

COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES



CELEBRATING & SHOWCASING BANGKOK'S VERY BEST RESTAURANTS, BARS AND HOTELS

GASTRONOMER FOOD AWARDS, BANGKOK 2021

The inaugural Gastronomer Food Awards showcasing the very best restaurants, bars and hotels in Bangkok launches in Thailand in 2021.

Organised by food and drink specialists The Chameleon Group and Gastronomer Lifestyle, Gastronomer Food Awards, Bangkok 2021 celebrates the very best in food & drink the metropolis has to offer.

The annual Awards are set to become one of the hottest events on the food and beverage industry calendar meeting the rise in popularity of gastronomic tourism, with over a third of tourist spending on food and beverage.

15 MAIN AWARD CATEGORIES INCLUDING THE TOP AWARD - RESTAURANT OF THE YEAR

20 NICHE AWARD CATEGORIES

250 AWARD CEREMONNY ATTENDEES

WITH A GOOD MIX OF FOOD CRITICS, F&B INDUSTRY PROFESSIONALS, MEDIA & FOOD ENTHUSIASTS FROM FAR AND WIDE

BANGKOK RESTAURANT OF THE YEAR
TOP AWARD

SHORT-LISTING VENUE VISITS
JUNE - SEPTEMBER 2021

PUBLIC VOTE
TO FIND WINNERS

3 SHORT-LISTED ENTRIES
IN EACH CATEGORY

GASTRONOMER LIFESTYLE THAILAND GUIDEBOOK

200 OF THE BEST VENUES IN THAILAND WILL FEATURE AWARDS WINNERS

MEDIA PARTNER & PROMOTION CAMPAIGN
IN THE RUN-UP & DURING THE EVENT

AWARDS CEREMONY

CAPELLA HOTEL
30TH NOVEMBER 2021

Integrate Gastronomer Food Awards, Bangkok 2021 into your marketing platform...



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PACKAGES

We have a comprehensive commercial sponsorship and partnership opportunities for businesses to get involved with Gastronomer Food Awards 2021 including: Title & Presenting Sponsors; Host Sponsor; Official Partners; Official Suppliers; Official Media Partners; and Industry Partners.

TIER 1: TITLE, PRESENTING & HOST SPONSORS

- 1 x Title Sponsor with naming rights to the event, with naming rights to a top Award
- 1 x Presenting Sponsor with naming rights to the event, with naming rights to a top Award
- 1 x Host Sponsor with hosting rights to the event, with naming rights to a top Award

TIER 2: OFFICIAL PARTNERS

- Up to 10 x Official Partner from non-competing categories, with naming rights to an Award

TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to 10 x Official Suppliers providing goods and services essential to the event
- Up to 10 x Media Partners providing advertising and guaranteed editorial essential to the event

TIER 4: INDUSTRY PARTNERS

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

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?

Gastronomer Food Awards, Bangkok 2021 is a great opportunity for brands in the following sectors:

Airlines	Fashion	Luxury Watches	Telco
Automotive	Financial Services & Insurance	Premium Food Ingredients	Travel
Beer	Fine Cuisine	Professional Services	Wine
Champagne	Florists	Property	Up- market Collectables
Chocolate	Hotels	Soft Drinks	
Catering	Kitchen - Appliances, Cookware, Glassware, Knives, Worktops	Security	
Cigars	Jewellery	Spirits - Cognac, Gin, Rum, Vodka, Whisky,	
Coffee	Luggage	Sport Tourism - Golf	



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AWARD CATEGORIES

The Award Ceremony showcases 15 Main Awards each featuring three short-listed entries.

- Restaurant of the Year - Top Award
- Fine Dining Experience of the Year
- Street Food of the Year
- Hotel Gastronomy Award
- Cafe of the Year
- Brunch of the Year
- Personality of the Year
- Chef of the Year
- Rising Star Award
- Outstanding Service Award
- Design Award
- Takeaway of the Year
- Sustainability Award
- Menu of the Year
- Beverage Concept of the Year

A further 20 smaller, niche category Awards will be featured on the Gastronomer Lifestyle website, including Best Pizza and Best French Restaurant.

AWARD CEREMONY

30TH NOVEMBER 2021

250 ATTENDEES

CAPELLA HOTEL BALLROOM
OVERLOOKING CHAO PHRAYA RIVER

6-COURSE
DINNER & DRINKS

THE BALLROOM

The 750 metre squared Capella Bangkok Ballroom boasts a stunning natural backdrop of the Chao Phraya River, with a 420 metre squared foyer overlooking the river.

Its floor-to-ceiling windows and glamorous design provide an iconic backdrop for stylish and beautifully crafted events.





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TIMETABLE

1st June - 30th September	Judges Venue Visiting & Short-listing	A panel of influential judges will visit venues in Bangkok short-listing 10 venues for each category
1st October	Public Vote	Public vote for their favourite restaurants in all the categories - via the Gastronomer Lifestyle website
1st November	Short-listee Lunch	Top 3 venues for each category will be chosen to go through to the final Award Ceremony. A finalists lunch with press, short-listees and sponsors will be held at an exclusive venue
30th November	Awards Ceremony	Capella Hotel, Bangkok

VOTING

The voting process will be unlike any other food awards with a bid to put trust and transparency back into the system. The group of esteemed judges will short-list 10 venues for each of the categories.

Following this, the public will vote to deem who is the best in each area becoming one of the hottest topics in Gastronomy for Bangkok.



JUDGING

A select group of judges consisting of food critics, influencers, media and industry professionals will feature in a video campaign giving their account of the process and why they were chosen to solidify strength of choice in both consumer and trade eyes.

The identity of judges will remain hidden until the short-listed lunch.



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WHY GET INVOLVED?

Gastronome Food Awards, Bangkok 2021 will be extensively publicised through a varied and diverse mix of marketing methods and print and online outlets.

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

Beyond print and online coverage, the organisers are currently finalising broadcast, streaming and radio coverage. Direct mails, e-newsletters and the promotion of the Awards' news via social media are all used to deliver messages to the target audiences.

Gastronome Food Awards, Bangkok 2021 sponsorship packages are designed to provide an exceptional combination of networking and corporate branding opportunities, including:

Brand Association & Alignment - with a leading gastronomic brand

Publicity & PR - major regional PR media coverage, both traditional and digital expected

Promotional Marketing - branding in marketing collateral at: the event; in the Official Guidebook and Documentary; press releases, invitations and tickets; and via a pre and post regional marketing campaign. Opportunities to leverage connections post Awards

Product Placement - at the Awards Ceremony, Short-listee Lunch and Awards Ceremony After Party

Digital - branding on event websites and social media

Experiential - opportunity to have a brand activation in the Sponsors Village area at the Awards Ceremony, 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

BRAND EXPOSURE

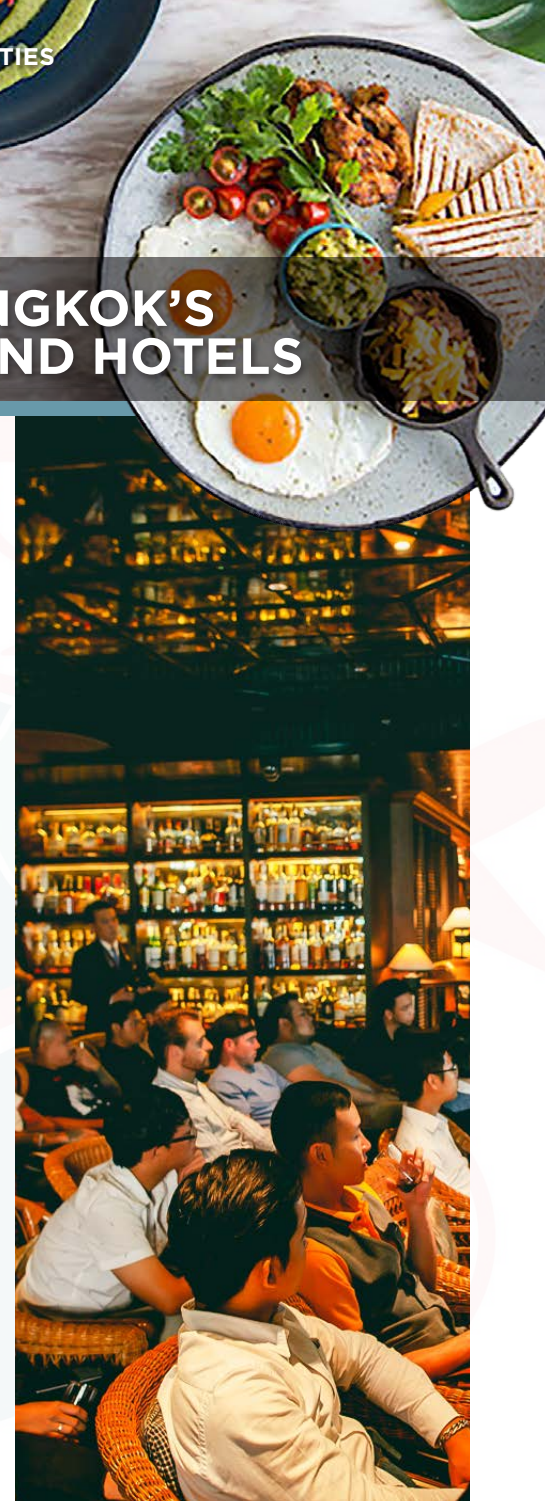
The opportunity to integrate with Gastronome Food Awards, Bangkok 2021.

**NAMING RIGHTS TO THE AWARDS
AWARDS CEREMONY BRANDING
AWARDS PRESENCE
PROMOTIONAL MATERIAL BRANDING**

BROADCAST EXPOSURE

Opportunities for product placement and advertising packages as part of any Gastronome Food Awards, Bangkok 2021 TV 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 Thai local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.

MEDIA PARTNERS

Guaranteed coverage with our Media Partners - currently being confirmed.

ADVERTISING

ONLINE - Gastronomer Food Awards, Bangkok 2021 marketing team will work closely with leading industry web portals to reach restaurants, bars, hotels and their customers through web advertising and targeted email campaigns.

PRINT - a media-wide advertising campaign will begin before the Awards launch, focusing on key professionals from the food and lifestyle publications enhanced with editorial content.

GASTRONOMER LIFESTYLE, THAILAND GUIDEBOOK

A Gastronomer Lifestyle Guidebook directory highlighting 200 of the best venues in Thailand will be published and printed documenting Thai food & drink culture and the Award winners.

A detailed and informative look at the food and drink scene in Bangkok, the directory will include cool coffee shops, hidden street food, fabulous restaurants (both local and fine dining), speakeasy bars and boutique hotels.

Designed to be practical and useful, the book is organised into three parts:

- Bangkok
- Phuket and the South
- Chiang Mai and the North

Each section is further separated into neighbourhoods, with bespoke maps and photography.

GASTRONOMER LIFESTYLE DOCUMENTARY

A documentary highlighting the Awards and the trust and transparency.

Produced by Khun Naruemon Chaingam, a multi award-winning female documentary director / producer with a focus on investigation and social affairs.

A talented filmmaker with a passion for telling stories about the complex social issues affecting Southeast Asia, Khun Naruemon Chaingam has worked for broadcasters such as HBO Vice News, Aljazeera 101East, Undercover Asia, SBS Europe and Arte France.

PR & CONTENT

Gastronomer Food Awards, Bangkok 2021 is hot news. All Sponsors and Partners will have rights to associate with the event for PR and advertising activity. Sponsors and Partners can create content through: Q&As; Celebrity, Food Critic and Expert Speaker Features; Awards Highlights; Onsite Awards Ceremony Promotion; Press Conferences; and Charity Links.

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

- Media engagement and editorial in business publications and monthly food and lifestyle magazines
- Features on the short-listees and winners at the Awards Ceremony
- 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/gastronomerlifestyle>
-  **INSTAGRAM** - https://www.instagram.com/gastronomer_lifestyle/
-  **WEB** - <https://gastronomerlifestyle.com/>

EXPERIENTIAL RIGHTS

The Awards Ceremony will feature a Sponsors Village - a dedicated area for all Sponsors & Partners to promote their products and services.

Awards Ceremony 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

Gastronomer Food Awards, Bangkok 2021 offers a fantastic platform to entertain customers, clients and executives in Bangkok - an excellent way to do and promote your business.

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, Gastronomer Food Awards, Bangkok 2021 Goodie Bags.





INVENTORY OF RIGHTS

CATEGORY EXCLUSIVITY & TITLE RIGHTS

INVENTORY OF RIGHTS	PARTNER LEVEL			
	TITLE SPONSOR & PRESENTING SPONSOR	HOST SPONSOR	OFFICIAL PARTNER	OFFICIAL SUPPLIERS/ MEDIA PARTNERS
Rights to title "[Title Sponsor] Gastronomer Food Awards, Bangkok 2021 in association with [Presenting Sponsor]" for PR and advertising use	Yes			
Rights to title "[Host Sponsor Name] Official Host Sponsor of [Title Sponsor] Gastronomer Food Awards, Bangkok 2021 in association with [Presenting Sponsor]"; for PR and advertising use		Yes		
Rights to title "[Sponsor Name] Official Partner of [Title Sponsor] Gastronomer Food Awards, Bangkok 2021 in association with [Presenting Sponsor]" for PR and advertising use			Yes	
Naming rights to one of the 15 Awards	Top 3 Award	Top 3 Award	Yes	
Rights to title "[Sponsor Name] Official Supplier / Media Partner [Title Sponsor] Gastronomer Food Awards, Bangkok 2021 in association with [Presenting Sponsor]" for PR and advertising use				Yes
Category Exclusivity	Yes	Yes	Yes	Yes

INTELLECTUAL PROPERTY & BRANDING RIGHTS

LOGOS & IMAGES

Right to use Gastronomer Food Awards, Bangkok 2021 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes	Yes
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AWARDS CEREMONY BRANDING

Logo in main entrance area of Official Hotel where Awards take place	Yes Prominent	X 2 logo	X 2 logo	X 1 logo
Logo on outside of Awards Ceremony room entrance	Yes Prominent	X 2 logo	X 2 logo	X 1 logo
Logo on inside of Awards Ceremony room	Yes Prominent	X 2 logo	X 2 logo	X 1 logo
Media interview area backdrop branding	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Logo on Gastronomer Food Awards, Bangkok 2021 officials' clothing	All			
Logo on one of the Top 15 Awards	All & Top 3 Award	Top 3 Award	1 Award on night but not Top 3 Award	
Logo on inside of Awards Ceremony 'After Party' room	Yes Prominent	X 2 logo	X 2 logo	X1 logo
Representative to speak at Award Ceremony	Yes	Yes		
Logo on VIP, media & staff passes	Yes			
Logo on Awards Ceremony tickets	Yes	Yes		

INVENTORY OF RIGHTS

MEDIA, PROMOTION & PR RIGHTS

INVENTORY OF RIGHTS	PARTNER LEVEL			
	TITLE SPONSOR & PRESENTING SPONSOR	HOST SPONSOR	OFFICIAL PARTNER	OFFICIAL SUPPLIERS/ MEDIA PARTNERS
Logo on literature pre / post events, website, stationery etc.	Yes			Yes
Awards Ceremony (Programme) advertisement	Full Page Premium Location	Full Page	Full Page	1/2 Page
A Gastronomer Lifestyle Guidebook advertisement	Full Page Premium Location	Full Page	Full Page	1/2 Page
Brand name mention and logo in Gastronomer Food Awards, Bangkok 2021 press information and advertisements	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Inclusion in any TV / Radio advertisement / Documentary produced including Gastronomer Lifestyle Documentary	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Inclusion in any marketing / sales materials	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Logo on advertising in Media Partner publications - size dependent on sponsorship level	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Representative to speak at press conferences	Yes			

DIGITAL & SOCIAL RIGHTS

Branding on event emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less 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	Yes Less Prominent
Logo inclusion in any App produced by the event	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Forwarding of promotional materials to organisers' database	Yes	Yes	Yes	Yes

EXPERIENTIAL RIGHTS

Promotional / trade booth and promotional staff at Awards Ceremony Sponsors Village area	Yes	Yes	Yes	
Sampling at Awards Ceremony	Yes	Yes	Yes	

HOSPITALITY & NETWORKING RIGHTS

Table of 10 at Awards Ceremony Dinner	2 X tables	2 X tables	1 X table	1 X table
Passes to pre event VIP area at Awards Ceremony	X 20	X 20	X 10	X 10
Invites to Short-listee Lunch	X 2	X 2	X 1	

MERCHANDISING RIGHTS

Logo on Gastronomer Food Awards, Bangkok 2021 T-shirt (500 produced)	Yes	Yes	Yes	
Promotional material or product sample in Awards Ceremony goodie bag	Yes	Yes	Yes	Yes



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INDUSTRY PARTNER PACKAGES

- Use the Awards' name / logo in your own publicity (e.g. "Official Industry Partner of...")
- Company name / link on Awards website sponsors' page
- Logo in Awards Ceremony programme / sponsors' page
- Gastronomer Lifestyle Guidebook - 1/4 page advertisement
- Company name in Media Partner advertising
- 2 x VIP Passes to Awards Ceremony
- Promotional literature at Awards Ceremony
- Logo on stage / interview area backdrop(s)





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HOST SPONSOR

With panoramic views of the majestic Chao Phraya River, Capella Bangkok is a gateway to the eternal beauty of nature, and the urban oasis of the city.

Inspired by the soul of riverfront life, there are 101 suites and villas with views of the river, offering both intimacy and immersion in this privileged position.

Imbued with the personality of a boutique pied à terre, this philosophy extends across all the elements, from contemporary dining to the renowned Auriga spa.

www.capellahotels.com/en/capella-bangkok



CAPELLA™
BANGKOK

ORGANISERS

THE CHAMELEON GROUP

The Chameleon Group prides itself in bringing the world's most distinctive brands to life with Thai consumers.

Specialising in alcoholic beverages, the company has unparalleled know-how of the F&B industry in Thailand making The Chameleon Group the perfect vessel for bringing Gastronomer Food Awards to fruition in 2021.

Accolades include the launch and brand activation for Russian Standard Vodka, Diplomatico Rum and Fever-Tree Premium Mixers to name a few.

www.thechameleongroupasia.com

GASTRONOMER LIFESTYLE

Gastronomer Lifestyle Ltd. is a digital publishing company specialising in the promotion of food & drink tourism providing a consumer gateway to the world of gastronomy and drink culture.

Its content site is designed to inspire those wanting to connect to the world and show the best places to eat, drink and sleep - offering comprehensive guides on people, destinations and culture.

Through a venue directory, reviews, recipes and character profiles, Gastronomer Lifestyle puts travel first with trusted content from industry leaders and experts.

www.gastronomerlifestyle.com



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