



A COLLABORATION SET TO  
CARVE OUT A PREMIUM SPOT

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**PARTNERSHIP  
OPPORTUNITIES**



# OVERVIEW

**THIS PARTNERSHIP KIT OUTLINES THE OPPORTUNITIES AVAILABLE FOR THE 2022 WORLD BUTCHERS' CHALLENGE TO BE HELD AT THE GOLDEN 1 CENTER IN SACRAMENTO ON 2 - 3 SEPTEMBER 2022.**

Due to COVID, we will be making an official call on March 1 2022 as to whether the event goes ahead. We, alongside our hosts in Sacramento, feel positive about the viability of this currently, however given the current climate we feel this additional date will provide more certainty and clarity for all involved.

If we do continue on March 1, as always, this will be reviewed as needed leading up to September. This will be acknowledged and noted within any partnership agreement to ensure you are comfortable and we will not collect any funds, or portion of, until March 1 2022.

In addition, we are flexible on our partnership packages and would love to work with you to tailor something specific for your organisation, outside the options outlined within this document.

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# THE STATS.



The World Butchers' Challenge (WBC) is a butchery competition of epic proportions. With teams from across the globe battling it out for the title of the world's best, it's the ultimate mash up of passion, sport, food, skill, tension, rivalry and camaraderie, which makes for one compelling, thrilling and relevant experience.

## COMMUNITY REACH

### MEDIA

Extensive PR outreach achieving large amounts of international media coverage. The 2018 WBC was covered by the BBC network, Food and Wine New York and was featured as national TV series productions in New Zealand, Germany and France among many others.

### SOCIAL / ONLINE

Facebook: Over 6,500 engaged followers

Instagram: Over 8,400 engaged followers

Website: 2,000 average monthly website users



CENTRAL WBC HUB

TEAM + INDIVIDUAL BUSINESS SOCIAL / WEBSITES

NATIONAL PR

TEAM MEMBERS = NATIONAL / GLOBAL AMBASSADORS

ACCESS TO CUSTOMER / SUPPLIER DATABASE



16 NATIONAL TEAMS

## MORE THAN JUST AN EVENT

One of the things we're most proud of is the support network that this competition has fostered. Much more than just an event, it's about learning, sharing and believing in a greater good for the industry. We've also established the following initiatives:

- World Champion Butcher Apprentice & Young Butcher Competition (under 35) with 30 international competitors in each category.
- Multi-day study tour which precedes the event.
- 2022 World Butchers' Challenge All Star team.
- Category awards: World's Best Pork, Beef, Lamb, Chicken product; World's Best Gourmet, Beef, Pork Sausage; World's Best Burger.

2022 EVENT

HELD AT THE GOLDEN 1 CENTER, SACRAMENTO

## AUDIENCE

Since 2018 the level of interest in the WBC has grown exponentially from new nations interested in competing, to foodies and chefs wanting to get involved to journalists and producers wanting a 'steak' in the event.

- 3,000,000 Estimated budget (USD)
- 5,000 Anticipated spectators
- 195 Minutes of intensive sportsmanship
- 16 Countries competing in the WBC



## FROM HUMBLE BEGINNINGS...

The WBC was originally established as a Trans-Tasman Test Match between New Zealand and Australia in 2011. Since then the competition has grown year on year with sixteen teams competing bi-annually and that's just the beginning. Through this competition, a global community has been cemented with life-long friendships formed, business opportunities unlocked and the overall trade benefiting from an injection of creativity and innovation. This is the time to get involved... before this rocketship seriously explodes.

## ...TO UNLIMITED HEIGHTS

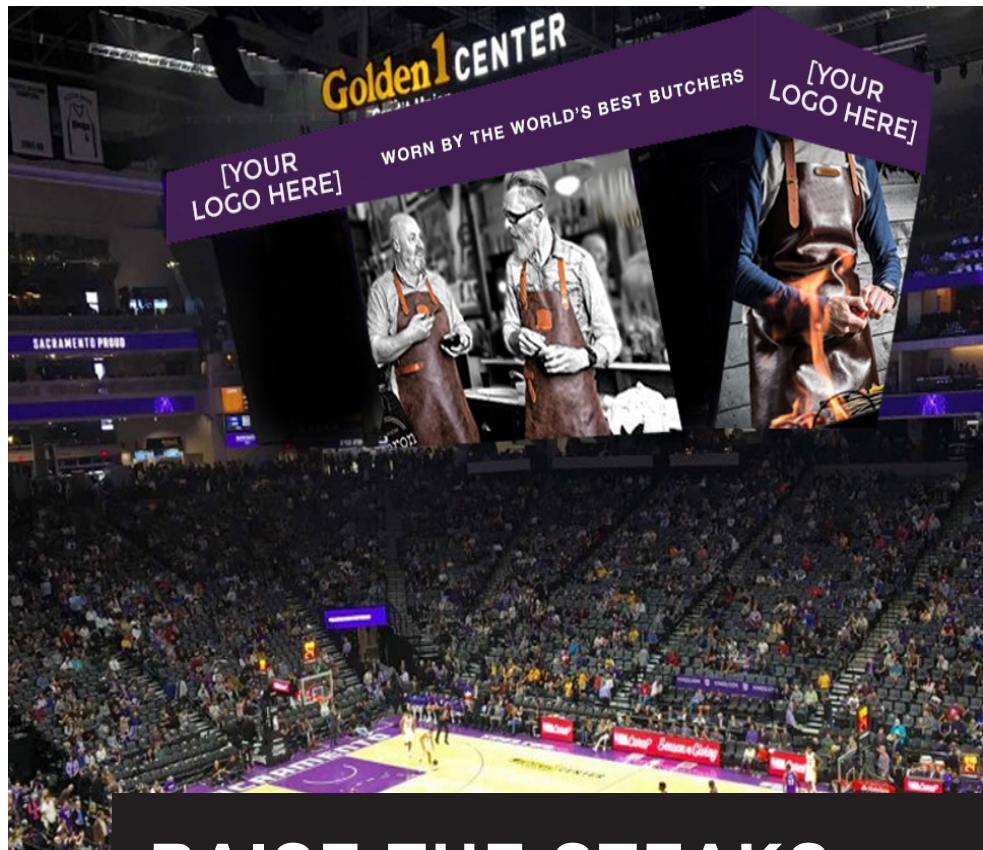


## THE OPPORTUNITY

# GOLD PARTNER

- Trade stand on both competition days.
- Logo across Golden 1 Centre AV system.
- Mentions during event and Gala Dinner via MC.
- Branding on WBC site.
- Access to WBC team captain's database.
- WBC brand kit to use across your own channels showcasing our partnership.
- Social content creation (blog and supporting social post).
- Social visibility during event live stream.

**COST: \$7,500 USD**



## RAISE THE STEAKS.

**BECOME A GOLD SPONSOR TO EXHIBIT AT THE EVENT AND BE POSITIONED WHERE IT MATTERS.**

This package includes activation at the event, at your own trade stand, in a prime position on the concourse over two days - during the World Champion Young Butcher & Butcher Apprentice competition and the main event, the 2022 World Butchers' Challenge. This will be your opportunity to position yourself as a partner of the wider World Butchers' Challenge community and connect with teams, industry attendees, chefs, media, foodies and consumers.

The arena is going to make this event an absolute show stopper and we're thrilled to have access to their state-of-the-art facilities. Your logo will be incorporated into the AV system on the day to ensure maximum exposure. And around here, we don't do stock standard - so your brand will be showcased with the use of video to ensure it's engaging and interactive.

As with any great sporting event or showcase, our MC will have everyone hanging off their every word as they narrate what's happening on game day. You'll hear your brand name booming across the stadium multiple times and we'll make sure to direct them to your activation. When it comes to the Gala Dinner, held in the newly established Sacramento Convention Centre, we'll proudly make a fuss of you here too.

As they say, it's all about who you know, and we have in our little black book, the contact details of the best butchers in the world. Within their own markets, and on a global stage, they're legends and hugely impactful influencers in their own right. We'll share their details with you for you to network and generate even more opportunities.

You'll have access to our brand kit enabling you to leverage our logo and assets on your own channels. Plus, you'll reach our wider network as leading up to the competition we'll share your story, and our partnership, on our blog which will be posted on our social channels. In addition, during the live stream of the event we'll make sure you're featured to really make this a multi-faceted opportunity.



## THE OPPORTUNITY

# COMMUNITY PARTNER

- WBC brand kit to use across your own channels showcasing our partnership.
- Content creation:
  - ▣ 30 sec video
  - ▣ 2 social posts
- Press release template.

**COST: \$4,000 USD**



## CONTENT IS KING.

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**ALIGN YOUR BRAND WITH THE WORLD BUTCHERS' CHALLENGE AND SHOUT IT OUT TO THE REST OF THE WORLD.**

This package gives you the opportunity to showcase a strategic partnership with the World Butchers' Challenge, displaying that you are part of the official World Butchers' Challenge family.

You'll be able to utilise our brand kit to display our logo proudly on your website, across your social content or in store/on the floor.

But the real jewel in the crown of this package is in the content that we can create for you. Working together with your team, we'll produce a 30 second video and two supporting social posts to spotlight your brand and aligned values to our network. As you might of gathered by now, we don't do things by halves around this joint, so this won't be labeled as an advertisement. Rather, we'll introduce you as part of the team and do our utmost to encourage our wider database to engage with you as a result.

Finally, we're all about making life easier for those that support us. So we'll send you a personalised press release that your team can send out to local, national, or heck, why not international media, and stakeholders to announce your partnership. Our team will be on hand to help direct you on sending this out if need be too.

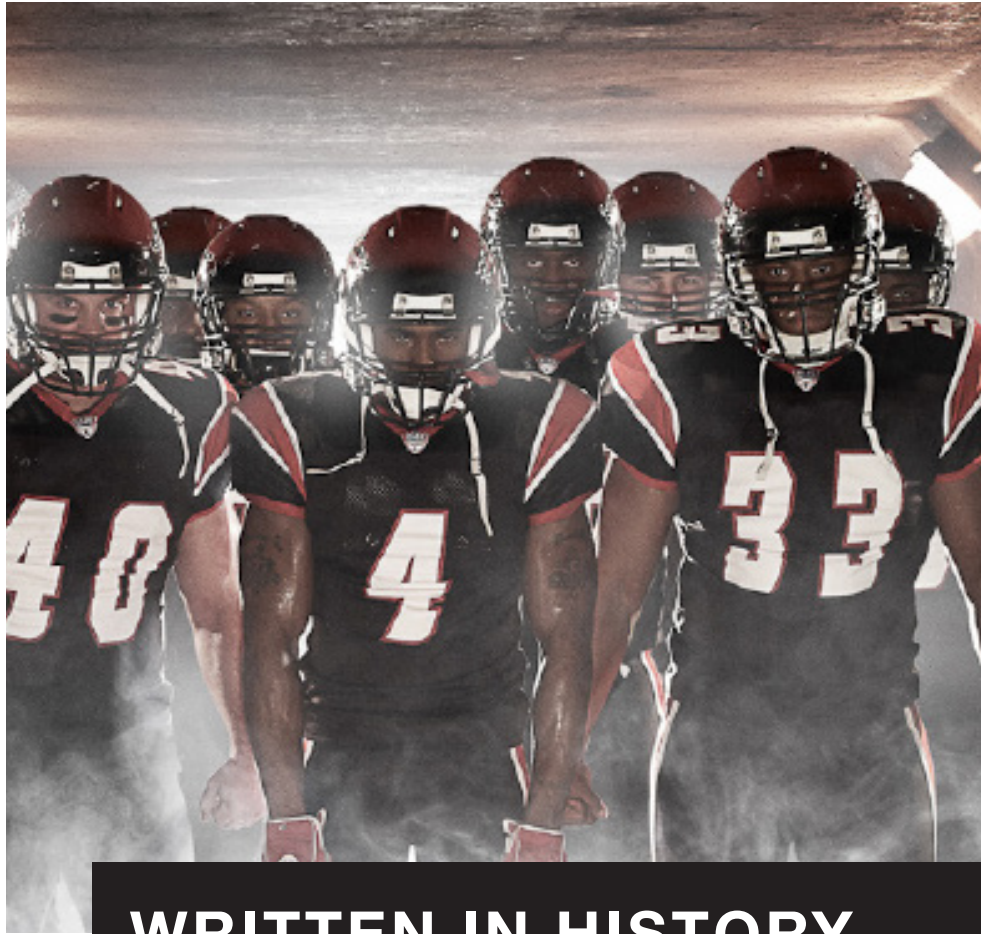


# ADDITIONAL OPPORTUNITIES



THE OPPORTUNITY

# WORLD ALL STAR TEAM



## WRITTEN IN HISTORY.

TAKING INSPIRATION FROM A LONG-LOVED SPORTING TRADITION, WE'RE INTRODUCING A WORLD ALL STAR TEAM TO BUTCHERY.

You'll be given naming rights of the World All Star butcher team as the six best butchers from the World Butchers' Challenge (selected from any team) will be announced as the [Your brand name] World All Star Team and will hold that position until the following World Butchers' Challenge in 2024.

During this period they will act as ambassadors for the World Butchers' Challenge and by association, your brand.

Content will be generated around this team, leveraged off the World Butchers' Challenge platforms and provided to you. This will include PR strategy and implementation.





THE OPPORTUNITY

# WORLD'S BEST PRODUCTS



## WINNERS BY ASSOCIATION.

WANT TO BE RECOGNISED AS THE BEST IN THE WORLD? THEN ALIGN YOURSELF WITH THE WORLD'S BEST CREATIONS.

At the World Butchers' Challenge 'top props' is given to the following:

- World's Best Pork Product
- World's Best Lamb Product
- World's Best Beef Product
- World's Best Chicken Product
- World's Best Burger\*

This package gives you naming rights to one of the above categories.

These awards, and your association, will be included on all press releases and social/ PR content will be generated specifically around these awards in the lead-up, during and post competition days. We'll include links back to your website and social channels in these instances.

Access (via introductions) will also be provided to the winners of the awards to allow you to generate further content, with idea generations offered by our team.

*\*Naming rights have already been given for: The Devro World's Best Pork Sausage, The Devro World's Best Beef Sausage and The Devro World's Best Gourmet Sausage. As part of this partnership, Devro have exclusive naming rights to this category and the WBC has worked up an extensive content programme in the lead-up to the competition.*





THE OPPORTUNITY

# NAMING RIGHTS OPENING EVENT



## KICK IT OFF WITH A BANG!

**IT ALL KICKS OFF WITH AN EXCLUSIVE, WELCOME FUNCTION AS SACRAMENTO WELCOMES OUR INTERNATIONAL CHAMPIONS.**

To launch the World Butchers' Challenge official programme, we will host a welcome cocktail event on Monday 29 August. This is your chance to be front and centre of it all as this opportunity offers a complete takeover of the event.

You'll have naming rights of this ticked event, which will be promoted as such, which will be attended by teams, industry heavyweights, media and Sacramento VIPs. The event will be branded as you wish and you'll have an opportunity to address the crowd - we'll work with you to make this something special, not just the usual keynote address.

This will be the first opportunity that the teams have to greet one another again for the first time since 2018 and for the media to lay their eyes on what's about to unfold for the week, for the first time in Sacramento.

It will be an event not to be forgotten.



## THE OPPORTUNITY

### WORLD CHAMPION YOUNG BUTCHER & BUTCHER APPRENTICE COMPETITION



**SUPPORT OUR RISING TALENT.**

**YOUNG BUTCHERS AND APPRENTICES FROM ACROSS THE GLOBE WILL SET THE PACE FOR THE TEAM EVENT IN THE GOLDEN 1 CENTRE.**

Recognising that the future of our industry is in the hands of the next generation, the World Butchers' Challenge is proud to run the World Champion Butcher Apprentice & Young Butcher competition. Both individual contests, Young Butcher contestants must be under 35 years of age and entrants into the Butcher Apprentice category must still be working through their trade apprenticeship as of March 2021. Modeled on the World Butchers' Challenge both groups of butchers have just two hours and fifteen minutes to break down a range of primal cuts into a display of pre-determined products and their own creations.

We are looking for primary sponsors of this event to support us in ensuring these individuals are championed and celebrated.

Many of these socially savvy competitors are already shaping the future of butchery within their own stores and nations as well as expanding their reach and influence across social media. This gives your brand the perfect opportunity to determine your positioning amongst these persuasive group. Media interest in this event is always high with it being an individual competition and focused on up skilling our future generation of butchers.

As a primary sponsor, your brand would appear everywhere the competition is acknowledged in formal and social communications, at the event and Gala Dinner. Your branding will appear in the arena on competition day and we will work with you to profile your brand across social media and our website ahead of the competition as well as during. We'll provide you with a trade stand on both competition days, as well as access to our branding kit for you to leverage your partnership as you wish.



# Thank you

FOR MORE INFORMATION OR, TO TALK TO US FUTHER ABOUT THESE  
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