



	Main Partner	Partner	Sponsor
	Exclusivity for one product or service. No other company will be present at the Summit events offering the same products or services (*not valid for wineries)		
ROADSHOW STOPS. TRADESHOW, WORKSHOPS, EDUCATIONAL			
	The Main Partner is the official supplier of the Summit and its events (subject to confirmation of the restaurant/hotel. FOC and/or discounts to be agreed separately)	The Partner may become the official supplier of the Summit and its events (subject to confirmation of the restaurant/hotel. FOC and/or discounts to be agreed separately)	
EXPOSURE			
G E N E R A L	<p>The company logo appears as MAIN PARTNER in all official communications and materials, especially:</p> <ul style="list-style-type: none"> in the press releases in English and Chinese for the local and international media; on posters, banners and promotional brochures (the posters will be displayed in the participating restaurants and at all premises where the Summit activities will be carried out; in the 2 special newsletters sent by itchefs & Co. at the opening of the Summit and at its closing to more than 10.000 registered operators of the sector; on an advertising banner of 186x100 in a permanent position of the official website of the Summit (www.italiancuisinesummit.org) with direct link to the Partner's website; on the official uniforms of the Chefs (guests and hosts) participating to the Summit; Joint PR (social campaigns on Facebook and Instagram, media coverage, blogs, magazines). <p>"Italian Dining Collection": The Main Partner will have a promotional space within this exclusive collection of the best Italian Restaurants of the city.</p>	<p>The company logo appears as PARTNER in all official communications and materials, especially:</p> <ul style="list-style-type: none"> in the press releases in English and Chinese for the local and international media; on posters, banners and promotional brochures (the posters will be displayed in the participating restaurants and at all premises where the Summit activities will be carried out; in the 2 special newsletters sent by itchefs & Co. at the opening of the Summit and at its closing to more than 10.000 registered operators of the sector; on an advertising banner of 186x100 in a permanent position of the official website of the Summit (www.italiancuisinesummit.org) with direct link to the Partner's website; on the official uniforms of the Chefs (guests and hosts) participating to the Summit; Joint PR (social campaigns on Facebook and Instagram, media coverage, blogs, magazines). <p>"Italian Dining Collection": The Partner will have a promotional space within this exclusive collection of the best Italian Restaurants of the city.</p>	<p>The company logo appears as SPONSOR in all official communications and materials, especially:</p> <ul style="list-style-type: none"> in the press releases in English and Chinese for the local and international media; on posters, banners and promotional brochures (the posters will be displayed in the participating restaurants and at all premises where the Summit activities will be carried out; on an advertising banner of 186x100 in a permanent position of the official website of the Summit (www.italiancuisinesummit.org) with direct link to the Sponsor's website.
	OPENING GALA and EVENTS		
	<ul style="list-style-type: none"> 8 Complimentary tickets for the Opening Gala and other Summit events 	<ul style="list-style-type: none"> 4 Complimentary tickets for the Opening Gala and other events 	<ul style="list-style-type: none"> 2 Complimentary ticket for the Opening Gala
LOGISTIC			
	<ul style="list-style-type: none"> Summit dedicated assistance for travel arrangements, included hotel accommodation at special contracted rates 	<ul style="list-style-type: none"> Summit dedicated assistance for travel arrangements, included hotel accommodation at special contracted rates 	<ul style="list-style-type: none"> Summit dedicated assistance for travel arrangements, included hotel accommodation at special contracted rates



	Main Partner	Partner	Sponsor
	<p>10th ANNIVERSARY GALA DINNER:</p> <ul style="list-style-type: none"> • Logo of the Main Partner will appear on the official menu. • Products of the Main Partner will be integrated in the menu, whenever possible and used in one of the dishes presented by Michelin Starred Chefs. • For Wineries: the wine will be paired with one/more dishes. • Main Partner will have a dedicated corner to present their products. 	<p>10th ANNIVERSARY GALA DINNER:</p> <ul style="list-style-type: none"> • Logo of the Partner will appear on the official menu. • Products of the Partner will be integrated in the menu, whenever possible and used in one of the dishes presented by Michelin Starred Chefs. • Partner could have a dedicated corner to present their products. 	
	<p>WINE TRADE SHOW (in occasion of the IWLA).</p> <ul style="list-style-type: none"> • The Main Partner will have a personalized desk for B2B meetings and workshops. • Tasting of the Main Partner's wine will be included in the official program. 	<p>WINE TRADE SHOW (in occasion of the IWLA).</p> <ul style="list-style-type: none"> • The Partner will have a personalized desk for B2B meetings and workshops. • Tasting of the Partner's wine will be included in the official program. 	<p>WINE TRADE SHOW (in occasion of the IWLA).</p> <ul style="list-style-type: none"> • The Sponsor will have a personalized desk for B2B meetings and workshops. • Tasting of the Sponsor's wine could be included in the official program.
	<p>HONG KONG ITALIAN WINE LIST AWARDS (IWLA) CEREMONY: Main Partner will be sponsor of the prizegiving reception/dinner *except wineries</p> <p>Main Partners Logo in a prominent position indicated as Main Partners, in all official communications of the IWLA:</p> <ul style="list-style-type: none"> • in the invitation to the prizegiving to be sent to all the restaurants participating to the awards. • On the promotional posters and banners to be displayed in the event location. • On the advertising Banner (186 x 100) on official IWLA homepage with direct link to Partner website. • On the backdrop during the awards ceremony. • In 3 Newsletters to over 1,500 F&B operators. • On banners used for social campaign on Facebook & Instagram. • Logo of the Main Partner will appear on the official menu. • Whenever possible the products of the Main Partner will be integrated in the menu and dishes created by Michelin Starred Chefs. <ul style="list-style-type: none"> • Possible upgrade to Headline Partner Package. 	<p>HONG KONG ITALIAN WINE LIST AWARDS (IWLA) CEREMONY: Partner could be sponsor of the prizegiving reception/dinner *except wineries</p> <p>Partners Logo in a prominent position indicated as Partners, in all official communications of the IWLA:</p> <ul style="list-style-type: none"> • in the invitation to the prizegiving to be sent to all the restaurants participating to the awards. • On the promotional posters and banners to be displayed in the event location. • On the advertising Banner (186 x 100) on official IWLA homepage with direct link to Partner website. • On the backdrop during the awards ceremony. • In 3 Newsletters to over 1,500 F&B operators. • On banners used for social campaign on Facebook & Instagram. • Logo of the Partner will appear on the official menu. • Whenever possible the products of the Partner will be integrated in the menu and dishes created by Michelin Starred Chefs. 	
	<p>ITALIAN WINES WORLD SUMMIT AT THE HONG KONG INTERNATIONAL WINE AND SPIRIT FAIR (TBC). IWLA at the Italian Pavillon.</p> <ul style="list-style-type: none"> • Wine of the partner will be represented at the Fair 		



Main Partner	Partner	Sponsor
<p>OPENING GALA DINNER:</p> <ul style="list-style-type: none"> • Logo of the Main Partner will appear on the official menu. • Products of the Main Partner will be integrated in the menu, whenever possible and used in one of the dishes presented by Michelin Starred Chefs. • For Wineries: the wine will be paired with one/more dishes. • Main Partner will have a dedicated corner to present their products. 	<p>OPENING GALA DINNER:</p> <ul style="list-style-type: none"> • Logo of the Partner will appear on the official menu. • Products of the Partner will be integrated in the menu, whenever possible and used in one of the dishes presented by Michelin Starred Chefs. • Partner could have a dedicated corner to present their products. 	
<p>BEIJING ITALIAN WINE LIST AWARDS (IWLA) CEREMONY: Main Partner will be sponsor of the ceremony reception/dinner *except wineries Main Partners Logo in a prominent position indicated as Partners, in all official communications of the IWLA:</p> <ul style="list-style-type: none"> • In the invitation to the prize giving to be sent to all the restaurants participating to the awards. • On the promotional posters and banners to be in the event location. • On the advertising Banner (186 x 100) on official IWLA homepage with direct link to Partner website. • On the backdrop during the awards ceremony. • In 3 Newsletters to over 1,500 F&B operators. • On banners used for social campaign on Facebook & Instagram. • Logo of the Main Partner will appear on the official menu. • Whenever possible the products of the Main Partner will be integrated in the menu and dishes created by Michelin Starred Chefs. <p>• Possible upgrade to Headline Partner Package.</p>	<p>BEIJING ITALIAN WINE LIST AWARDS (IWLA) CEREMONY: Partner will be sponsor of the ceremony reception/dinner *except wineries Partners Logo in a prominent position indicated as Partners, in all official communications of the IWLA:</p> <ul style="list-style-type: none"> • In the invitation to the prizegiving to be sent to all the restaurants participating to the awards. • On the promotional posters and banners to be displayed in the event location. • On the advertising Banner (186 x 100) on official IWLA homepage with direct link to Partner website. • On the backdrop during the awards ceremony. • In 3 Newsletters to over 1,500 F&B operators. • On banners used for social campaign on Facebook & Instagram. • Logo of the Partner will appear on the official menu. • Whenever possible the products of the Partner will be integrated in the menu and dishes created by Michelin Starred Chefs. 	
<p>F&B TRADESHOW:</p> <ul style="list-style-type: none"> • The Main Partner will have a personalized desk for B2B meetings and workshops. • Tasting of the Main Partner's wine will be included in the official program. • Cooking masterclasses: the products of the Main Partner will be used in the culinary demonstration held by Master Guest Chefs. 	<p>F&B TRADESHOW:</p> <ul style="list-style-type: none"> • The Partner will have a personalized desk for B2B meetings and workshops. • Tasting of the Partner's wine will be included in the official program. • Cooking masterclasses: the products of the Partner will be used in the culinary demonstration held by Master Guest Chefs. 	<p>F&B TRADESHOW:</p> <ul style="list-style-type: none"> • The Sponsor will have a personalized desk for B2B meetings and workshops. • Tasting of the Sponsor's wine could be included in the official program. • Cooking masterclasses: the products of the Sponsor could be used in the culinary demonstration held by Master Guest Chefs.
<p>CHINESE CUISINES MEET ITALIAN WINES</p> <ul style="list-style-type: none"> • The wines will be used in the culinary demonstrations and presented by talented sommelier. • The Guide: wine products will be paired with Chinese dishes created by famous contemporary Chinese Chefs. • Logo of the Main Partner (winery or not) will appear on the guide. • The logo of the Main Partner will appear in all the related advertisement. 	<p>CHINESE CUISINES MEET ITALIAN WINES.</p> <ul style="list-style-type: none"> • The wine products will be used in the culinary demonstrations and presented by talented sommelier. • The Guide: wine products will be paired with Chinese dishes created by famous contemporary Chinese Chefs. • Logo of the Partner (winery or not) will appear on the guide. • The logo of the Partner will appear in all the related advertisement. 	<p>CHINESE CUISINES MEET ITALIAN WINES.</p> <ul style="list-style-type: none"> • The Guide: wine products will be paired with Chinese dishes created by famous contemporary Chinese Chefs. • Logo of the Partner (winery or not) will appear on the guide. • The logo of the Partner will appear in all the related advertisement.



Main Partner	Partner	Sponsor
<p>OPENING GALA DINNER:</p> <ul style="list-style-type: none"> Logo of the Main Partner will appear on the official menu. Products of the Main Partner will be integrated in the menu, whenever possible and used in one of the dishes presented by Michelin Starred Chefs. For Wineries: the wine will be paired with one/more dishes. Main Partner will have a dedicated corner to present their products. 	<p>OPENING GALA DINNER:</p> <ul style="list-style-type: none"> Logo of the Partner will appear on the official menu. Products of the Partner will be integrated in the menu, whenever possible and used in one of the dishes presented by Michelin Starred Chefs. Partner could have a dedicated corner to present their products. 	
<p>THE SUMMIT AT FHC FAIR (FOOD AND HOTEL CHINA)/ ITALIAN PAVILLON *not for wineries</p> <ul style="list-style-type: none"> The Main Partner will have a personalized desk for B2B meetings and workshops. Products of the Main Partner will be used in the culinary demonstration and demos held by Master Guest Chefs. 	<p>THE SUMMIT AT FHC FAIR (FOOD AND HOTEL CHINA)/ ITALIAN PAVILLON *not for wineries</p> <ul style="list-style-type: none"> The Partner will have a personalized desk for B2B meetings and workshops. Products of the Partner will be used in the culinary demonstration and demos held by Master Guest Chefs. 	<p>THE SUMMIT AT FHC FAIR (FOOD AND HOTEL CHINA)/ ITALIAN PAVILLON*not for wineries</p> <ul style="list-style-type: none"> The Sponsor will have a personalized desk for B2B meetings and workshops.
<p>Shanghai IWLA- Italian Wine List awards CEREMONY. Main Partner will be sponsor of the ceremony reception/dinner *except wineries</p> <p>Main Partners Logo in a prominent position indicated as Main Partners, on all official communications of the IWLA</p> <ul style="list-style-type: none"> On the invitation to the prizegiving to be sent to all the restaurants participating to the awards Promotional posters and banners to be displayed in the event location Advertising Banner (186 x 100) on official IWLA homepage with direct link to Partner website. Backdrop during the awards ceremony on Saturday March 10 at 5PM. 3 Newsletters to over 1,500 F&B operators. On banners used for social campaign on Facebook & Instagram Logo of the Main Partner will appear on the official menu. Whenever possible the products of the Main Partner will be integrated in the menu and dishes created by Michelin Starred Chefs <ul style="list-style-type: none"> Possible upgrade to Headline Partner Package. 	<p>Shanghai IWLA- Italian Wine List awards CEREMONY Partner will be sponsor of the ceremony reception/dinner *except wineries</p> <p>Partners Logo in a prominent position indicated as Partners, on all official communications of the IWLA</p> <ul style="list-style-type: none"> On the invitation to the prizegiving to be sent to all the restaurants participating to the awards Promotional posters and banners to be displayed in event location Advertising Banner (186 x 100) on official IWLA homepage with direct link to Partner website. Backdrop during the awards ceremony on Saturday March 10 at 5PM. 3 Newsletters to over 1,500 F&B operators. On banners used for social campaign on Facebook & Instagram. Logo of the Main Partner will appear on the official menu. Whenever possible the products of the Partner will be integrated in the menu and dishes created by Michelin Starred Chefs 	
<p>CLOSING GALA DINNER:</p> <ul style="list-style-type: none"> Logo of the Main Partner will appear on the official menu. Products of the Main Partner will be integrated in the menu, whenever possible and used in one of the dishes presented by Michelin Starred Chefs. For Wineries: the wine will be paired with one/more dishes. Main Partner will have a dedicated corner to present their products. 	<p>CLOSING GALA DINNER:</p> <ul style="list-style-type: none"> Logo of the Partner will appear on the official menu. Products of the Partner will be integrated in the menu, whenever possible and used in one of the dishes presented by Michelin Starred Chefs. Partner could have a dedicated corner to present their products 	

Prices - GENERAL SPONSORSHIP



	Main Partner	Partner	Sponsor
	3 STOPS: euro 50,000.00	3 STOPS: euro 25,000.00	3 STOPS: euro 20,000.00
	1 SINGLE STOP: euro 20,000.00	1 STOPS: euro 10,000.00	1 STOPS: euro 8,000.00