

# EAT!

NewcastleGateshead

## SPONSORSHIP OPPORTUNITIES

EAT! NewcastleGateshead  
2<sup>nd</sup> May to 17<sup>th</sup> May 2009

A festival which passionately advocates to all the pleasures of creating and sharing good food and drink in the North East

On Saturday 2<sup>nd</sup> May 2009, **EAT! NewcastleGateshead** springs back to life. The annual festival of food and drink returns bigger and bolder with sixteen days of edible activity.

**EAT! NewcastleGateshead** forms part of NewcastleGateshead's world-class programme of festivals and events. We are now seeking sponsorship at all levels to support our programme.



In this pack you will find:

- The highlights, marketing and PR impact of EAT! 2008
- Opportunities to sponsor events in 2009
- Festival Objectives and Steering Group

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## SOME HIGHLIGHTS FROM 2008

**EATING** – a secret restaurant like no other that entranced diners for five days at a secret Newcastle location before vanishing. Selling out in days ten times over, the event location was only revealed to lucky diners on the day of their booking, or was it....



**FISH ON THE TYNE** – Thousands attended this Quayside market event and watched a local fishing boat sailing under the Millennium Gateshead Bridge to land fish before eager crowds. The catch was rushed to market for professionals and the public to haggle for the best of the catch.



**FOOD HEROES TASTING MARKET** – Thirty five hand-picked producers, the most innovative and interesting in the North East, presented in the beautiful surroundings of Newcastle Civic Centre. From fresh oysters to artisan breads, smoked salmon to ice cream alongside demonstrations by local Chefs.

**DANS LE NOIR?** – Over 6 days and nights, school groups and the public experienced dining in total pitch darkness, guided by blind waiters. A dramatic and challenging experience of sensory perception and disability awareness.

**ANGEL CAKE of the NORTH & EAT! IN THE STREET** – A dozen local schools and businesses came together to build a giant 30' wide edible model of the Angel from Fairtrade ingredients. Thousands of onlookers enjoyed an old fashioned street party with cooking demonstrations, market stalls and free refreshments provided by local businesses



**INCREDIBLE NORTH EAST** – A guide foraging bus tour to the natural larders of the North East to discover the food that grows for free right under our noses.

**TEN THINGS TO EAT BEFORE THEY DIE** – A world first as ingredients from artisan producers around the globe were gathered together in one spectacular menu to highlight Slow Food's work in preserving vanishing local products and ingredients.

**ADOPT A SCHOOL** – Ten top local Chefs were matched with primary schools and showed children how to explore food with the four tastes and the five senses.

**YES CHEF** – Six of the regions most professional kitchens took a college apprentice into their brigade for two weeks. The training given was tested when the apprentices went up against one another in a cooking finale.

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## MARKETING AND PR SUCCESS

In 2009 **EAT! NewcastleGateshead** will again be marketed by NGI; our 2008 campaign included:

- PR campaign achieved 124 pieces of UK coverage valued at £1.8 million across all medias
- A bold logo and branding package
- A new website attracting unique 25,000 views
- Online campaigns including PPC, attracting 30,000 impressions
- E-mail campaign to 10000 registered users
- 40k 16-page programmes distributed to 400 venues and Tourist Information Centres
- Local radio advertising
- Advertising across the local, regional and national press
- Bridge banners, outdoor poster sites, bus stops and Metro advertising



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**EAT! NewcastleGateshead** 2009 will again include over thirty events, many new and innovative activities will be launched that will include:

- A Bank Holiday weekend of markets & events celebrating local natural larders from seabed to forest floor
- An all new 'guerrilla restaurant' experience to keep everyone guessing
- 'Dinner in the Sky' at 50m above the city
- One of the world's top 10 restaurants brings thrifty cooking to the North East
- An enormous local producers market and magical land of foodie discovery including the return of 2008 hit 'Dans Le Noir?'
- A huge Fairtrade and ethical street party with a few surprising twists
- Opulent banqueting, speed dinner-dating, 10 *more* things to eat before *they* die, EAT! on holiday and much more!



Don't miss this opportunity to be an event sponsor and add your organisation's name to our list of supporters. Packages are available from £2000 to £10,000.

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## CLEAR OBJECTIVES BRING BROAD BENEFITS

Eat! NewcastleGateshead aims to:

1. Elevate the profile of the North East as a producer and provider of quality food and drink
2. Raise the status of professions in food production, retail and hospitality
3. Highlight entry points and development options for those considering a career in food or employed within it
4. Raise standards of customer service in hospitality businesses
5. Encourage strong connections between NewcastleGateshead and its regional food producers and awareness of the farm-to-fork journey
6. Encourage pleasurable and convivial encounters at the table
7. Develop enthusiasm for the discovery and enjoyment of good food in local children
8. Attract visitors from outside the region to the North East to sample the hospitality available



## OUR HIGH PROFILE STEERING GROUP

### FOOD PRODUCERS AND RETAILERS

Matt Boyle (Wylam Brewery), Mark Robertson (Northumberland Cheese Co.), Henry Butler (Tavasso Delicatessen)

### HOTELIERS, RESTAURANTS AND CAFÉS

Terry Laybourne (Café 21, Jesmond Dene House Hotel), Lizzy Kelk (Malmaison Newcastle), Craig Campbell (Cophorne Hotel) Cristina di Georgi (Secco), Andy Hook (Blackfriars), Sam Storey (Belle & Herbs)

### PUBLIC REPRESENTATIVES

Stella Hall and Carol Bell (Culture<sup>10</sup>/NGI), Jenny Walton (Northumbria Larder), Stephen Dyer (Gateshead College), Stephen Savage (Newcastle City Council)

