

**10 YEAR
ANNIVERSARY!**

**NATIONAL
Burger
AWARDS**

TWENTY TWENTY FOUR

**20 FEBRUARY
BIG PENNY SOCIAL, LONDON**



**DINE
OUT.**



WHAT IS THE NATIONAL BURGER AWARDS?

10 YEARS

Now in its tenth year, the national trade competition in search of the UK's best burger returns

16 finalists

- 3 live heats:
- Signature Round
- Technical Round
- Vegan Round

4 awards:

- National Burger of the Year
- Burger Chef of the Year
- Vegan Burger of the Year
- Bloggers' Choice

**CLICK HERE TO WATCH THE
2023 HIGHLIGHTS**

WHAT OUR COMPETITORS AND SPONSORS SAY

'This win is going to be great for business'

Anthony Murphy, The Beefy Boys
National Burger of the Year and
Burger Chef of the Year 2023



"It's great to see that Pilsner was included in the Technical Round of the burger awards and to see everyone's

feedback on the burgers that were produced. Everyone really seems to have had a really great day.

Amie Carter, Brooklyn Brewery
Headline Sponsor 2022 & 2023

'It's not about what winning will do for us, but what it will do for the businesses'

Mario Shephard, The Flavour Trailer
Vegan Burger of the Year 2023



THE
VEGETARIAN
BUTCHER™

"The National Burger Awards is something we really want to be a

part of. If we think we have the best burger at the best event why wouldn't we be here?"

Paul Hawkins, Vegetarian Butcher
Vegan Round sponsor

PRINT COVERAGE — 6 MONTHS

- Coverage will appear in both **Dine Out Magazine** and **Pub & Bar**
- Combined print reach: **16,925** hospitality professionals
- Print advertorials
- Carrier cards

Combined Print Reach:

16,925



DIGITAL COVERAGE — 6 MONTHS

- Both Dine Out Magazine and Pub & Bar websites cover the event
- Reaching approximately 15,705 web users per month
- Your logo will appear on our digital adverts & and on all event signage
- Your brand will reach over 33,075 email recipients

Email Recipients Reach:

33,075



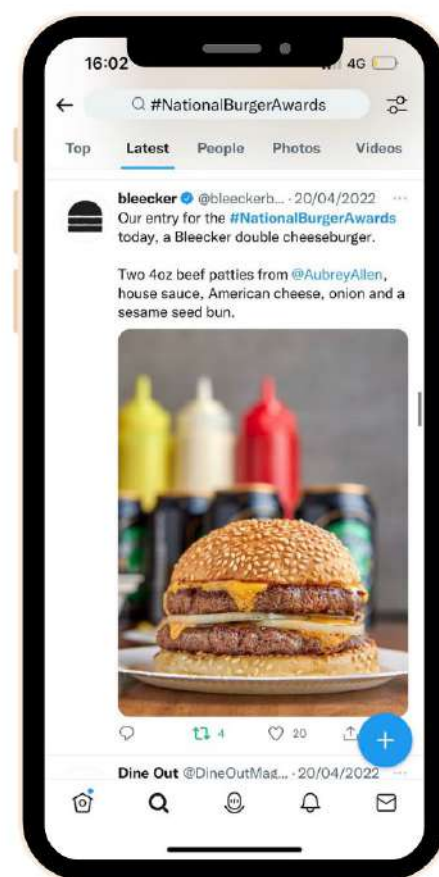
SOCIAL MEDIA

#NATIONALBURGERAWARDS

34,118
Twitter followers

7,250
Instagram followers

8,184
LinkedIn followers



Social Reach:

2,301,050

FINALISTS

The event attracts some of the biggest groups within the trade:

2023

- Bleecker
- Eat The Bird
- El Perro Negro
- Fattso
- Flying Cows
- Fridays
- Leytonstone Tavern
- Liberation Group
- Lou & Joe's Burger Company
- Please Sir!
- Revolution Bars Group
- Squeezed
- The Beefy Boys
- The Flavour Trailer
- The Forge Kitchen
- Zephyr Burgers

2022

- Bleecker
- BOHNS Best Burgers
- Burger & Lobster
- Burger Shop
- Danny's Burgers
- Dirty Bones
- Fridays UK
- Hache
- HILLS
- Meat Meets Bun
- MEATliquor
- Sixes
- Squeezed
- Stripclub Streetfood
- That Burger Place
- Zephyr Burgers

2021

- Authentic Pub Co. (The Bell Inn, Middlesex)
- Bare Grills
- Cowtown Grill
- Cut + Grind Burgers
- Danny's Burgers
- El Perro Negro
- Filthy Buns
- HILLS
- Hotbox
- Hub Box
- MEATliquor
- Revolution Bars Group
- Shake Shack
- Smashburger UK
- Smashed Preston
- The Restaurant Group PLC

2020

- Big Boys Fine Burger Co
- Bleecker
- Bun Club
- Cafe Rouge
- Chuck Burgers
- Cut + Grind
- Eat The Bird
- Flying Cows
- Hard Rock Cafe
- Libertine Burger
- Lucky Beach
- Slim's
- Smashburger UK
- Stripclub Street Food
- The Botanist
- The Greyhound on the Test



EL PERRO NEGRO



FANTASTIC BRANDING AND NETWORKING OPPORTUNITIES

The event is a great way to connect with other industry leaders. The evening reception attracts over 250 guests including;

- Heads of Food
- Brand Directors
- Retail Directors
- Heads of Purchasing
- Food & Menu Development
- Marketing Directors





NATIONAL BURGER AWARDS 2023 SPONSORS



Fleet Street.



2024 SPONSORSHIP

PACKAGE INCLUDES:

- Logo/branding on the 'Call to Enter' advertisements - Oct 2023 - Jan 2024 issues
- Three full pages of advertising appearing Oct 2023 - March 2024 issues
- One full page within the March 2024 Winner's Edition of Dine Out and Pub & Bar magazines
- One half-page 'Why We Sponsor' column in Dine Out magazine
- Your branding/company logo on the 'Call to Enter' double pages
- Product used in the Technical Round
- A place on the Technical Round judging panel
- Meet the finalists - contact details also shared with you prior to the competition
- Product placement at the evening awards reception
- Branded visibility within the post-event editorial coverage
- Branding on the competition pages on **dineoutmagazine.co.uk** ,
- **pubandbar.com** and **nationalburgerawards.co.uk**
- Branding on the monthly 'Call to Enter' email broadcasts
- Category exclusivity
- Invoiced prior to the event with the option to invoice Dec 2023 or Jan 2024
- If all the elements above were purchased separately, the total cost would be in excess of £65,000.

ONE YEAR CO-SPONSORSHIP

£11,000 + VAT

FIXED THREE YEAR CO-SPONSORSHIP

£10,000 + VAT per year

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