

COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

BIG IDEA FOOD COMPETITION

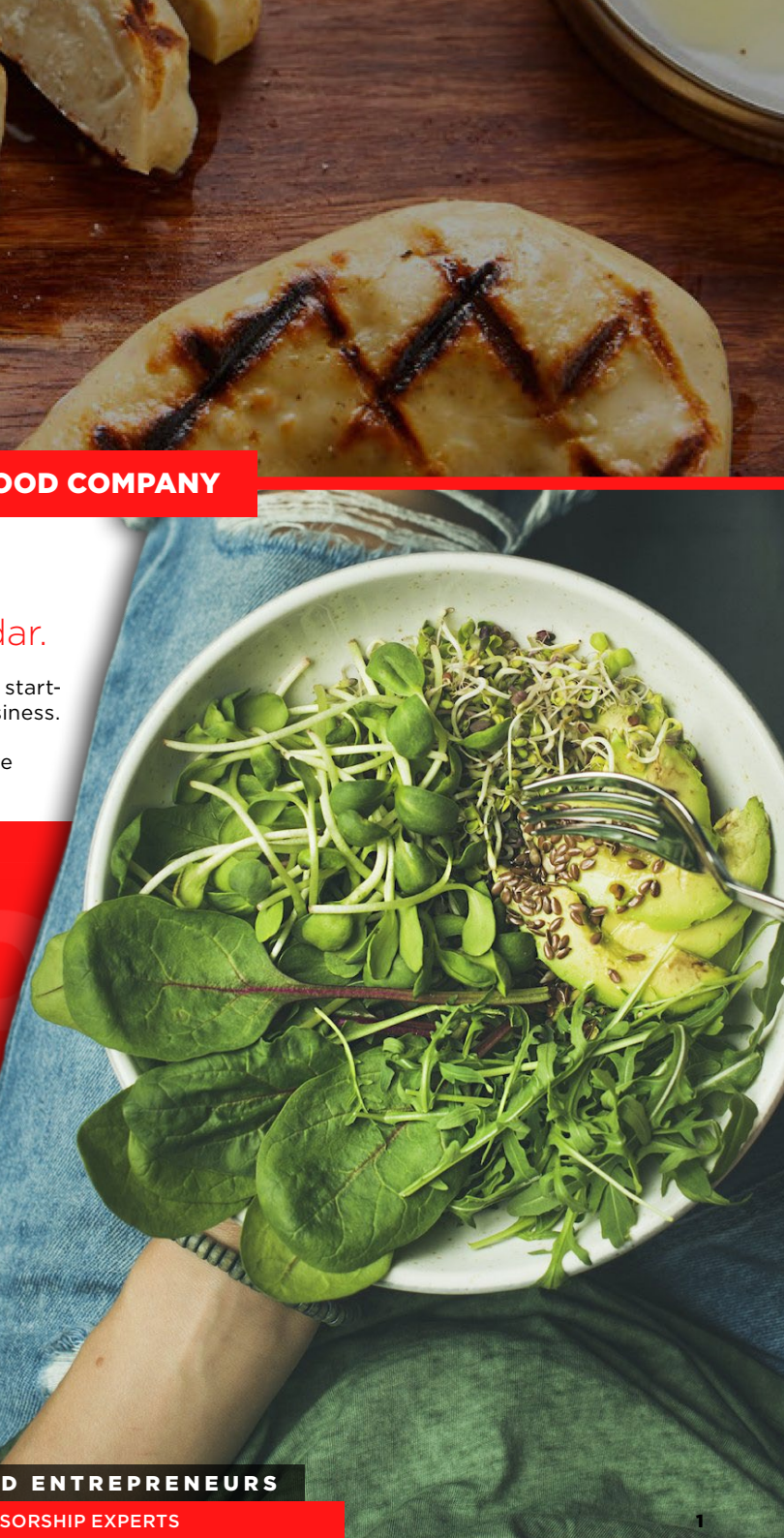
ASIA EDITION 2022

THE SEARCH FOR ASIA'S #1 START-UP PLANT BASED FOOD COMPANY

The inaugural Asia wide Big Idea Food Competition 2022 is set to become one of the hottest events on the alternative protein and plant-based calendar.

Expected to attract over 500 entries, the annual landmark 'pitch and cook' style competition will shine a spotlight on the best start-ups from each of the six participating Asian countries, and crown Asia Pacific's #1 new alternative protein and plant-based business.

BIFC 2022 will bring together some of the best entrepreneurs across the region and will serve as a milestone for the alternative protein industry, inspiring the next generation of food start-ups.



QUICK FACTS

6 PARTICIPATING COUNTRIES

Korea, China, Indonesia, Singapore, Thailand, Japan

SOCIAL MEDIA INFLUENCER REACH

INSTAGRAM - 12 million
FACEBOOK - 1 million

JUDGING

Participating start-ups will be judged by a panel of industry experts, thought leaders and celebrities who will evaluate the business acumen and culinary potential of each start-up

PITCH & COOK

Style competition to determine the #1 start-up from each participating country

A MAJOR GLOBAL ISSUE

In a world where food and food security are becoming an increasingly political issue, the need for conscious food production and sourcing has become a major issue facing the planet

ORGANISED BY BIG IDEA VENTURES

A venture capital fund solving the world's biggest challenges by supporting food entrepreneurs

SINGAPORE FINAL

The winners of the 6 country events will travel to Singapore to compete in the Asia Final

USD\$200,000 WINNERS' PRIZE

Investment package in the #1 start-up from Big Idea Ventures

1st, 2nd and 3rd place prizes and packages along the way

30 CONTESTANTS

5 companies to participate per country (30 contestants total)

A multi-market partnership opportunity allowing Sponsors and Partners to tap into the global plant-based food revolution...

Integrate **BIG IDEA FOOD COMPETITION 2022** into your marketing platform...

BIG IDEA  VENTURES

ORGANISED BY BIG IDEA VENTURES

DISCOVERING & NURTURING THE NEXT GENERATION OF FOOD ENTREPRENEURS

MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPERTS

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THE GLOBAL FOOD INDUSTRY REVOLUTION

ALTERNATIVE PROTEIN MARKET

Alternative Protein is one of the fastest growing sectors in the food industry.

Increased health consciousness, the rising popularity of functional foods, consumer concerns about sustainability, and new product innovations are all driving market growth for alternative proteins used for food applications.

USD\$17 BILLION

Asia Pacific Meat Substitute Market worth in 2020

40%

Of consumers in Europe are planning on reducing their meat consumption

USD\$290 BILLION

Global alt-protein market worth by 2035

USD\$10.1 BILLION

In venture capital has been invested into foodtech in Q3 2021, bringing the yearly total to \$28.8 Billion- already up 85% over 2020

10%

Of meat, egg, dairy and seafood will be alternative by 2035

2020 - USD\$3.1 BILLION
2019 - USD\$1 BILLION
2018 - USD\$600 MILLION

The amount of capital invested in alternative protein companies, globally

2021 - 2027

Alt-protein market will grow to \$155 Billion - 17% Compound Annual Growth Rate

Sources: Boston Consulting Group, Global Market Insights, Euromonitor International

MICRO TRENDS: ASIA



FERMENTATION

Whole-cut plant-based meat and seafood products, and alternatives to tropical oils and animal fats



CELL-BASED COMMERCIALISATION

Asia has become a leader, producing novel solutions to scalability challenges including plant-based growth factors, scaffolding and bioreactor technology



INNOVATIVE TEXTURING TECHNOLOGIES

New players in this space are improving the texture of plant-based meats to make them indistinguishable from traditional meats



WHOLE-PLANT PROTEINS

Health-focused consumer trends are driving plant-based companies to develop less-processed plant-based proteins from whole-plant and minimally-processed ingredients

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PACKAGES

We have comprehensive commercial sponsorship and partnership opportunities for businesses to get involved with BIG IDEA FOOD COMPETITION 2022 including: Title & Presenting Sponsors; Host Sponsors; Official Partners; Official Suppliers; Official Media Partners; and Industry Partners.

ASIA WIDE - ALL COUNTRY SPECIFIC COMPETITIONS & REGIONAL FINAL

TIER 1: TITLE SPONSOR

- 1 x Title Sponsor with naming rights for ALL events powered by Big Idea Ventures

TIER 2: OFFICIAL PARTNERS

- Up to 10 x Official Partners from non-competing categories for ALL events
Main Partner categories include: Restaurant Partner, Hospitality Partner, Travel Partner, Retail Partner, Industry Partner, Media Partner, Sustainability Partner

TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to 10 x Official Suppliers providing goods and services essential for ALL events
- Up to 10 x Media Partners providing advertising and guaranteed editorial essential for ALL events

TIER 4: INDUSTRY PARTNERS

- Packages for Restaurant, Bar Hotel and Food & Beverage sector businesses for ALL events

ONE OR MORE COUNTRY SPECIFIC COMPETITIONS

TIER 1: PRESENTING & HOST SPONSORS

- 1 x Presenting Sponsor with naming rights for Country Specific event / s
- 1 x Host Sponsor with hosting rights for Country Specific event / s

TIER 2: OFFICIAL COUNTRY PARTNERS

- Up to 10 x Official Partners from non-competing categories for Country Specific event / s

TIER 3: OFFICIAL COUNTRY SUPPLIERS & COUNTRY MEDIA PARTNERS

- Up to 10 x Official Suppliers providing goods and services essential for Country Specific event / s
- Up to 10 x Media Partners providing advertising and guaranteed editorial essential for Country Specific event / s

TIER 4: COUNTRY INDUSTRY PARTNER

- Packages for Restaurant, Bar Hotel and Food & Beverage sector businesses for Country Specific event / s

ACCELERATOR PACKAGES

In addition to the Sponsorship Packages, BIV is offering two accelerator packages for Thailand, Malaysia and Indonesia - with a maximum of one per market.

BIV ALT PROTEIN ACCELERATOR has a proven track record of identifying and investing in the most promising entrepreneurs in the world...

USD\$50M+

ASSETS UNDER MANAGEMENT

8 YEARS

RUNNING ACCELERATOR PROGRAMS

STRATEGIC PARTNERS INCLUDE

TEMASEK, TYSON, BEL, GIVAUDAN, AAK, MEIJI, BUHLER

Further details on request.

GLOBAL

NORTH AMERICA, ASIA, EUROPE

10 YEARS

BUILDING START UPS

16 YEARS

FOOD INDUSTRY EXPERIENCE

THE WORLD'S LARGEST NETWORK OF NEW PROTEIN ACCELERATORS

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PACKAGES

GOVERNMENT PARTNERS / SUPPORTING AUTHORITIES

BIFC 2022 is looking to work with Government Partners and Supporting Authorities to become stakeholders in the competition.

GOVERNMENT INSTITUTION BENEFITS INCLUDE:

- Highlighting your country as a leader in food technology and sustainability
- Identifying new solutions and improvements in food
- Engaging and developing your entrepreneurial ecosystem
- Promoting a healthier lifestyle and diet of the population
- Bringing together the country to support your entrepreneurs across the region

Government Bodies secured or currently liaising with include the following ...

Singapore	Singapore Tourist Board; Singapore Food Agency; Agency for Science Technology & Research Singapore; EDB Singapore; Enterprise Singapore
Thailand	Amazing Thailand; Singapore Thai Chamber of Commerce, FoodInnopolis
Indonesia	Ministry of Industry; Ministry of Tourism; Wonderful Indonesia
China	China Chamber of Commerce for I / E of Foodstuffs, Native Produce and Animal By-products; Plant Based Foods Association; China Tourism
Japan	Ministry of Agriculture Fisheries & Food; Ministry of Economy Trade & Industry; Japan External trade Organisation; Japan Endless Discovery; JNTO
Korea	KISED – Korea Institute of Start-up & Entrepreneurship Development; Korea Trade-Investment Promotion Agency; Imagine Your Korea



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RIGHTS

Rights fall into the following categories. A full inventory by sponsorship level is detailed:

- **Category Exclusivity & Title Rights**
- **Branding & Intellectual Property Rights**
- **Media, Promotion & PR Rights**
- **Digital & Social Rights**
- **Experiential Rights**
- **Hospitality & Networking Rights**
- **Merchandising Rights**

WHO SHOULD SPONSOR?

BIG IDEA FOOD COMPETITION 2022 is a great opportunity for brands in the following sectors:

Airlines	Coffee	Jewellery	Security
Automotive	Fashion	Luggage	Telco
Alcohol-Free Drinks	Financial Services & Insurance	Luxury Watches	Travel
Champagne	Fine Cuisine	Premium Food Ingredients	Up-market Collectables
Chocolate	Florists	Professional Services	
Catering	Hotels	Property	
Cigars	Kitchen - Appliances, Cookware, Glassware, Knives, Worktops	Soft Drinks	

Main Partner categories include: Restaurant Partner, Hospitality Partner, Travel Partner, Retail Partner, Industry Partner, Media Partner, Sustainability Partner

- Highlight your brand as a thought leader in plant-based proteins and the future of food
- Generate exposure in key APAC markets
- Reach a wide audience via lead-up marketing
- Early access to innovative food start-ups
- Partner with BIV, a leading fund and accelerator in the food / alternative proteins space



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FORMAT



Big Idea Ventures has partnered with Informa Markets, the global leader in Trade Shows and Expos, to bring to life the Big Idea Food Competition 2022 at Food & Hotel events across the region. The competition will be placed into the first-of-its-kind Alt Protein Asia "feature space" within the Expos, showcasing the best of the alternative protein community in the following markets:

COUNTRY COMPETITION TIMETABLE

DATE	COUNTRY	VENUE, CITY	EVENT LOCATION	HOST PARTNER
7th - 10th June Event date - 7th June	South Korea	Food and Hotel, Seoul	KINTEX	Informa Markets
22nd June	China	Hi&Fi Expo, Shanghai	NECC	SingExpo
26th - 29th July Event date 26th July	Indonesia	Food & Hotel Jakarta	JiExpo	Informa Markets
5th - 8th September Event date 5th September	Singapore	Food & Hotel, Singapore	SingExpo	Informa Markets
21st - 24th September Event date 21st September	Thailand	Food & Hotel, Bangkok	QSNCC	Informa Markets
12th - 14th October Event date 12th October	Japan	Food Ingredients for Taste, Tokyo	Tokyo Big Sight	Informa Markets

Subject to change

REGIONAL FINAL

The final will be held in Singapore in the first half of 2023.

The final will feature the 10 country competition winners with one being crowned Asia Pacific's #1 new alternative protein and plant-based business and receiving a USD\$200,000 investment from Big Idea Ventures.

COUNTRY COMPETITION FORMAT

TIMING	ACTIVITY
09:00	Introductions and Event Kick-off
11:30 - 12:00	Keynote Speech / Introductions
12:00 - 13:00	Pitching 5 X Start-ups - 15 minutes each
13:30 - 14:00	Break (set up cameras, set up cooking stations)
14:00 - 16:30	Cooking & Tasting - 5 x Start-ups - 30 minutes each Pair 1 local vegan / vegetarian Chef with 1 Start-up Chef prepares the featured dish while the Founder gives an overview to judges Judges taste the dish once prepared Judges give feedback and ask questions to the Chef and Founders
16:30 - 17:00	Judges Deliberate + Winners Announcement
17:30 - 18:00	Interviews with Start-ups / Judges
19:00 - 22:00	Hotel gathering for all participants

Subject to change

The Final will include:

- Product Tasting Event
- Breakout Event - with Celebrity Chef curating a menu of new dishes using new products
- Winner Presentation
- After Party

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COMPETITION FORMAT

ENTRIES

BIFC 2022 is looking for entrepreneurs and start-ups that fit the following criteria:

- Plant-based proteins
- Fermentation-based proteins
- Plant-based dairy
- Plant-based ingredients
- Safe product to test
- Pre seed stage start-ups
- MVP (minimum viable product)
- Product / Market fit

The following are ineligible: Institutionally Invested; Corporate Affiliated; Corporate Brands; Cell-based Protein Companies; Significant Yearly Revenues; Non-food Related Companies; Social Platforms; Food / Tech Apps.

TIMELINE

January - March 2022	Open Applications Competition Planning / Strategy	Launch Evaluate up to 50 applications per country
April - May 2022	Engage and Evaluate Start-ups Select 5 Start-ups Per Country	5 start-ups selected as contestants by country Start-ups pair with local chef to develop the dish they will present to the judges on the event date
June - October 2022	Media Campaigns Execute Competition	Contestants travel to 3-day pitch + cooking competition Teams will be judged on: flavor & texture, quality of business plan, branding and proprietary innovation Top three teams will receive cash + prizes
Q1 2023	BIFC Finals in Singapore	#1 start-up from each country will move on to compete in the grand final in Singapore Grand Prize winner USD \$200,000 investment from Big Idea Ventures



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WHY GET INVOLVED?

BIG IDEA FOOD COMPETITION 2022 will be extensively publicised through a varied and diverse mix of marketing methods in tandem with Informa Markets.

The Competition will be widely promoted across international, national and local stages including advertising in lifestyle and food and beverage publications.

Beyond print and online coverage, the organisers are filming at all six Country Events and the Regional Final.

Direct mails, e-newsletters and the promotion of the Competitions' news via social media are all used to deliver messages to the target audiences.

BIG IDEA FOOD COMPETITION 2022 sponsorship packages are designed to provide an exceptional combination of networking and corporate branding opportunities, including:

Brand Association & Alignment	with the alternative protein food market
Publicity & PR	major national and regional PR media coverage, both traditional and digital
Promotional Marketing	branding in marketing collateral at: the events; in live stream and broadcast coverage and press releases, invitations and tickets; and via a pre and post regional marketing campaign. Opportunities to leverage connections post Competition
Product Placement	at the Country Events and the Regional Final
Digital	branding on event websites and social media
Experiential	opportunity to have a brand activation in the Sponsors Village at each Country Event and Regional Final area at the Country Events and the Regional Final, emotionally connecting your brand to your target audience
Networking & Hospitality	engagement with restaurants, bars, hotels, chefs, VIPs and key food, national, travel and lifestyle media, offering channels to both the trade and consumer markets

Ad BRAND EXPOSURE

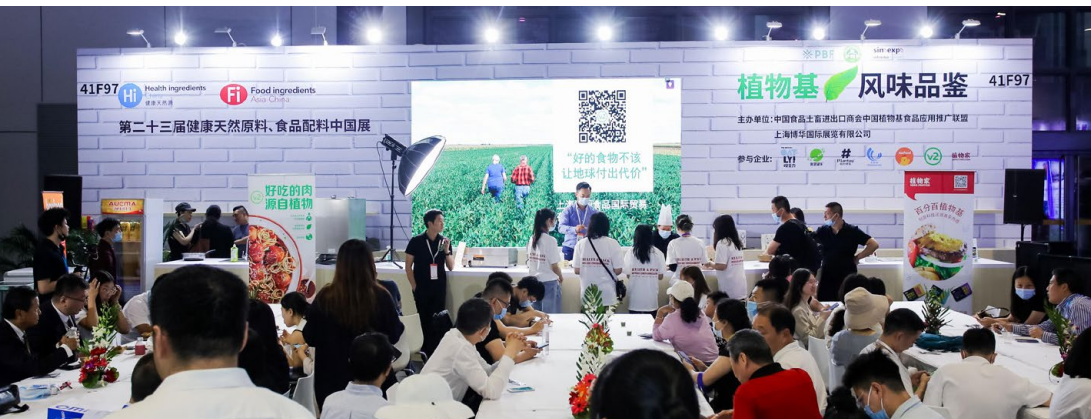
The opportunity to integrate with BIG IDEA FOOD COMPETITION 2022.

NAMING RIGHTS TO THE COMPETITION	COUNTRY EVENT & REGIONAL FINAL BRANDING	EVENT PRESENCE	PROMOTIONAL MATERIAL BRANDING
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BROADCAST EXPOSURE

Opportunities for product placement and advertising packages as part of any BIG IDEA FOOD COMPETITION 2022 broadcast, streaming programme, which is currently being finalised and video documentary.

Broadcast coverage subject to confirmation.



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WHY GET INVOLVED?

MEDIA, PROMOTION & PR RIGHTS

Sponsors and Partners can create media coverage through news PR activity. There will be coverage in each of the participating 10 country's local and national media as well as Asian regional and international media including Social, Online, TV, Radio and Magazines.

MEDIA PARTNERS

Coverage with our Media Partners - currently being finalised.

The organisers current media network includes; Green Queen, Tatler Asia, CAN, Vegconomist, Food hack and ProVeg.



TATLER



vegconomist
- the vegan business magazine -

ADVERTISING

ONLINE - BIG IDEA FOOD COMPETITION 2022 marketing team will work closely with leading industry web portals to reach restaurants, bars, hotels as well as the travel, retail, vegan sectors and their customers through web advertising and targeted email campaigns.

PRINT - a media-wide advertising campaign focus on key professionals from the food and lifestyle publications enhanced with editorial content.

PR & CONTENT

BIG IDEA FOOD COMPETITION 2022 is hot news. Sponsors and Partners will have rights to associate with the Country Events & Regional Final for PR and advertising activity. Sponsors and Partners can create content through: Q&As; Celebrity, Food Critic and Expert Speaker Features; Competition Highlights; Onsite Country Specific Events and Regional Final Promotions Press Conferences; and Charity Links.

The PR campaign ensures wide coverage both during and after the competition and will feature:

- Media engagement and editorial in business publications and monthly food and lifestyle magazines
- Features on the 50 x start-up finalists from the 10 x participating countries and winners at the Regional Final in Singapore
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels



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WHY GET INVOLVED?

DIGITAL & SOCIAL RIGHTS

Exposure through...

-  **FACEBOOK** - <https://www.facebook.com/BigIdeaVentures/>
-  **INSTAGRAM** - <https://www.instagram.com/bigideaventures/>
-  **TWITTER** - <https://twitter.com/bigideaventures>
-  **LINKEDIN** - <https://www.linkedin.com/company/bigideaventures/>
-  **WEB** - <https://bigideaventures.com/>

EXPERIENTIAL RIGHTS

Event attendees provide Sponsors & Partners with a mixture of: High Net Worth Individuals from food critics and media celebrities to business entrepreneurs from all industries; and corporate high flyers from media and advertising.

HOSPITALITY & NETWORKING RIGHTS

BIG IDEA FOOD COMPETITION ASIA 2022 offers a fantastic platform to entertain customers, clients and network throughout Asia - an excellent way to do and promote your business.

Highlights include:

- VIP Passes to all gatherings and parties including VIP lounge for competition finals
- Founder Access: pre-competition access to founders - introductions to founding members for potential investments or acquisitions via online sessions
- Access to BIV's BIFC CRM: BIV will open the competition database to the sponsor across all markets - names, emails, websites, pitch deck and data room access
- Match-Making Services: BIV introductions to participants across all categories
- Webinar Opportunities: Targeted virtual information sessions throughout lead-up, led by the sponsor: cadence schedule, content and audience determined by sponsor
- VIP Dinners

MERCHANDISING RIGHTS

We offer our Sponsors, Supporters, Suppliers and Industry Partners the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, BIG IDEA FOOD COMPETITION 2022 Goodie Bags.



BIFC 2022 – ALL EVENTS ALL COUNTRY SPECIFIC COMPETITIONS & REGIONAL FINAL IN SINGAPORE	PARTNER LEVEL		
	TIER 1 TITLE SPONSOR	TIER 2 OFFICIAL PARTNER	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS – ALL EVENTS			
Right to title [TITLE SPONSOR NAME] BIFC 2022 presented by [PRESENTING SPONSOR NAME] - for advertising & PR use.	Yes		
Right to title OFFICIAL PARTNER [TITLE SPONSOR NAME] BIFC 2022 presented by [PRESENTING SPONSOR NAME] - for advertising & PR use.		Yes	
Right to title OFFICIAL SUPPLIER / MEDIA PARTNER [TITLE SPONSOR NAME] BIFC 2022 presented by [PRESENTING SPONSOR NAME] - for advertising & PR use.			Yes
Category Exclusivity - using 'travel' as an example category - right to market themselves as OFFICIAL TRAVEL PARTNER for all BIFC 2022 events and sole provider of travel services to the events	Yes	Yes	
BRANDING & INTELLECTUAL PROPERTY RIGHTS – ALL EVENTS			
LOGOS & IMAGES			
Right to use BIFC 2022 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes
Right to use BIFC 2022 image bank - moving and photographic images - in all internal and external marketing	Yes	Yes	Yes
BRANDING – EVENT			
NB TOTAL BRANDING AREA IS SHARED 50 / 50 BETWEEN ALL EVENT AND COUNTRY SPECIFIC EVENT SPONSORS & PARTNERS	50% of branded area	Share of 40% of branded area - no greater than 20%	Share of 10% of branded area - no greater than 5%
Naming Rights to BIV Pavilion Space	Yes		
Logo in main entrance area of venue where event takes place	Yes Prominent	Yes, Less Prominent	Yes, Less Prominent
Logo on main stage event backdrop	Yes Prominent	Yes, Less Prominent	Yes, Less Prominent
Logo on "Cooking Stations"	Yes Prominent	Yes, Less Prominent	Yes, Less Prominent
Media interview area backdrop branding	Yes Prominent	Yes, Less Prominent	Yes, Less Prominent
Logo on 'After Party' room	Yes Prominent	Yes, Less Prominent	Yes, Less Prominent
Opportunity for representative to speak at ALL events	Yes	Yes	
Company name mention by event mc	Yes Prominent	Yes, Less Prominent	Yes, Less Prominent
Representative to present winner with trophy at all Country Events and Final	Yes		
BRANDING – EVENT VIDEO PRODUCTION (TBC)			
Corporate brand placements in online episodes, limited to 1 x per episode / per market	Additional	Additional	
Sponsor logo applied to closing credits of broadcast / online episodes and CEO introduction at the start of each broadcast / online episode	Additional		
BRANDING – SINGAPORE FINAL ONLY			
Speak at 'Close The Event' at the Singapore Regional Final	Yes		
Opportunity to give keynote speech at Singapore Regional Final	Yes		
Passes to the Product Tasting Event at Regional Final in Singapore. Dedicated breakout event with Celebrity Chef to curate menu of new dishes using new products	Yes	Yes	

BIFC 2022 – ALL EVENTS ALL COUNTRY SPECIFIC COMPETITIONS & REGIONAL FINAL IN SINGAPORE	PARTNER LEVEL		
	TIER 1 TITLE SPONSOR	TIER 2 OFFICIAL PARTNER	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS
BRANDING - OTHER			
Representative to be on Judging panel	Yes		
Opportunity to provide prizes for entries and winners	Yes	Yes	Yes
MEDIA & PR RIGHTS – ALL EVENTS			
Logo on literature pre / post events, website, stationery etc.	Yes	Yes	Yes
Brand name mention and logo in BIFC 2022 press information and advertisements	Yes Prominent	Yes, Less Prominent	Yes, Less Prominent
Logo on advertising in Media Partner publications - size dependent on sponsorship level, where applicable	Yes Prominent	Yes, Less Prominent	Yes, Less Prominent
PROMOTIONAL CAMPAIGN – ALL EVENTS			
Inclusion in any promotional campaign / marketing / sales materials	Yes Prominent	Yes, Less Prominent	Yes, Less Prominent
Advertising in any Official Programme produced	Full Page	Half Page	Quarter Page
DIGITAL & SOCIAL PROGRAMME – ALL EVENTS			
Branding on event emails, website, and all site communications including e newsletters	Yes Prominent	Yes, Less Prominent	Yes, Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Instagram & FB posts	Yes	Yes	Yes, Less Prominent
Forwarding of promotional materials to organisers' database	Yes	Yes	Yes
EXPERIENTIAL – ALL EVENTS			
Promotional / trade booth and promotional staff at events in feature area	Informa Markets	Informa Markets	Informa Markets
Product Sampling at events (if applicable)	Yes	Yes	Yes
HOSPITALITY & NETWORKING – ALL EVENTS			
VIP Passes to all gatherings and parties including VIP lounge for competition finals	Yes	Yes	Yes
Sponsor Trip: 3 x executives to 3 x locations to watch competition final, stay in sponsor hotels, BIFC provided travel expenses	Yes		
Founder Access: Pre-competition access to founders - introductions to founding members for potential investments or acquisitions	Yes	Yes	Yes
Access to BIV's BIFC CRM: BIV will open the competition database to the sponsor across all markets - names, emails, websites, pitch deck and data room access	Yes	Yes	Yes
Match-Making Services: BIV introductions to participants across all categories (both sponsors & participants)	Yes	Yes	Yes
Webinar Opportunities: Targeted virtual information sessions throughout lead-up, led by the sponsor: cadence schedule, content and audience determined by sponsor	Yes	Yes	
VIP Dinner: For the sponsor and buyer executives at Singapore's #1 restaurant. VIP Meet and Greet: With competition Celebrity Judges and start-up founder	Yes		
MERCHANDISING PROGRAMME – ALL EVENTS			
Promotional material or product sample in event goodie bags	Yes	Yes	Yes
OTHER – ALL EVENTS			
Fulfilment report of detailed analysis of sponsorship impact	Yes	Yes	
Access to "Expand Your Knowledge" Reports - incoming deal flow from all 10 markets. 500 Start-ups expected throughout the region (access to applications). Detailed report of top 10 companies per market, delivered end Q1 2022.	Yes	Yes	

BIFC 2022 – COUNTRY SPECIFIC ONE OR MORE COUNTRY SPECIFIC COMPETITIONS	PARTNER LEVEL		
	TIER 1 PRESENTING COUNTRY PARTNER & COUNTRY HOST SPONSOR	TIER 2 OFFICIAL COUNTRY PARTNER	TIER 3 OFFICIAL COUNTRY SUPPLIERS / COUNTRY MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS – ALL EVENTS			
Right to title [TITLE SPONSOR NAME] BIFC 2022 presented by [PRESENTING SPONSOR NAME] - for advertising & PR use.	Yes		
Right to title HOST PARTNER [TITLE SPONSOR NAME] BIFC 2022 presented by [PRESENTING SPONSOR NAME] - for advertising & PR use.	Yes		
Right to title OFFICIAL COUNTRY PARTNER [TITLE SPONSOR NAME] BIFC 2022 presented by [PRESENTING SPONSOR NAME] - for advertising & PR use.		Yes	
Right to title OFFICIAL COUNTRY SUPPLIER / COUNTRY MEDIA PARTNER [TITLE SPONSOR NAME] BIFC 2022 presented by [PRESENTING SPONSOR NAME] - for advertising & PR use.			Yes
Category Exclusivity	ALL Event Partners have priority	ALL Event Partners have priority	ALL Event Partners have priority
BRANDING & INTELLECTUAL PROPERTY RIGHTS – COUNTRY SPECIFIC			
LOGOS & IMAGES			
Right to use BIFC 2022 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes
Right to use BIFC 2022 image bank - moving and photographic images - in all internal and external marketing	Yes	Yes	Yes
BRANDING – EVENT: COUNTRY SPECIFIC			
NB TOTAL BRANDING AREA IS SHARED 50 / 50 BETWEEN ALL EVENT AND COUNTRY SPECIFIC EVENT SPONSORS & PARTNERS	50% of branded area	Share of 40% of branded area – no greater than 20%	Share of 10% of branded area – no greater than 5%
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Opportunity for representative to speak at ALL events	Yes	Yes	
Company name mention by event mc	Yes Prominent	Yes, Less Prominent	Yes, Less Prominent
BRANDING – EVENT VIDEO PRODUCTION: COUNTRY SPECIFIC (TBC)			
Corporate brand placements in online episodes, limited to 1 x per episode / per market	Additional	Additional	
Sponsor logo applied to closing credits of broadcast / online episodes and CEO introduction at the start of each broadcast / online episode	Additional		
BRANDING – SINGAPORE FINAL ONLY			
Acknowledgement as a Country Specific Presenting Sponsor on logo wall	Yes		
BRANDING – OTHER: COUNTRY SPECIFIC			
Representative to be on Judging panel	Yes		
Logo on any Tickets produced. Use of backside of Tickets for advertising purposes (at sponsors cost)	Yes		
Opportunity to provide prizes for entries and winners	Yes	Yes	Yes

BIFC 2022 – COUNTRY SPECIFIC ONE OR MORE COUNTRY SPECIFIC COMPETITIONS	PARTNER LEVEL		
	TIER 1 PRESENTING COUNTRY PARTNER & COUNTRY HOST SPONSOR	TIER 2 OFFICIAL COUNTRY PARTNER	TIER 3 OFFICIAL COUNTRY SUPPLIERS / COUNTRY MEDIA PARTNERS
MEDIA & PR RIGHTS – COUNTRY SPECIFIC			
Logo on literature pre / post events, website, stationery etc.	Yes		
Brand name mention and logo in BIFC 2022 press information and advertisements	Yes Prominent	Yes, Less Prominent	Yes, Less Prominent
Logo on advertising in Media Partner publications - size dependent on sponsorship level, where applicable	Yes Prominent	Yes, Less Prominent	Yes, Less Prominent
PROMOTIONAL CAMPAIGN – COUNTRY SPECIFIC			
Inclusion in any promotional campaign / marketing / sales materials	Yes Prominent	Yes, Less Prominent	Yes, Less Prominent
Advertising in any Official Programme produced	Full Page	Half Page	Quarter Page
DIGITAL & SOCIAL PROGRAMME – COUNTRY SPECIFIC			
Branding on event emails, website, and all site communications including e newsletters	Yes Prominent	Yes, Less Prominent	Yes, Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Instagram & FB posts	Yes	Yes	Yes, Less Prominent
Forwarding of promotional materials to organisers' database	Yes	Yes	Yes
EXPERIENTIAL – COUNTRY SPECIFIC			
Promotional / trade booth and promotional staff at events in feature area at Country Specific Event	Informa Markets	Informa Markets	Informa Markets
Sampling at Country Specific Event	Yes	Yes	Yes
HOSPITALITY & NETWORKING – COUNTRY SPECIFIC			
VIP Passes to all country specific gatherings and parties	Yes	Yes	Yes
Founder Access: Pre-competition access to founders - introductions to founding members for potential investments or acquisitions	Yes	Yes	Yes
Access to BIV's BIFC CRM: BIV will open the competition database to the sponsor across all markets - names, emails, websites, pitch deck and data room access	Yes	Yes	Yes
Match-Making Services: BIV introductions to participants across all categories (both sponsors & participants)	Yes	Yes	Yes
Webinar Opportunities: Targeted virtual information sessions throughout lead-up, led by the sponsor: cadence schedule, content and audience determined by sponsor	Yes	Yes	
MERCHANDISING PROGRAMME – COUNTRY SPECIFIC			
Promotional material or product sample in country specific goodie bags	Yes	Yes	Yes
OTHER – COUNTRY SPECIFIC			
Fulfilment report of detailed analysis of sponsorship impact	Yes	Yes	
Access to "Expand Your Knowledge" Reports - incoming deal flow from all 10 markets. 500 Start-ups expected throughout the region (access to applications). Detailed report of top 10 companies per market, delivered end Q1 2022.	Yes	Yes	

INDUSTRY PARTNER PACKAGES

- Use the BIFC 2022 name / logo in your own publicity (e.g. "Official Industry Partner of..")
- Company name / link on BIFC 2022 website sponsors' page
- Company name in Media Partner advertising
- 2 x VIP Passes to Country Competition Events and Regional Final
- Promotional literature at Country Events & regional Final

COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

BIG IDEA FOOD COMPETITION

ASIA EDITION 2022

THE SEARCH FOR ASIA'S #1 START-UP PLANT BASED FOOD COMPANY

ORGANISERS

BIG IDEA VENTURES

Big Idea Ventures invests in entrepreneurs to solve the world's greatest challenges.



Founded and led by Andrew Ive, Big Idea Ventures is a hybrid venture firm with an accelerator program in Singapore, New York and Paris. It combines capital with strategic partnerships to support and grow the world's most compelling alternative protein companies.

Its first fund, the New Protein Fund I is backed by Temasek, Tyson Ventures, the Buhler Group, Bel Group, AAK, NRF and many more - a hybrid venture fund and accelerator program combining capital and partnership to build the best global companies in the plant-based, cultivated meat and alternative protein ecosystem.

BIV has invested over 65 companies to date.

PORTFOLIO INCLUDES:

Ingredients & Technology	farmsow, Meat The End
Wellness Snacks & Drinks	Wild For Ancient Grains, Confetti, Incredible
Plant-based Dairy	Evo, yoconut, Grounded, Patch Organics, Please Foods, Revolution Gelato, Uproot, The greener Kitchen, Wellme, MAD, The Fraux Magerie
Plant-based Meat	Worth the Health, VEEF, ZHEN, Actual Veggies, Black Sheep Foods, Karana, new Breed Meats, Angies Tempeh, Phuture, Haofood, Plant Ranch
Cell-based & Fermentation	Shiok Meats, Gaia Foods, Gourmey, MeliBio, Orbillion, Novel Farms, Peace of Meat, biftek.co, Blue Ridge Bantam, Auqa, Innocent Meat

CONTACT

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