



STREET FOOD

CHAMPIONSHIPS

26 NOV 24

**BIG PENNY
SOCIAL, LONDON**

食べ物



STREET FOOD CHAMPIONSHIPS

26 NOVEMBER 2024

BIG PENNY SOCIAL, LONDON

**WE ARE SEARCHING FOR
THE UK'S MOST TALENTED
AND CREATIVE STREET FOOD
CHEFS FROM THE OUT-OF-
HOME MARKET, INCLUDING:
STREET FOOD TRADERS AND GROUP
OR INDEPENDENT FAST CASUAL
RESTAURANTS.**



A ONE-DAY EVENT RUN IN ASSOCIATION WITH OOH AND DINE OUT MAGAZINES.



- Finalists will be chosen to compete in the final, where they will be asked to prepare their Signature Dish (the dish that they submitted to us online) and a Technical Dish comprising sponsor products.
- Our panel of judges will score each of the 16 chefs' dishes using a set criteria.
- From these scores, a winner will be chosen for their Technical Dish. A Street Food Champion will then be named for the chef totalling the highest score across the Signature & Technical rounds
- Trophies will be presented to the Street Food Chef of the Year and the overall Street Food Champion.
- Suppliers will have the opportunity to become a category sponsor.
- Winners will be announced at the evening reception, where sponsors will have the opportunity to showcase their products.



ENTRY PROCESS

**COMPETITION ENTRIES CAN BE
SUBMITTED FOR FREE ONLINE AT
WWW.STREETFOODCHAMPIONS.CO.UK**

Chefs enter with their signature street food dish and then through the judging process 16 chefs will be shortlisted to go through to the live cook off final on the 26th November 2024



THE COMPETITION IS OVER 2 ROUNDS

SIGNATURE ROUND

The 16 shortlisted finalists will be required to recreate their signature dish in heats throughout the day using their own ingredients.

TECHNICAL ROUND

The competitors will also need to prepare, cook and serve a street food dish using products from the sponsors of the competition.

A BESPOKE SPONSORED ROUND CAN ALSO BE ADDED TO THE COMPETITION - ASK FOR DETAILS

Each of the dishes will be reviewed by our judging panel which will consist of key industry figures including Henry Norman, *Editor of OOH Magazine*, Tristan O'Hana, *Editorial Director of H2O Publishing* and representatives from the event sponsors.

The winners will be revealed during an evening drinks reception with over 200 exclusively invited guests from the street food industry.



2023 WINNERS



**CLICK HERE TO WATCH
THE 2023 HIGHLIGHTS**

STREET FOOD DISH OF THE YEAR

Dan Aldridge
Eat The Bird

STREET FOOD CHEF OF THE YEAR

Vibhor Dayal
My Delhi Indian Streetery

BLOGGERS' CHOICE AWARD

Joe Garfath
Gourmet Warriors

MAJOR WINGS CHAMPION

Adrian Chmiel
Barburrito

2023 SPONSORS



EVENT REACH

523,059

Print & digital reach
from the magazines

287,300

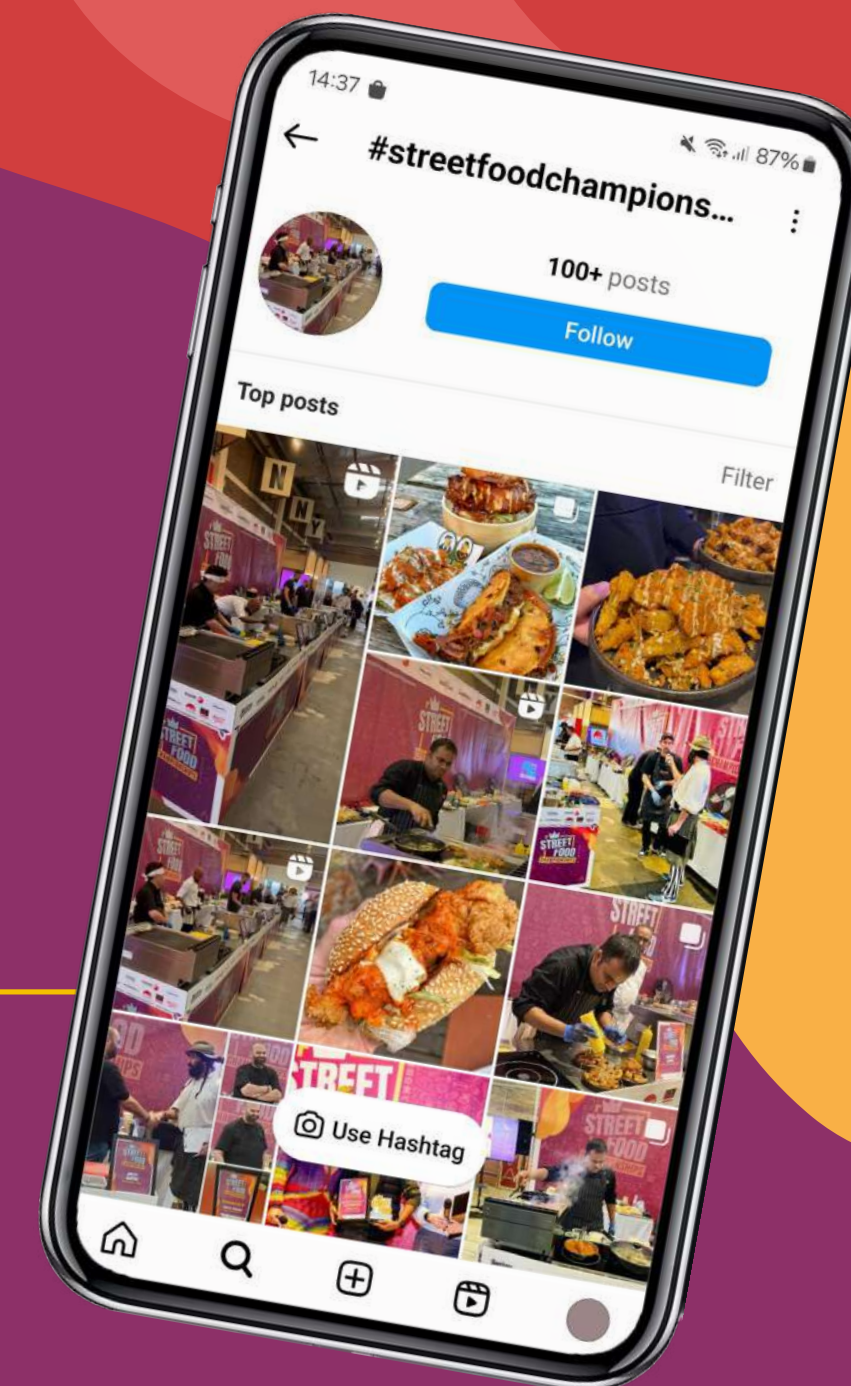
Social media
reach

77,463

Marketing
from e-shots

246

Event
Attendees



888,068

**TOTAL
EVENT REACH**

NON COMPETITIVE CO-SPONSORSHIP PACKAGE INCLUDES:

- **Logo displayed on the “Call to Enter” advertisements - July 2024 - September 2024 issues of OOH and Dine Out magazine**
- Logo displayed on the Street Food Championships ceremony materials, on screens, on the finalist board & on event tickets
- **Branding on the monthly ‘Call to Enter’ email broadcasts**
- Branded visibility within the post-event editorial coverage
- **Branding on the competition pages on dineoutmagazine.co.uk, oohmagazine.co.uk and streetfoodchampions.co.uk**
- Full page advert in August 2024 issue in OOH Magazine
- **Full page advert in August 2024 issue in Dine Out Magazine**
- Full page advert in December 2024 Winner’s Edition of OOH & Dine Out magazines
- **Category exclusivity**
- Product placement during the technical element of the competition (used in the Technical round)
- **A place on the judging panel**
- Meet the finalists - contact details also shared with you prior to the competition
- **Sponsor provision of one pop up banner during the competition**
- Product placement at the evening awards reception
- **MPU double button advert on the OOH & Dine Out websites June 2024 – November 2024**
- To be able to invite 10 guests to the evening reception

COST PER CATEGORY £8,950

NON COMPETITIVE CO-SPONSORSHIP PACKAGE

SPONSORSHIP CATEGORIES:

- Potato products
- Rice/Pasta/Noodles
- Bread/Wraps
- Protein
- Veg/Salad
- Cooking sauces (Marinades & Stocks)
 - Dairy
 - Cooking Equipment
 - Packaging & Disposables
 - Soft drinks & energy drinks
 - Wholesaler

**SUBJECT TO
AVAILABILITY**
AS A CATEGORY
SPONSOR YOU CAN
ALSO HAVE FIRST
OPTION ON A STREET
FOOD STAND IN THE
EVENING PROMOTING
AND SERVING YOUR
PRODUCTS TO OVER
200 INDUSTRY GUESTS

ADDITIONAL SPONSOR PACKAGE

- A full page advert in December 2024 event issue in your choice of OOH or Dine Out Magazine
- Logo displayed throughout competition
- **Product placement at the event**
- Three places for your team at the event
- **Sponsor to supply stock**
- Optional stand depending on requirements/availability

COST PER CATEGORY £5,000

**OPPORTUNITY
FOR AN OWN
ROUND - POA**

SPONSORSHIP CATEGORIES:

- Spirits Beer / Lager
- Hot Beverages
- Wine
- Cider
- Workwear
- Technology
- Hygiene
- Condiments

CONTACT

To sponsor a category or for more information on these incredible opportunities, please get in touch:

T: 01474 520200

W: www.h2opublishing.co.uk

H2O Publishing, Media House,
3 Topley Drive, Rochester ME3 8PZ

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