page of ACF's Web site with a reciprocal link
- Logo placement on the partner video for ACF National Convention to run at General Session and President's Grand Ball
- Listing in collateral, electronic and print, advertising, Web site and press materials for ACF Culinary Team USA, when applicable
- Use of ACF Culinary Team USA competition results for marketing purposes

### **Publications**

- One complimentary digital subscription to *The National Culinary Review*
- Permission granted for articles and ads to be reproduced

## **COPPER—\$2,000**

- Text recognition in two full-page ACF Culinary Team USA color advertisements in *The National Culinary Review* per year
- Use of ACF Culinary Team USA logo for marketing purposes, collateral and advertising
- Listing as a Copper Partner on the ACF Culinary Team USA page of ACF's Web site with a reciprocal link
- Logo placement on the partner video for ACF National Convention to run at General Session and President's Grand Ball
- Listing in collateral, electronic and print, advertising, Web site and press materials for ACF Culinary Team USA when applicable
- Use of ACF Culinary Team USA competition results for marketing purposes

## **LIMITED EDITION PLATES**

Sponsors committing to a three-year partnership with ACF Culinary Team USA will receive a limited edition ACF Culinary Team USA plate(s) produced by Villeroy & Boch and designed by artist Jennifer Garant.

- Gold Partner: Five plates
- Silver Partner: Four plates
- Bronze Partner: Three plates
- Cobalt Partner: Two plates
- Copper Partner: One plate

