



SPONSORSHIP OPPORTUNITIES



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WHAT IS ACE?

The Association of Catering Excellence is a lively, innovative organisation that encourages caterers and associates from all sectors of our industry to network face to face, exchange ideas, socialise and generally keep in touch. Our membership includes a cross section of owners, directors, managers, chefs, consultants and suppliers from the Hospitality and Food Service Sector. We provide a forum for networking for individuals from board to team level working within the catering industry through a series of informal, fun and inspirational events that stimulate competitive challenge and forward thinking.

OUR PATRONS

Alastair Storey - WSH

Wendy Bartlett MBE - Bartlett Mitchell

Adam Handling - Adam Handling Restaurant Group

Ruth Hansom Rigby

Tim Jones - CH&Co.

Greg Lawson - Smart Group



BOARD MEMBERS

Chair: Laurent Lucas-Dufour – Company of Cooks

Vice Chair: Natalie Mainwaring – BaxterStorey

Immediate Past Chair: Francois Gautreaux – Bespoke Food Group

COMMITTEE MEMBERS

Alice Barrett – Restaurant Associates

Rebecca Hawkes – Searcys

Jules Heckman Hughes

Gary King – Collins King & Associates

Debra Morrell – Bidfood

Sarah Prentice – Blue Apple

Pete Redman – BM Caterers

Katy Thompson – Pinch Food

Sue Thompson – Restaurant Associates

Angela Ward – Graysons

Emma Williams – Green & Fortune

Vic Laws MBE & Louise Willis – ACE Administration

OUR MEMBERS

The Association of Catering Excellence is the only truly pan-industry body for networking.

ACE events are ideal for senior managers, as well as career seekers at junior and middle management level. Our events are a perfect opportunity to meet colleagues whether operators, suppliers, students, consultants, returnees; to exchange ideas, to learn, to educate and to develop ourselves as well as to make contacts for the future.

Aramark
Allens Catering Equipment Hire
BaxterStorey
Bennett Hay
Bidfood
Blue Apple
BM Caterers
British Premium Meats
Change Hospitality
Collins King & Associates
Core Recruitment
Delphis Eco
Dewberry Redpoint
Enhance Catering
Evolve Hospitality
Fusion FSM
Graysons
Green & Fortune
Harrison Catering Services Ltd

HIT Training
Holroyd Howe
Houston & Hawkes
ISS Food & Hospitality
Johnsons Stalbridge Linen Services
Kent Frozen Foods Ltd
Lexington
M Restaurants
Matthew Algie
MCS Technical Products
Neller Davies Ltd
Nisbets
Nix and Kix
Off to Work
Pinch Food
Restaurant Associates
Reynolds Catering Supplies
Roller Grill
Search Hospitality

Searcys
Smart Group Ltd
Social Pantry
Sodexo
T.W.O Services Ltd
TAF Catering Consultancy
Talkington Bates
The Genuine Dining Co.
The Good Eating Company
Thomas & Tate
Thomas Franks Ltd
TnS Catering Management Ltd
Troika Recruitment
Vacherin
Vegetarian Express Ltd
Vegware Limited
Wilson Vale
WSH Limited

TYPICAL ATTENDEES ON GUEST LIST

INDUSTRY LEADERS

CEO
Chairman
Managing Director
Founder Owner
Joint Managing Partner
Entrepreneur

SENIOR EXECUTIVES

Business Director
Operations Director
Finance Director
Purchasing Director
Global Account Director
Divisional Director
Commercial Director
Head of Operations
Marketing Director
Lead Commercial Business Partner
Business Excellence Manager
Head of Sales
Head of Operations
Head of Sustainability
Environment Officer
Director of Food & Innovation

CHEFS & CRAFT DEVELOPMENT

Culinary Director
Chef Director
Executive Development Chef
Executive Chef
Chef Manager
Head Chef
Senior Sous Chef
Chef de Partie
Craft & Food Divisional Director
Area Support Manager
Celebrity Chefs
Chef Partners

HR & PEOPLE

HR Business Partner
Director of Training
People Director
Training Director
Training Executive
Head of Training & Development
Craft Trainer
FOH Trainer
BOH Trainer
Head of Recruitment
Culinary Industry Leaders

MARKETING & COMMS

Retail Marketing Director
Head of Marketing
& Communications
Senior Press & P.R. Officer
Communications Manager
Corporate Affairs Director
Marketing Manager

OPERATIONS MANAGEMENT

Area Operations Manager
Group Central Manager
General Manager
Catering Manager
Chef Manager
Restaurant Manager
Front of House Manager
Head of Catering
Account Director
Senior Account Manager
Bar Manager

SUPPLIERS

Senior Account Director
Managing Director
National Account Manager
Marketing Manager
Owner
EP Entrepreneur

FOODSERVICE CLIENTS

Head of Corporate Services
Head of Property & Estates
Director of Administration
Director of Facilities
Corporate Services Manager
Facilities Manager
Bursar

CONSULTANTS

Senior Consultant
Managing Director
Lead Partner
Design Director
Foodservice Consultant
Project Management Consultant
Purchasing Specialist
Head of Recruitment

SALES

Client Relations Executive
Business Development Director
Sales & Marketing Director
Research & Database Manager
Sales Director
Business Development Manager

CHARITY DINNER - JANUARY

An evening of fine wine and dining with the opportunity to learn more about wines from different regions and to catch up with friends and colleagues.



INTERNATIONAL WOMEN'S DAY - MARCH

Our International Women's Day Lunch brings together the most talented, inspirational and exciting women in the catering industry. Each year our IWD lunch is held at a female-led restaurant. Our lunch features a fantastic menu, inspirational talks and an opportunity to mix with some of the foremost women in the industry.



QUIZ NIGHT - APRIL

Held in the spring every year, this is a hotly contested event with teams of six battling it out over questions on topics such as London Landmarks, Come Fly with Me, Toys and Games, Acronyms, Food & Wine, Cities of the World as well as General Knowledge.



SUMMER PARTY & ROBYNS FINALS - JULY

A relaxed evening to enable you to catch up with friends and colleagues whilst watching the exciting Robyns Finals.



READY STEADY COOK - SEPTEMBER

The competition hosts 12 teams of chefs from the industry. 6 teams will compete at one time over two stages and will comprise of 2 chefs per company of any age, gender or level in the kitchen. The style of cooking has taken a completely new angle to bring the style of the competition up to date with the current food scene in the UK. We are also mindful of reducing food waste as much as we can as these types of competitions are typically very wasteful.



GIVING BACK

Every ACE Chairman has the opportunity to choose the Charity that they would like ACE to support during their term in office. The only stipulation is that it's related to foodservice in some way, be it teaching disadvantaged children to cook, providing food for the homeless or encouraging handicapped adults to train and forge a career in our industry.

Every year, ACE's chosen charity will benefit not only from the proceeds of raffles and other fundraising initiatives at our events, but also from exposure to our members, sponsors and other guests, many of whom have gone on to offer independent contributions or the support of their company in providing work placements and the like.

Some events create additional avenues for sponsors to extend their generosity to a worthwhile cause, such as the annual Ready Steady Cook event. Every year the chopping boards, pots and pans are donated to ACE's chosen charity. Leftover food ingredients are distributed by City Harvest to organisations such as St. Mungo's Hostel and other homeless charities. Other worthy recipients of Nisbet's generous contribution each year have included Beyond Food Foundation, The Passage and City Harvest, all charities that help feed or create career opportunities for homeless people in London.

The chosen charity for 2024/2026 is London's Community Kitchen. Committed to eradicating hunger London's Community Kitchen is on a mission to provide equitable access to nutritious food, promote food security, and empower individuals and families to thrive. They take in up to 30 tonnes of surplus food destined for landfill, and give it a second chance; impacting over 15,000 people each week through our various projects. They believe that no one should go to bed hungry, and through their dedicated efforts, they strive to make a positive and lasting impact on the lives of those facing food insecurity.

ACE CHOSEN CHARITY 2024-2026



London's Community Kitchen

Zero Waste - Zero Hunger

Hospitality
Action

The
Wiggly
Worm

beyond
food
INSPIRING A FUTURE
BEYOND HOMELESSNESS

ROYAL ACADEMY OF CULINARY ARTS
Adopt
a
School
Trust
Charity No. 1087567

St Mungo's
Opening doors for homeless people

the
Kids'
Cookery
School

THE
pm
TRUST

SPONSORSHIP BENEFITS

ACE provides sponsors the opportunity of meeting industry professionals in a relaxed environment at one of its four major events that take place each year. The Association provides a platform for sponsors to network with key industry stakeholders and influencers in the foodservice hospitality and catering sector. This vibrant association provides the opportunity to communicate directly with your target audience in a specific networking forum. The benefits of your association with ACE include:

Opportunity to set up a stand at events for promotional literature/products

Company endorsement via ACE website and digital media platforms

Company logo on web site with link to your website for a full year

Networking with key industry stakeholders

Company logo on relevant event literature and marketing material

Company logo on 'Thank You' Boards displayed at events

Company logo on presentations used during events

Opportunity to speak at future pop-up events as relevant

Exposure to ACE Members & post event guest list available for follow up

SPONSORSHIP OPPORTUNITIES

Each ACE event has a number of sponsors, which makes it possible for us to run our events at some fabulous and iconic venues, whilst keeping costs contained and ticket prices affordable for our members. There are various sponsorship opportunities including financial contribution and provision of goods or services.

HEADLINE SPONSOR

Accredited as lead sponsor for either ACE Quiz Night, ACE Summer Event, ACE Ready Steady Cook or ACE Charity Dinner

INCLUDES: 3 complimentary tickets - Prime stand in main networking area or awards auditorium - Pop up stand / banner at entrance - Prominent brand promotion as lead sponsor on all event marketing & PR - Participation in speeches or audience address

MINIMUM CONTRIBUTION REQUIRED - **£3,500**

1ST PRIZE SPONSOR

Accredited sponsor of either ACE Robyns Awards or ACE Ready Steady Cook Winners

INCLUDES: 3 complimentary tickets - Prime stand in main networking area or awards auditorium - Pop up stand / banner at entrance - Prominent brand promotion for prize sponsorship on all marketing & PR - Participation in prize giving

MINIMUM CONTRIBUTION REQUIRED - **£2,000**

2ND & 3RD PRIZE SPONSORS

Accredited sponsor of either ACE Robyns Awards or ACE Ready Steady Cook Runners Up & Next Generation Young Chef Award

INCLUDES: 2 complimentary tickets - Prime stand in main networking area - Pop up stand / banner in awards auditorium - Prominent brand promotion for prize sponsorship on all marketing & PR - Participation in prize giving

MINIMUM CONTRIBUTION REQUIRED - **£1,250**

For Trophies, Champagne, Beekeeping or Urban Foraging Experiences - Fishing & Foraging in Wales or other similar Voucher for Afternoon Tea for Two at Sketch

WINE SPONSOR

INCLUDES: 2 complimentary tickets-Prime stand in bar/main networking area - Chance to profile sustainable products

MINIMUM CONTRIBUTION REQUIRED : **IRO £1,000 - £1,500**

For product only

PRODUCT SPONSOR

Meat / fish / soft drinks / specialist food, beverage or packaging product

INCLUDES: 1 complimentary ticket - Stand in exhibition / networking area

MINIMUM CONTRIBUTION REQUIRED : **Product and/or Cash to the value of £500 or more**

EXHIBITOR SPONSOR

Maximum 1 sponsor per category at each event

INCLUDES: 1 complimentary ticket - Stand in exhibition /networking area

MINIMUM CONTRIBUTION REQUIRED - **£500**

DONATE RAFFLE PRIZES OR SPONSOR A QUIZ ROUND FOR £250

We raise funds at each of our events for our Chairman's nominated charity.

BENEFITS: Accreditation at the event for raffle sponsorship - A chance to profile your own products or simply to contribute to a worthy cause!

Any contribution for raffle prizes would be welcome. Previous raffle prizes have included • Chocolates • Food hampers • Champagne / Wine • Dinner for 2/4 • Gift vouchers • Theatre tokens • Experience days • Kitchen gadgets and accessories • Cookbooks etc.



WE VALUE YOUR SUPPORT

We would be delighted to welcome you as a sponsor of any of our exciting events.

For further information, contact:

Louise Willis – louise@acegb.org or 07425 167627

We would be delighted to talk to you about our events in more detail and thank you for giving this your consideration.

Do take a look at our website for information about our membership, events, other sponsors, nominated charities, news and chat.

acegb.org





"For more than 10 years British Premium Meats have been proud sponsors and corporate members of ACE. ACE was the organisation we chose above all others to join when we were looking for a way to network and socialise with other people from our industry. Not only meeting potential and existing customers of ours but also potential new suppliers for our business. ACE is the ideal organisation for that, mixing work and fun with great people".



"Delphis Eco's provenance is in the commercial cleaning industry and our first customers were part of the catering world. ACE is an amazing association that celebrates and supports all aspects of the catering industry. By attending ACE events we support the wonderful work they do with charities and the networking is invaluable!"



ACE strikes a great balance; the committee work hard to make sure all events are affordable, varied in content, open to everyone, and above all fun! Troika have been the main sponsor of the ACE Robyns ever since the very first award in 2016 and this platform for recognising up and coming talent epitomises our own ethos of wanting to see talent shine in this often overlooked/less well known sector of the hospitality industry. Everyone in Food Service or Events should join!

