



NATIONAL
Burger
AWARDS

CHAMPION
of
CHAMPIONS

10th Anniversary

03 September 2024

BIG PENNY SOCIAL, LONDON

THE NATIONAL BURGER AWARDS – The Biggest and Best Celebration of Burgers across the UK

For 10 years, trade chefs from some of the UK's most renowned restaurant groups, burger chains and independent restaurants have been going head-to-head in a live cook-off event for the burger industry's most coveted title: the UK's best burger.

In 2024, the awards celebrate its 10th anniversary. To help celebrate this landmark, we are thrilled to invite you to sponsor the National Burger Awards Champion of Champions event, taking place in London in September 2024.



2024 NATIONAL BURGER AWARDS CHAMPION OF CHAMPIONS EVENT

This special one-off celebratory Champion of Champions cook-off competition will bring back 30 National Burger Awards winners (from across the signature, technical and meat-free rounds) to cook their signature burger for the judges.

We will also invite back all previous finalists from the last ten years, as well as other restaurant operators who are looking to up their burger game, giving suppliers the chance to meet and interact with our previous 30 winners, but also decision-makers from some of the UK's most influential quick service burger chains, independent and group restaurant operators.





THE COMPETITORS

Beefboxx / The Garden Room / Bleecker /
Bun Club / Bun & Sum / Café Football
Chiquito / Cut + Grind / Danny's Burgers /
El Perro Negro / Fattso / Filthy Buns
HILLS / Hub Box / Las Iguanas / Libertine Burger /
Mac & Wild / Burgervore
Mollie's Motel & Diner / Revolution Bars Group /
Squeezed / Stock Burger Co.
Stripclub Streetfood / The Beefy Boys /
The Botanist / The Flavour Trailer
The Lockhouse / Black Bear Burger /
Whole Beast / Young's Burger Shack

POTENTIAL EVENT REACH



- **50K SOCIAL REACH**
- **87K DIGITAL REACH**
- **91K PRINT REACH**
- **300+ EVENT ATTENDEES**

OVER 220,000 OPPORTUNITIES* TO BE SEEN!

*Based on 2023 Event Reach Report



CLICK HERE TO WATCH THE 2024 HIGHLIGHTS

SPONSOR PACKAGES

Lead Sponsor

- 2x2m presentation area which can be used for sampling, cooking, display or a pull-up banner.
- 4 tickets to the competition and evening awards reception. Additional tickets available upon request and solely to invite trade guests.
- Full-page advert in the anniversary event brochure.
- 2x Full-page adverts, one each appearing in the winner's edition and event review, publishing in Dine Out and Pub & Bar magazines.
- Logo across print, digital and event marketing.
- Logo on print and digital winner email announcements.
- A branded item to be included in the anniversary event Buyers Box, sent out prior to the competition to all competitors. This could be a branded item such as an apron, gift voucher, chef tool, bottle of champagne, a book etc. Item size and weight restrictions apply.
- Contact details of our trade competitors will be shared with you ahead of the event.
- Two-week MPU on Dine Out and Pub & Bar websites.
- Access to the event video and photography, links shared for own use.

PRICE £7,500



SPONSOR PACKAGES

Associate Sponsor

- Presentation area for a poser table or pull-up banner
- 2 tickets for the competition and evening awards.
- 2x half-page adverts, one each in Pub & Bar and Dine Out (winners edition)
- Logo across all print, digital and event marketing.
- Logo on print and digital email announcements.

PRICE £3,950



CONTACT

This unique one-off event will be a great opportunity for you to showcase your products and have them sampled, network and build trade relationships, and expand your supply profile within the burger category. The National Burger Awards 10th anniversary Champion of Champions event will provide you with an excellent platform to promote your products, generate trade leads and grow your business. So why wait?

Book your stand package today!

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