

**'Sharing a passion for all things culinary'**

# The Matariki Hospitality Awards and Tapas Style Lunch 2010

&

# The Northland Salon Culinaire 2010

PARTNERSHIP OPPORTUNITIES

Presented by

Kate Claydon – Collective Concepts  
Media, Marketing & Sponsorships  
On behalf of Northland Chefs



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# 2010

## MATARIKI HOSPITALITY INDUSTRY AWARDS

The 2010 Matariki Hospitality Industry Awards  
and Tapas Style Lunch  
27<sup>th</sup> June, Forum North, Whangarei



### Northland Salon Culinaire 2010

"The best of Northland's talented young professionals"

30<sup>th</sup> & 31<sup>st</sup> May – NorthTec

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The Northland Salon Culinaire  
30<sup>th</sup> & 31<sup>st</sup> May, NorthTec, Whangarei

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## Event Details:

### What, When and Where:

**27<sup>th</sup> June 2010**      **The 2010 Matariki Hospitality Industry Awards & Tapas Style Lunch**

**Venue:** Forum North, Rust Ave, Whangarei. 12pm

**Cost:** Ticket details to be confirmed.

### *Overview:*

**The 2010 Matariki Hospitality Awards** 27<sup>th</sup> June, Forum North – In its 4<sup>th</sup> year will find those people and businesses that excel in creating opportunities and delivering standards of excellence in their everyday approach to their work. The Matariki Awards are about recognizing the standard and achievements of those in our region who strive to be the best. This is the ultimate awards of Industry.

The awards lunch celebrates the Maori New Year known as “Mata-ariki” (eyes of god), in-line with Matariki, it showcases this year 6 new talented Chefs in the Northland region and the diverse range of seasonal product we produce in our region’s sub-tropical climate, an event not to be missed.

### *Award Categories:*

Excellence in Hospitality recognizing the following categories:

- Outstanding Winery
- Food & Beverage Supplier
- Innovative Chef
- Restaurant manager
- Caterer
- Service Person
- Café
- Schools recognition of Training
- Hospitality Industry Ambassador
- Restaurant of the Year – **New Category**
- Gastro Pub of the Year – **New Category**

*Nominations close 14<sup>th</sup> April.*



## Northland Salon Culinaire 2010

"The best of Northland's talented young professionals"

30<sup>th</sup> & 31<sup>st</sup> May – NorthTec

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### What, When and Where:

**30 & 31 May 2010      The Northland Salon Culinaire 2010**

**Venue:** NorthTec, Raumanga Valley Road, Whangarei

**Cost:      Secondary School (per person)**

Northland Chefs Members	\$ 20.00
Non-Members	\$ 25.00

**Trainee (per person)**

Northland Chefs Members	\$ 30.00
Non-Members	\$ 40.00

**Open (per person)**

Northland Chefs Members	\$ 40.00
Non-Members	\$ 50.00

Barista Championships      \$ 40.00

**Training Team of the Year 2010**

Northland Chefs Members	\$ 90.00
Non-Members	\$ 95.00

**Commis Chef of the Year 2010 (inc. Class 7, 8 & 24)**

Northland Chefs Members	\$ 85.00
Non-Members	\$ 95.00

**Overview:**      **The Northland Salon Culinaire** had its inaugural beginnings in 2007 and has become an important event in our region's Industry calendar as it involves such a wide range of people and skills, from Baristas to Waiters, Chefs to Bartenders, Industry Judges and Tutors, Lecturers and Mentors and more importantly School's. We believe that the Schools are our target market for the future of our industry. The event gives our young people the opportunity to benchmark themselves against others from across the region, compete for regional titles and see the standard at tertiary and industry level. It necessitates extensive training prior to the event and a chance to put into practice the training that has brought them there. Over 150 of Northland's top performing Hospitality and Culinary competitors will come together to compete in front of live crowds and national Industry Judges. The Northland Salon Culinaire is a unique opportunity to see over 30 competitions over two days featuring the very best emerging talent in Northland's Hospitality Industry. The Northland Salon Culinaire incorporates other competitions such as the **New Zealand Junior Hospitality Challenge** and **Northland Barista Championships** and these too are events for the betterment of the whole Hospitality Community in Northland.

*Class Breakdown:*

There are 30+ classes incorporating Static & Hot Kitchen, Restaurant & Bar Service and the Northland Barista Championships covering competitors at secondary, junior and open levels.

*(Competition schedule available on request)*

*Competitor Levels:*

**Secondary:** Aged 15 – 18 years inclusive who study hospitality up to and including level 2.

**Trainee:** Any hospitality person under training whether in an Educational Institute, or in the Industry, or who has completed their training with less than 4000 hrs work experience. Proof of hours must be able to be verified prior to the competition if requested. Your hours are as at the date of your participation at the culinary fare. Training classes are not open to secondary schools.

**Open:** Open entry. Hospitality Staff already in Industry wanting to better themselves and succeed at regional level.

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# Promotion

## Publication/Literature

We will be actively promoting the event in Industry and Main-Stream Publications such as Foodservice magazine.

Also, this will be marketed through our member magazine 'Plate' nationally leading up to the event.

## Competition Schedule for Salon

The competition schedule features full details on the mechanics of the Salon Culinaire and will include Competition class Sponsor name and branding.

The competition schedule is yet to be completed and we are looking at A4 size full color throughout.

Distribution of the Schedule will be available on our regional website [www.northlandchefs.co.nz](http://www.northlandchefs.co.nz) and the National website [www.nzchefs.org.nz](http://www.nzchefs.org.nz) where there will also be an option for registration to classes and any updated info required. Color copies will be sent out to industry, schools and training providers throughout the northland region. Other regions by request.

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# Benefits

It is a wonderful opportunity for **Your Organisation** to take a forefront leadership role in local talent in Northland.

All events are a terrific vehicle for face to face contact with all facets of the Industry, establishing new relationships and maintaining existing relationships.

The events will give you access to Chefs, Training Providers, Tutors, Suppliers nationally and Students, Secondary Schools and Industry locally.

This contact will allow **Your Organisation** to deliver the value of your products more effectively than any other medium and gain market presence in our region.

As a Sponsor of the Events you will receive the following comprehensive package of benefits:

## Sponsorship Rights

**Your Organisation** can gain overall naming rights to:

- Both events
- Individual events
- Bite sized pieces within each event

## License

- Use of the NZCA, Northland Chefs & Northland Salon Culinaire Logo for Event Driven Media releases/promotion/advertising
- Use of Logo to be pre-approved by both parties before release.

## Contract

- Term of this contract is for the year 2010 and is for the particulars within those events enclosed and named within.

## On-Site

- **Your Organisation** can use space within the events agreed to sponsor to display promotional materials on a stand and have representatives on site to answer any queries (space and size to be confirmed).

## Benefits cont'

### Signage

- Venue Signage – in conjunction with other Sponsors, **Your Organisation** can have signage in the areas that pertain to your sponsorship agreement. Banner sizes and positioning of branding are to be appropriate to your sponsorship arrangement with us and will be confirmed on the outcome of your sponsorship type.
- **Your Organisation** Logo on show during sponsored event/s, classes or workshop/seminars.
- Opportunity to provide a DVD/video or PowerPoint presentation.
- **Your Organisation** to provide a profile of your organisation for the MC to promote within your sponsored events.

### Salon Prize giving, Awards and Lunch

- Opportunity to present medals, Certificates and prizes for your sponsored class.
- Opportunity for your CE or representative to present sponsored awards.

### Information Technology

- Provision of content for **Your Organisation** website
- 'Signage' on Northland Chefs website
- Promotion of **Your Organisation** on the Northland Chefs website

### Employees/Shareholders

- Participation in the event by Employees as Judges, Helpers etc...

### Public Relations

- Inclusion in all Press releases and other Media activities (where appropriate) associated with the Event by use of logo.

### Other Promotional Opportunities

- Opportunity to provide prizes for Media or Event Promotions
- Opportunity to provide prizes for Class Sponsorships

### Media Profile/Education of the Industry

- Branding inclusion in all Print Advertising relating to your sponsored class and Award.
- Inclusion on Event Promotional Pieces – Matariki Industry Awards Certificates and Competition Schedule.
- Opportunity to use our event to promote your organisation leading up to the event. (subject to approval of final draft content).

### Review

- **Your Organisation** and the Northland Branch of the NZCA will undergo a debrief after the Event with the opportunity to review the form and content of the Sponsorship Package. Any such review shall not reduce content 'value' or cost of the sponsorship however, increased benefits as per this contract may result in increased cost investment in the future. The term of this contract is as stated under 'contract' of this document and is for the year 2010.

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# Investment

Your investment for this Comprehensive Sponsorship Relationship:

- Naming right of one or more Matariki Hospitality Industry Awards - **\$2000+gst each**
- Naming right of one or more of the Salon Culinaire Competitor classes - **\$500+gst each**

**PLUS**

- Prize / product contribution for any of the award or competition classes

An individual contract will be drafted upon agreement between **Your Organisation & Northland Chefs.**

**Kate Claydon**  
**Collective Concepts**

Business & Media  
**On behalf of Northland Chefs**  
**Northland branch of the NZCA**

*"Sharing a Passion for all things Culinary"*

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