

taste**buds** collective



Sponsorship 2025/26



Why Sponsor Tastebuds?

- Access a growing community of ambitious businesses
- Showcase your brand to a highly engaged audience
- Strengthen your CSR credentials by supporting innovation & growth
- Be recognised as a key partner in the region's business ecosystem
- Connect with a highly engaged audience of decision-makers in the food and drink industry
- Aligns your business with authentic, local and high-quality food and drink brands, reinforcing your values
- Build relationships with emerging producers, established brands and industry professionals





Christmas Collaboration Party Sponsorship

A highlight of the Tastebuds calendar, our annual Christmas Party brings together members, partners, and stakeholders for a night of celebration and connection.

Food or Drink Sponsor

£500 + VAT

- Logo placement on event materials and invitations
- Recognition on Tastebuds social media
- 2 complimentary tickets to the event

Headline Sponsor

£2,000 + VAT

- Naming rights as 'Christmas Party sponsored by....'
- Prime logo placement on all promotional materials
- Speak at Christmas party
- Opportunity to address guests during the event
- Access to the attendee list
- Dedicated sponsor spotlight in pre and post-event communications
- 4 complimentary tickets to the event





Nourish Conference Sponsorship

Our flagship annual conference attracts entrepreneurs, researchers, and thought leaders across the region. Sponsorship puts your brand front and centre with a highly engaged business audience. The Tastebuds Market will gather 40 food and drink stands, the conference will bring together 100 people in the industry and the drinks reception will be open to all attendees - circa 200 people.

Community Sponsor

£500 + VAT

- Stand space
- Logo on the Eventbrite booking system and marketing literature
- The option to include a flyer or sample in the goodie bags
- Your logo on the back page of the programme
- Opportunity to host a workshop or webinar after conference
- Up to 2 tickets for staff to attend the event

Food and Drink Sponsor

£1,000 + VAT

- All of community sponsor benefits
- Reserved area for meetings + early access to attendee list with facilitated meetings set up by Tastebuds team throughout the day
- Logos and banners near food and drink stations
- A year of membership





Tastebuds Market Sponsor - Tastebuds Market, presented by... £1,000 + VAT

- All of community sponsor benefits
- Reserved area for meetings + early access to attendee list with facilitated meetings set up by Tastebuds team throughout the day
- Logos and banners at the entrance to event and throughout the market
- A year of membership

Drinks Reception Sponsor - Drinks Reception, presented by... £1,000 + VAT

- All of community sponsor benefits
- Reserved area for meetings + early access to attendee list with facilitated meetings set up by Tastebuds team throughout the day
- Logos and banners near food and drink stations during drinks reception
- A year of membership





Conference Theme Sponsors (x3)

- **Environment and Sustainability**
- **Health and Nutrition**
- **Business Growth: routes to market and innovation**

£2,500 + VAT

- All of community sponsor benefits
- Reserved area for meetings + early access to attendee list with facilitated meetings set up by Tastebuds team throughout the day
- Logos and banners near registration desks
- Branding on the conference slides
- 1/3 page advert inside conference programme
- Mention in PR and email shots and any media interviews
- Nominate or be on stage to animate the theme talks: 4 talks + Q&A panel - two hours of visibility
- 5 minutes to introduce the theme and your company to the audience
- A year of membership

The Tastebuds Nourish conference 2026 promises to be bigger and better than ever. Each theme will comprise a speaker from: public sector, academia, Tastebuds membership and a guest keynote speaker. All talks will be followed by group panel Q&A.





Nourish Conference Sponsorship

Headline Sponsor

£5,000 + VAT

- Nominate or be on stage to animate the end panel
- Premium stand space and location
- Branding on the conference slides
- Logo on the Eventbrite booking system and marketing literature
- Mention in PR and email shots and media interviews
- A full-page advert inside the event programme
- Your logo on the back page of the programme
- The option to include a flyer or sample in the goodie bags
- Up to 5 tickets for staff to attend the event
- Reserved area for meetings + early access to attendee list with facilitated meetings set up by Tastebuds team throughout the day
- Banner space near the main screen
- A 5 minute spot to introduce the conference + 5 minutes to introduce your company before the end panel discussion
- Exclusive meet and greet (introduction) to the speakers
- Dedicated social media posts
- A year of membership





Collaboration Awards Sponsorship

The Collaboration Awards celebrate innovation, partnerships, and achievements across the business community.

Category Sponsors (x5)

£1,000 + VAT

- Logo placement on event materials and invitations
- Recognition on Tastebuds social media
- 2 complimentary tickets to the event
- Presentation of award on stage

Food and Drink Sponsor

£1,000 + VAT

- As above except presentation of award
- Banner near arrival drinks and near the entrance to event

Headline Sponsor

£5,000 + VAT

- Naming rights as 'Collaboration Awards sponsored by....'
- Prime logo placement on all promotional materials
- Full page feature in event programme
- Opportunity to address guests during the event
- Access to the attendee list
- Dedicated sponsor spotlight in pre and post-event communications
- 4 complimentary tickets to the event





Trade Show Sponsorship

Tastebuds represents members at key trade shows throughout the year, providing visibility, support, and networking opportunities.

Tailored packages available:

- Logo presence at Tastebuds trade show stands
- Branded materials distributed to attendees
- Opportunity to co-host stand space and engage directory with visitors
- Recognition in all trade show communications





Free Membership for Startups Sponsorship

Support the next generation of entrepreneurs by funding free Tastebuds memberships for startup businesses.

£5,000 + VAT

- Recognition as the official sponsor of the Tastebuds Startup Programme
- Logo placement on all startup-related materials and web pages
- Social media and press release announcing your sponsorship
- Direct exposure to new businesses joining our network
- Invitation to meet & greet with sponsored startups



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