



# 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

**Chairman Sarah Prentice** - Blue Apple

**Vice Chairman Francois Gautreaux** - The Balanced Food Co.

**Immediate Past Chairman Sue Thompson** - Restaurant Associates

**Secretary Kevin Colclough-Noble**

## COMMITTEE MEMBERS

**Rebecca Armstrong** - The Genuine Dining Co.

**Caroline Bacigalupo** - BaxterStorey

**Tony Ball** - Bidfood

**Gaye Bullard** - Aramark

**Jeni Edwards** - Restaurant Associates

**Liam Hatcher** - CH&Co.

**Jules Heckman Hughes**

**Ben Jeffrey** - CH & Co.

**Gary King** - Collins King & Associates

**Laurent Lucas-Dufour** - Company of Cooks

**Glen Mumford** - Holroyd Howe

**Vic Laws & 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.

Core Recruitment

Delphis Eco

Dewberry Redpoint

Elior UK

Enhance Catering

Evolve Hospitality

Fri-Jado

Fusion FSM

Green & Fortune

GSS Catering Management Services Ltd

Harrison Catering Services Ltd

HIT Training

Houston & Hawkes

Ijess Consulting

ISS Food & Hospitality

Jascots

Johnsons Stalbridge Linen Services

Kent Frozen Foods Ltd

Lexington

M Restaurants

Matthew Algie

MCS Technical Products

Neller Davies Ltd

Nestle Professional

Neway International

Nisbets

Nix and Kix

Off to Work

Bewleys

Peter R Consulting

Restaurant Associates

Reynolds Catering Supplies

Roller Grill

Search Hospitality

Smart Group Ltd

Sodexo

Stern Consultancy

T.W.O Services Ltd

TAF Catering Consultancy

Talkington Bates

The Genuine Dining Co.

The Good Eating Company

Thomas Franks Ltd

TnS Catering Management Ltd

Troika Recruitment

Vacherin

Vegetarian Express Ltd

Vegware Limited

Wilcox Burchmore

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



## 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 - MID JULY

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





## READY STEADY COOK - END SEPTEMBER

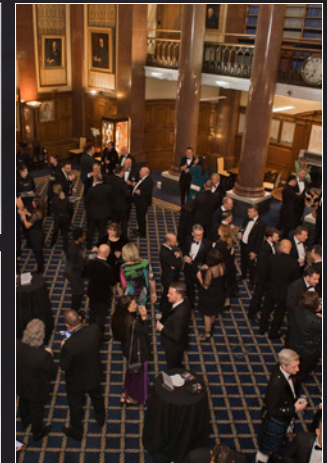
The competition hosts 12 teams of chefs from the industry. 6 teams will compete at one time over two stages and will comprise of 2 chefs per company of any age, gender or level in the kitchen. The style of cooking has taken a completely new angle to bring the style of the competition up to date with 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.





## CHARITY DINNER – OCTOBER/NOVEMBER

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.





## 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.

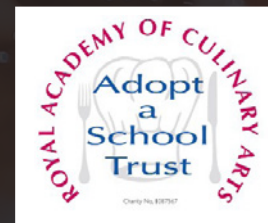
Every year, ACE's chosen charity will benefit not only from the proceeds of raffles and other fundraising initiatives at our events, but also from exposure to our members, sponsors and other guests, many of whom have gone on to offer independent contributions or the support of their company in providing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

ACE Chairman, Sarah Prentice's chosen charity for 2022/2024 is The PM Trust. The PM Trust is an independent, grant making charitable incorporated organisation that provides financial assistance to young people between the ages of 16 to 24 years old. The main purpose of the Trust is to make hospitality the career of choice for young people and help them to further their training and development within the hospitality industry.



## ACE CHOSEN CHARITY 2022- 2024





# 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 Wine 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 - £3,000**

## 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**

For Trophy and Tasting Menu and Wines at The Fat Duck or Fera at Claridges - Overnight stay and Champagne dinner at the Shangri La Hotel or other similar

## 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.



## 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*





## WE VALUE YOUR SUPPORT

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

For further information, please contact one of our fund-raising team:

**Louise Willis** – [louise@acegb.org](mailto: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](http://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!



[acegb.org](http://acegb.org)