

# SPONSORSHIP OF THE STREET FOOD AWARDS

FOOD MUTINY PRESENTS



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The British Street Food Awards, the European Street Food Awards and the USA Street Food Awards make up the biggest street food competition in the world, leading the way in street food innovation - and finding the Michelin stars of the future. That's why we attract a great line-up of sponsors - including big brands such as **Cobra**, **Lee Kum Kee**, **Hellmann's**, **Marks & Spencer** and **Mastercard** - who have used the Awards in a variety of different ways to support their own campaigns.



We create bespoke packages for our sponsors, with a mix of digital and onsite activities. These can be further broken down into the following areas:

- Consumer Engagement
- Trader Engagement
- Press and Media
- Social Media, Website and Filming
- Event Branding and Advertising





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BRITISH  
ST. FOOD  
AWARDS



## SPONSORS – LEE KUM KEE

Lee Kum Kee are a Hong Kong based food company who wanted to sponsor the USA Street Food Awards right from the start. With high-end product giveaways, a new logo on tickets and t-shirts PLUS sponsorship of the LKK Flavour Award, where finalists cooked up special dishes with LKK sauces, our presenting partner certainly got the exposure.

THE OFFICIAL SAUCE  
SPONSOR OF THE  
USA STREET FOOD  
AWARDS





## SPONSORS – COBRA

Cobra wanted to shout about their cool new can, and the eye-catching branding, so Hackney Bridge was the perfect spot for this collaboration. Our entry ticket came with a free ice-cold can of Cobra, obviously, and a wrist-band co-branded with the BSFA and Cobra logos. There were Cobra oil drums dotted around the site, plus banners everywhere, and co-branded gifts from the Photo Booth. Even the staff t-shirts and the DJ tent where the Awards were presented, came draped in Cobra livery. But it all felt very organic.





## SPONSORS – COBRA

Cobra were all over social media, working with key influencers to talk about the Awards. We got great traction with [our competition](#) >

Cobra also took the opportunity to sponsor our new Spice award in an effort to show the wide range of food that can accompany their beer. The company logo sat proudly on the Award itself, and the company founder, Lord Bilimoria (who was judging the Awards with Sophie Ellis Bextor, Fay Ripley and two Michelin-starred chefs Tom Brown and Adam Beynon) was there to give out his Award in person!





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**BRITISH ST. FOOD AWARDS**

BRITISH STREET FOOD AWARDS 2022

SUPPORTED BY



REAL TASTE  
LESS WASTE KITCHEN



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## SPONSORS – HELLMANN'S

Hellmann's were title sponsors for three years. The new logo for the 'British Street Food Awards supported by Hellmann's' incorporated the Hellmann's ribbon, and the title sponsorship allowed them naming rights plus onsite branding (t-shirts, voting slips and bunting etc) and product placement.

Hellmann's worked with the traders to create new recipes, [SEE HERE >](#) and, to illustrate the company's new sustainability message, we branded up a food truck for them at the Awards where they could serve up a range of canapés made from the world's most wasted foods. It was a successful launch pad for their new recycled plastic bottle and current "Make Taste Not Waste" marketing campaign. Please refer to the case study below.





## SPONSORS – MASTERCARD

Mastercard focused their sponsorship on our European Street Food Awards at Bite Club in Berlin. We orchestrated the involvement of Marco Muller, the two Michelin-star chef, who left his prestigious kitchen at Rutz to sell street food canapés out of a street food truck we provided for him. All the proceeds went to the UN World Food Programme supported by Mastercard.





## SPONSORS – SUMUP

SumUp used the Awards in a number of different ways over a two-year period. They gave the traders card machines and tied up contracts following the events. They developed a table-ordering app for the finals, showcasing the versatility and bespoke nature of their services, and filmed it all in action. They produced a number of short adverts [SEE HERE >](#), showcasing their products being used by the traders and secured several live testimonials. They also sponsored the Best Newcomer Award, which was then branded and presented at the final.

[FACEBOOK PAGE >](#)





## SPONSORS – MARKS AND SPENCER

Marks and Spencer used the Awards to gain an insight into the street food sector and develop new recipe ideas. They commissioned a bespoke trend analysis, which was then presented at their HQ by our founder and acclaimed food journalist Richard Johnson, together with a selection of our award-winning traders, who cooked a variety of dishes for their food development team.





## SPONSORS – UNIVERSAL MUSIC

With a grand final taking place at the O2, Universal Music were the perfect partners for the Awards. They were keen to be associated with the rock and roll spirit of the street food traders, and for two years they curated our DJs and live music.

[Check out their film of the Awards, with some of the Universal artists, HERE >](#)

## SPONSORS – SHARP'S BREWERY

Sharp's Brewery were keen to pair their beers with great tasting street food, and with the South West heat taking place in Cornwall, the BSFA provided the perfect opportunity. They focused their sponsorship on product giveaways, offering a free half pint to everyone who came along PLUS they wowed social media with their 'castaway' secret bar washed up at the event.



## SPONSORS – STEELITE

Steelite wanted to showcase their extensive range of tableware to the street food industry – on the understanding that winners of the BSFAs would be the award-winning restaurateurs of the future. They used the Awards as a platform to present their products, allowing the finalists to use their plates to display their signature dishes to the judges. Not only did this provide them with lots of photo opportunities for marketing and social media, it also gave them the opportunity to secure contracts with some of the street food chefs on the next stage of their journey - into bricks and mortar.

[SEE HERE >](#)





## SPONSORS – FLOGAS

Flogas were keen to demonstrate the advantages of their product to the chefs and were keen to have a presence at the awards. They secured a number of banner sites and sponsored a specific award, which a member of their team presented at the final.

## SPONSORS – SANTA MARIA SPICES

Santa Maria spices wanted to develop relationships with the chefs but were also keen to achieve greater brand awareness. They secured a contract with one of the winners to do demonstrations using their spices, and they also produced a credible guide to street food which we launched at the Awards. It was then discussed during a roundtable session with the general public, featuring our prestigious line up of judges, including Michelin star chefs, and the food editor of the Telegraph.



## SPONSORS – CAULDRON FOODS

Cauldron Foods were keen to find ways to make their vegetarian/vegan products stand out and find some new and exciting ways to show their customers how to use their products. They worked with a selection of the street food chefs to produce recipes that they could use on their website and across social media. They also were keen to maximise their association with the awards, and the credibility that it brought to their products. They were able to achieve this by using the BSFA logo on their packs, and referencing the award-winning chefs in their recipes.





## SPONSORS – THE INDEPENDENT ON SUNDAY

The editor of the Independent on Sunday came down (with van-loads of the paper) to host a newspaper review for the general public by a panel of journalists and influencers as an informal beginning to judges' day at the British Street Food Awards.





## HELLMANN'S CASE STUDY

The following examples demonstrate how Hellmann's used the Awards across three years to promote their products and support their sustainable marketing campaign.



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EST. 1913



## CONTENTS

1. Engagement Opportunities
2. Trader Engagement
3. Press & Media Coverage
4. Social Media & Website
5. Event Branding & Advertising



## 1. ENGAGEMENT OPPORTUNITIES

- Skin van to become the Hellmann's Real Taste Less Waste food truck serving up free canapés made from the ten most wasted foods in the UK
- Hellmann's sponsored Award
- Place brand products on all tables at the BSFA Final
- Provision of product to the traders at the BSFA Final



# ENGAGEMENT OPPORTUNITIES



## Hellmann's Sponsored Award:

Most Sustainable  
Trader Award Winner:  
Honest Edibles

(Honest Edibles with  
certificate)



## Hellmann's product for traders at BSFA Final:

Hellmann's vegan mayonnaise presented in front of one of the trader's trucks at the BSFA Final



## Hellmann's product on tables at BSFA Final:

Due to Coronavirus, sachets were available at stations throughout the Awards venue



hellmannsuk



## 2. TRADER ENGAGEMENT

- SFV ensure a minimum of 5 traders agree to develop recipes which include Brand product

# TRADER ENGAGEMENT



Minimum of 5 trader recipes using Hellmann's:

1. Best Mash Potato (*Cheeky Burger*)
2. Japanese Slaw (*Cheeky Burger*)
3. Crayfish Cocktail with Marie Rose (*ArtiSam*)
4. Avacado Bites (*Halloumi Bites*)
5. Feta Bites (*Halloumi Bites*)





### 3. PRESS & MEDIA COVERAGE

- Right for the Brand to be featured in two Event newsletters, one pre-event and one post-event for the Final Event



# PRESS & MEDIA COVERAGE



2020 has been a rough year for hospitality. But, slowly, the world looks ready to break bread together again. Informally, in the open air - or big high-ceilinged warehouses. Not at cramped tables in restaurants. Street food is the food people want to eat right now - served up in the way people want to eat it. The British Street Food Awards supported by Hellmann's is part of the biggest street food competition in the world - and it always finds the best that's out there.

**The right for the Brand to be featured in one pre-event newsletter**

(September 2020)



Congratulations to Greidy's – Champions of the 2020 British Street Food Awards supported by Hellmann's. And to our People's Choice winners – Makasih and Utter Waffle. With more Awards than ever this year (see the full list of winners on [www.britishstreetfood.co.uk](http://www.britishstreetfood.co.uk)), there was a lot to be thankful for. 2020 has been marked by an overwhelming sense of gratitude. From traders, to be out and earning in the times we live in. And from the public, tired of the rigours of lock down, who want to break bread together again in a safe and responsible way. So our final, hosted by the legendary Blue Collar, really felt like something special.

**The right for the Brand to be featured in one post-event newsletter**

(Scheduled pre YE 2020)

**British Street Food**  
November 1 at 7:13 PM · 🌐

The winner of the Saturday People's Choice vote at the 2020 British Street Food Awards supported by Hellmann's is:  
🏆 [Makasih Street Food](#) 🏆

Due to restrictions this year we've not been able to have all the traders competing at the same time, so it's only fair that we have a People's Choice vote for each day. This is a chance for you, the public, to tell us who really impressed you.

T... [See More](#)



**British Street Food** ✓  
@BritStreetFood

With our national/international Awards, consultancy, apps and residencies, we know the best street food out there. See who we've chosen to take on Europe:  
📍 Europe 🌐 [britishstreetfood.co.uk/2019/09/we-are-...](http://britishstreetfood.co.uk/2019/09/we-are-...)  
📅 Joined November 2012

6,171 Following 24.6K Followers



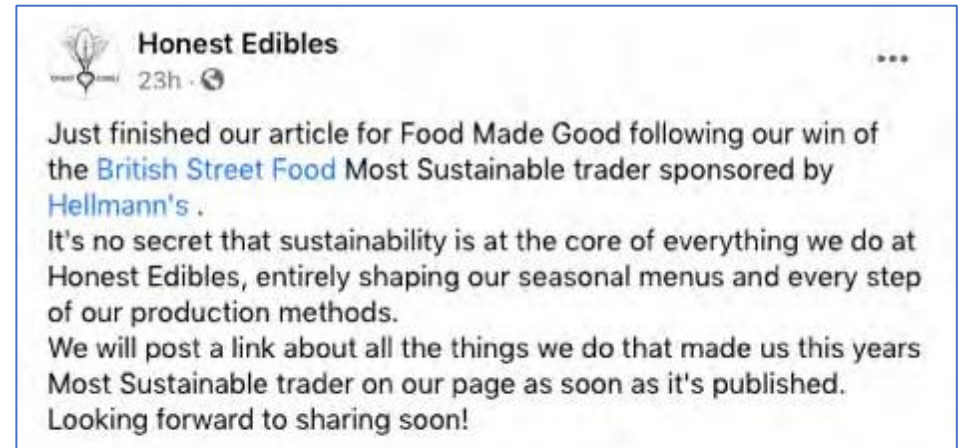
## 4. SOCIAL MEDIA & WEBSITE

- Produce a minimum of one organic social media post including the Brand's hashtag
- Partner Logo and copy about the Brand (up to 200 words), including impression on tag, on Event website
- Procure a minimum of five social media posts by the Partner-Sponsored Award winner referencing the Brand through @HellmannsUK and/or mentioning the Brand and the Brand purpose

# PRESS & MEDIA COVERAGE



Produce a minimum of one organic social media post including the Brand's hashtag



**Headline Partner**



Hellmann's are a great sponsor. An honest, high-grade brand with taste at its heart. They appreciate the grassroots nature of street food, and want to get involved in bringing on the next generation of food heroes. We're delighted to announce a three-year partnership, which will see Hellmann's work with British Street Food to support traders across the UK, and comes as part of our wider commitment to the street food revolution. Hellmann's are delighted too!

"Born out of a deli in New York, Hellmann's has a long-standing passion for proper, good food. We are excited to embark on this journey with the British Street Food Awards, celebrating our heritage by supporting foodie entrepreneurs just like our founder, Richard Hellmann. We believe that food is joyful, flavourful and heart-warming, which is why Hellmann's only use real, simple ingredients to help you make every single mouthful amazing without wasting anything!"

Partner Logo and copy about the Brand (up to 200 words), including impression on tag, on Event website

Procure a minimum of five social media posts by the Partner-Sponsored Award winner referencing the Brand through @HellmannsUK and/or mentioning the Brand and the Brand purpose:

(FB post by Honest Edibles)





## 5. EVENT BRANDING & ADVERTISING

### Regional Heats

- Two banners featuring the Partner Logo
- Two bunting featuring the Partner Logo
- Partner Logo on Regional Heat tickets (if given out)
- Partner Logo on Regional Heat voting coupons
- Partner Logo on Regional Heat winners' certificate
- Partner Logo on overall winners' certificate
- Partner logo on SFV staff clothing
- Partner logo on Event leaflets (if given out)

### Tickets

- The right to 20 tickets to each Regional Heat





## EVENT BRANDING & ADVERTISING

### BANNERS

- 2 x banners
- 2 x flag banners



### BSFA Heats

- Two banners featuring the Partner Logo
- Two bunting featuring the Partner Logo

### BUNTING

- 2 x reems of bunting



## EVENT BRANDING & ADVERTISING

### BSFA Heats

- Partner Logo on Final Event tickets
- Partner Logo on Final Event voting coupon
- Partner Logo on Event leaflets (if handed out)
- Partner Logo on Final Event winners' certificate
- Partner Logo on overall winners' certificate
- Partner Logo on SFV staff clothing



- Partner Logo on Final Event winners' certificate & overall winners' certificate
- Partner Logo on SFV staff clothing
- Partner Logo on Final Event voting coupon & Final Event tickets

# BSFA 2020 FINAL



## EVENT BRANDING & ADVERTISING

### Final Event

- Six banners featuring the Partner Logo
- Six bunting featuring the Partner Logo
- Partner Logo on Final Event tickets (if given out)
- Partner Logo on Final Event voting coupons
- Partner Logo on Final Event winners' certificate
- Partner Logo on overall winners' certificate
- Partner logo on SFV staff clothing
- Partner logo on Event leaflets (if given out)
- Partner Logo on the jointly created Blue Ribbon Award

### Tickets

- The right to 20 tickets to the Final Event

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EAT



## EVENT BRANDING & ADVERTISING

### Final Event

- Six banners featuring the Partner Logo
- Six bunting featuring the Partner Logo



### BANNERS

- 4 x large white banners with joint BSFA & Hellmann's logo
- 2 x feather banners with Hellmann's branding by the entrance to the event

### BUNTING

- 6 x reems of bunting covering the presentation area, including branding of WSFA, SFA and BSFA joint logo with Hellmann's



## EVENT BRANDING & ADVERTISING

### Final Event

- Partner Logo on Final Event tickets
- Partner Logo on Final Event voting coupon
- Partner Logo on Event leaflets
- Partner Logo on Final Event winners' certificate
- Partner Logo on overall winners' certificate



- Partner Logo on Final Event winners' certificate & overall winners' certificate
- Partner Logo on Final Event voting coupon
- Partner Logo on Final Event tickets



## EVENT BRANDING & ADVERTISING

### Final Event

- Partner Logo on staff clothing
- Partner logo on jointly created award

- Partner Logo on staff clothing
- Partner Logo on jointly created award

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For all enquiries, contact  
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