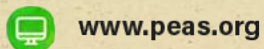
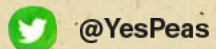
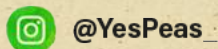
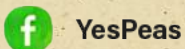


YOUNG PEA CHEF OF THE YEAR 2020

Sponsorship Opportunities



THE SEARCH FOR THE UK'S NEXT TOP CHEF

What is Young Pea Chef of the Year?

Organised by the team behind the Yes Peas! campaign, Young Pea Chef of the Year is an annual cooking competition that runs nationally, encouraging young foodies and budding chefs to showcase their very best pea-inspired dishes.

The competition launched in 2016 with the help of Yes Peas! ambassador and professional chef Rachel Green. Since then, the annual cooking contest has gone from strength to strength, boasting improved reach year on year. 2020 will be our fifth year and we are hoping for this to be our biggest yet!

Since our inaugural competition, we have introduced three age categories (*Primary, Years 7-8 and Years 9-11*). We are planning to continue this structure for 2020 in order to encourage entries across a wide age range.

“The great British pea has been gracing our dinner tables for generations and we’re looking forward to seeing what the next generation can produce!”



YesPeas



@YesPeas_



@YesPeas



www.peas.org/youngpeachef

YES PEAS!

Why peas?

The Yes Peas! campaign has run for over sixteen years, in partnership with the British Growers Association and the pea vining industry as a whole. From farmers to seed houses, machine factories to freezing companies, we work with a range of stakeholders from the industry to deliver an intensive PR and media strategy throughout the year.

Our aim is to drive the purchase of frozen peas and champion one of the nation's favourite year-round vegetables, but more than that, the campaign encourages our target audience to think creatively about peas as an ingredient.

Gone are the days when peas would be served lacklustre, simply warmed in the microwave. Implementing a 'bottom-up' strategy, the Young Pea Chef of the Year competition finds the most creative and impressive recipes created by young students and showcases them in a national campaign to inspire and educate a nation of pea enthusiasts.



YesPeas



@YesPeas_



@YesPeas



www.peas.org/youngpeachef



WE INVITE YOU... TO SPONSOR US FOR 2020

Sponsorship Opportunities

We are on the lookout for brands and companies who share our love of British produce and inspirational cooking to get involved in Young Pea Chef of the Year 2020!

There are a number of different options, from becoming a prize partner or sponsoring the competition as a whole. Each package comes with detailed and bespoke ROI to help you reach your target audience, drive your brand messaging and meet your marketing objectives.

As a sponsor, your brand will be included in all our communications from social media and digital channels as well as our press materials. Last year we amassed over 1,500,000 opportunities to see across online, print and broadcast coverage.



YesPeas



@YesPeas_



@YesPeas



www.peas.org/youngpeachef

RECENT SUCCESSES

2019 Competition Statistics



200 Entries



2,200 Votes



56 Pieces of coverage



1,500,000 Opportunities to See

Winning Recipes

- Spiced Pea & Potato Roll
- Stripe-pea Fishcake with Garden Pea Mayonnaise
- Pea, Mint & Ricotta Ravioli with Sage Butter and Parmesan Crisp



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RECENT SUCCESSES

BBC
RADIO SHEFFIELD

A word cloud of village names from the parish of Rotherham. The names are arranged in a circular pattern, with 'ROTHERHAM' at the top. Other visible names include Chapelton, Wickersley, Thorne, and others. The text is in various colors and orientations, creating a dynamic visual effect.

Clydebank Post

BBC
RADIO LEEDS

A word cloud of names from the 1950s, including HUDDERSFIELD, BRIGHOUSE, WAKEFIELD, and others, arranged in a circular pattern.

The Gazette

**BBC
ESSEX**

[illegible]

Hereford Times

BBC
RADIO GLOUCESTERSHIRE

A word cloud of place names from Gloucestershire. The names are arranged in a circular pattern, with 'STONEHOUSE' at the top, 'GLouceSTER' in the center, and 'TETBURY' and 'DURSLEY' at the bottom. Other names include 'CHARLTON KINGS', 'KINGSWOOD', 'SLIMBRIDGE', 'THE WORLD', 'COMBE', 'WORTH', 'LYDNEY', 'CIRENCESTER', 'BISHOPS CLEEVE', and 'HIRE'. The words are in various colors and orientations, creating a dynamic visual effect.

Hort News

Oxford Mail

FirstNews
NEWS TO GET YOUNG PEOPLE TALKING

WAITROSE
& PARTNERS
WEEKEND

HOW DOES IT WORK?

Young Pea Chef of the Year 2020 will launch in February and will run until the end of June, in line with the end of the academic year.

Timeline

- The 2020 competition will be officially open for entries in February 2020.
- Entries will be open via www.peas.org for 2 months until March/April 2020.
- We plan to announce a final two week grace period in which final entries can be submitted, allowing us to do a final PR push to encourage entries.
- From mid-April, there will be two weeks in which the judging panel will pick the top five in each age category.
- The finalists in each category will be announced and will be expected to raise as many votes as possible from the end of April until mid-June, with the winners expected to be announced on Wednesday 17th June.



YesPeas



@YesPeas_



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www.peas.org/youngpeachef

SPONSORSHIP PACKAGES

BRONZE £750



As a Bronze sponsor you will become an affiliate of the competition. Your name will feature with each mention of the category, on the www.peas.org website, within any promotional activity and material and also on social media.

SILVER £1,500



As a Silver sponsor you will have naming rights to one of the categories in the Young Pea Chef of the Year 2020. You will become an affiliate of the competition by providing a prize for this category and your name will feature with each mention of the category within promotional material, listed on the www.peas.org website, and on all social media channels.

GOLD £3,000



As the headline Gold sponsor of the Young Pea Chef of the Year 2020, you will be a key partner with naming rights to the competition as well as supplying a prize for each category. Your company logo/name will appear within each mention of the competition, in prominent positions on the website and any promotional activity. You will also have a page on the www.peas.org website advertising your brand. We will announce your sponsorship with a standalone press release and your company name will also feature in press releases and posts on all social media sites. Becoming a Gold sponsor also means that your company has the opportunity to judge the contestant's entries, leading to comment opportunities in press materials.



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PRIZE PARTNERS

As well as competition sponsors, we are looking to work with a number of brands on this year's prize package for each of our worthy winners.

Each year, we curate a prize which will hone our winners' passion for cooking, as well as incentivise entrants to submit their signature recipes. For 2020, we'd like to offer a prize bundle that provides our young winners with all they need to keep whipping up a storm in the kitchen!

Becoming a prize partner comes at no cost, and you would benefit from mentions in our PR press materials, as well as on the www.peas.org website.



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THANK YOU

For further information and to discuss how you can get involved please contact Hatch Communications on **0113 361 3600** or email **yespeas@hatchpr.co.uk**.

