




PAKISTAN INTERNATIONAL
CULINARY FESTIVAL



For the 3rd time In Pakistan COTHM College of Tourism and Hotel Management (COTHM) Pakistan & Dubai and Topaz Group of Companies in collaboration with Chefs' Association of Pakistan (CAP) are organizing the (PICF) Pakistan International Culinary Festival 2019.





**JOIN THE BEST
PROFESSIONAL FOOD
FESTIVAL IN PAKISTAN
AT THE FOOD
CAPITAL OF THE
SUBCONTINENT,
LAHORE**



The event is endorsed by World Association of Chefs Societies WACS – Global authority on food.





**GLIMPSE OF
PICF 2018**



Coca-Cola

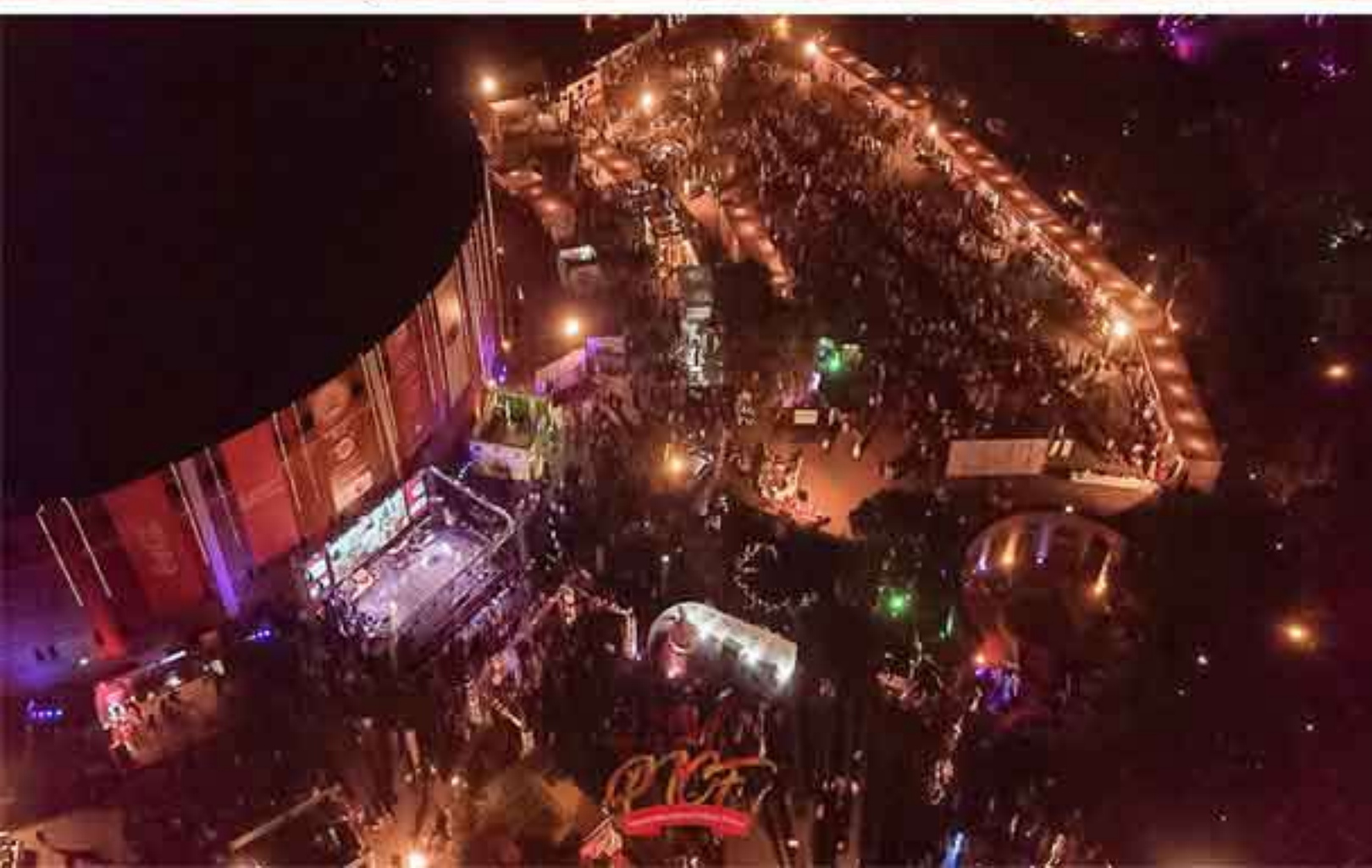
Unilever
Food
Solutions

PKCF
PAKISTAN INTERNATIONAL
CULINARY FESTIVAL
2018
**FAMILY
FOOD
FESTIVAL**
International & Local Chefs
Live Competitions
The World Served in a Place
ORGANISERS
MOTIM

All Natural Oils
K&N's
Our Oils are made on
vegetarian feed
Our products are
free of harmful additives
No MSG / "E-numbers" added
No Preservatives
No Artificial Colours added
No Wheat or Gluten added
Zero trans Fats per serving

OLIO
Premium Oils
Live Healthy. Naturally

K&N's
Over
50
Years of
Foodery
Excellence
HEALTHY



















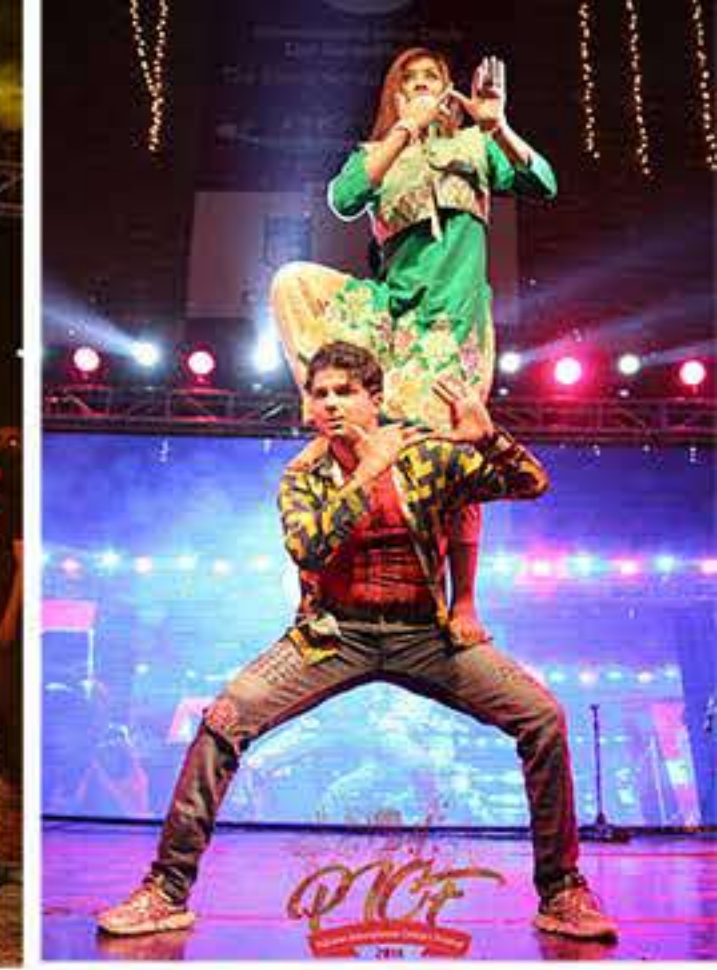
















**GLIMPSE OF
PICF 2017**





















ABOUT EVENT

PAKISTAN- Land of Pure- Rich in heritage, diversity, weathers, landscapes, and amalgamation of richest flavors of life, time & again Pakistan's distinct beauty is celebrated highlighting its true place among the eminent nations of the world. Culinary aspects of Pakistan bear no meager repute.

Abundant cultures and cuisines exist from the snow-capped mountains of north to lush green fields of east, beaches and fresh sea produce of south, and vast deserts and stretches of the west, filled with the untapped wealth of potential. The "Taste of Pakistan" is the brainchild of similar thought that the beauty of this nation, its heritage and infinite colors, choicest flavors & unlimited potential, be depicted in a manner traditional and true to Pakistan!

'Pakistan International Culinary Festival 2019' is the third culinary championship and festival in Pakistan, and 'Chefs Challenge Pakistan', will be a unique part of this festival. Along with restaurant stalls with food & beverages companies stalls, entertainment for all, conferences and seminars on culinary, hospitality and tourism trends. Artisans work displays, musical evenings, lucky draws and much much more for the whole family...

PROGRAMS

CULINARY CHAMPIONSHIP

TOP RESTAURANTS

FMCG & FOOD STALLS

FOOD & BEVERAGE COMPANIES

ARTISANS AT WORK

DAILY MUSICAL EVENINGS

SEMINARS

LUCKY DRAWS

MAGIC SHOWS

THE FESTIVAL IS AIMED AT

- ◆ Exploring talent of culinary professionals in Pakistan
- ◆ Promoting Pakistani Cuisine and the food industry of Pakistan
- ◆ Inspiring culinary professionals to achieve excellence in their profession
- ◆ Discovering the innovation, creativity and style of Culinary Professionals in Pakistan.

THE OBJECTIVES OF PICF 2019 INCLUDE

- ◆ Developing leadership abilities in our culinary professionals
- ◆ Uplift the quality standards in the food production, food safety and hygiene.
- ◆ Exposure to culinary professionals - compete globally.
- ◆ Bringing international chefs to Pakistan.

EVENT DATES

TO BE HELD ON
18TH, 19TH & 20TH JANUARY 2019





SPONSORSHIP PACKAGES



Only One Position

- ◆ Lead Sponsor of the Championship. Package: Rs. 7.5 Million.
- ◆ As the Platinum sponsor it will be “Your Brand” presents Pakistan International Culinary Festival 2019.
- ◆ The Platinum sponsor will enjoy all standard sponsorship benefits in addition to the exclusive sponsorship privileges that are not available for other sponsors.

- ◆ Prominent position in allocated uniforms aprons
- ◆ Placement of logo as Platinum sponsor on event main backdrop
- ◆ Placement of logo as Platinum sponsor on PICF website incl. pre-& post event
- ◆ Placement of logo as Platinum sponsor in PICF social media campaign (pre and post)
- ◆ Placement of logo as Platinum sponsor in PICF print media campaign
- ◆ Placement of logo as Platinum sponsor on PICF communication kit
- ◆ Placement of logo as Platinum sponsor on main entrance of venues
- ◆ Platinum sponsorship souvenir for Sponsor company
- ◆ Recognition and special note of thanks from stage
- ◆ Branding opportunity in venues (best options available)
- ◆ Placement of logo as Platinum sponsor in PICF OOH campaign
- ◆ Preferential privilege for sponsorship title in next year's Sponsor's
- ◆ Address at the opening and closing ceremonies
- ◆ Media coverage

A dark blue badge with a gold border and gold text. The text "GOLD SPONSOR" is centered and flanked by two horizontal gold lines.

GOLD SPONSOR

Three Positions

- ◆ PACKAGE: PKR 05 Million Each
- ◆ Gold sponsor will benefit from mileage and association with the championship
- ◆ Defined position in allocated uniforms / aprons
- ◆ Placement of logo as Gold sponsor on event main backdrop
- ◆ Placement of logo as Gold sponsor on PICF website incl. pre-& post event
- ◆ Placement of logo as Gold sponsor in PICF social media campaign (pre and post)
- ◆ Placement of logo as Gold sponsor in PICF print media campaign
- ◆ Placement of logo as Gold sponsor in PICF OOH campaign
- ◆ Placement of logo as Gold sponsor on PCC communication kit
- ◆ Gold sponsorship souvenir for Sponsor company
- ◆ Recognition and special note of thanks from stage
- ◆ Branding opportunity in venues (defined options only)
- ◆ Permission to place designed stalls at all venues



Three Positions

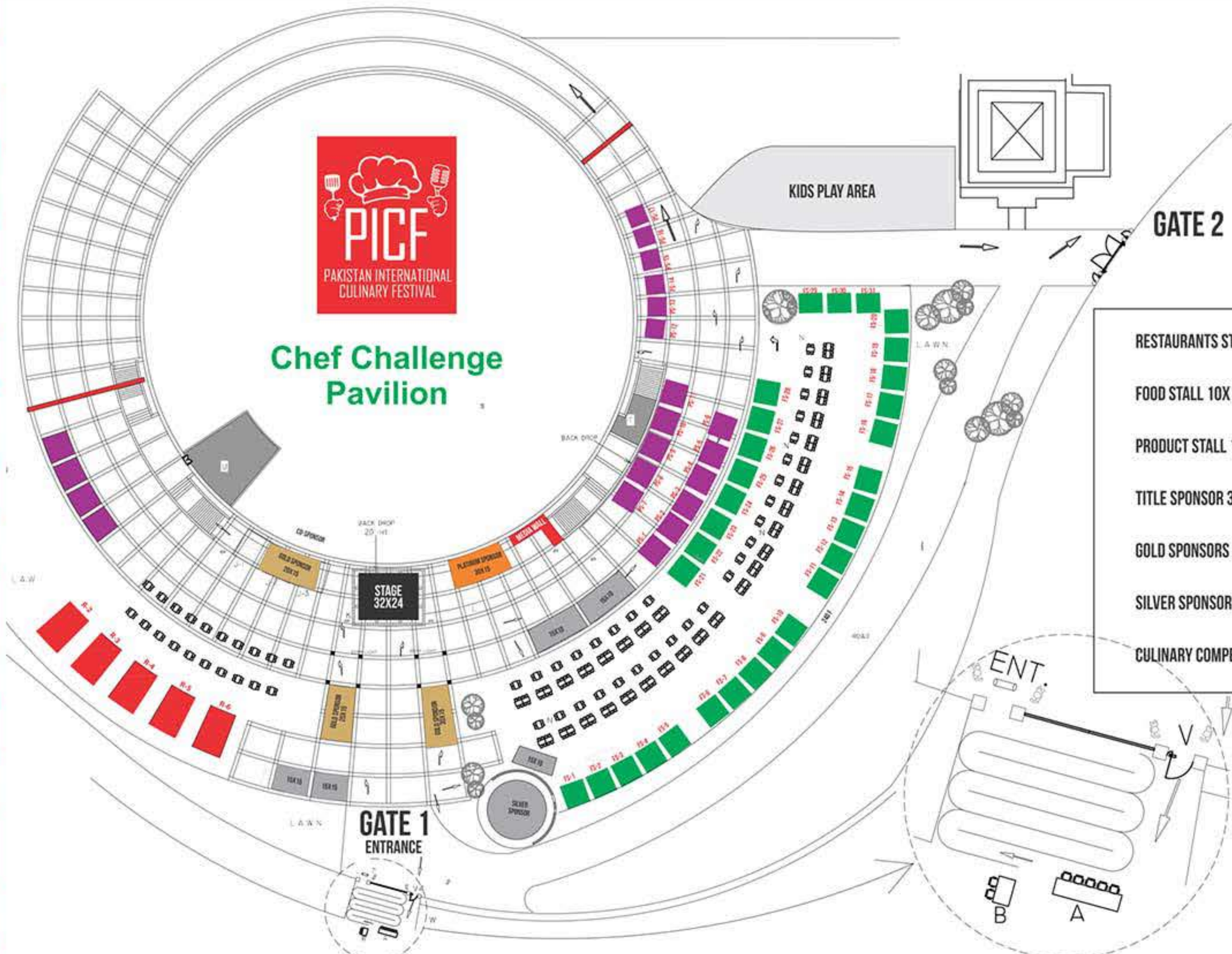
- ◆ PACKAGE: PKR 2.5 Million Each
- ◆ The brand will benefit from mileage and association with the championship
- ◆ Stall at venue Size 20x10sqft
- ◆ Souvenir for Silver Sponsor company
- ◆ Recognition and special note of thanks from stage
- ◆ Branding opportunity in venues (defined options only)
- ◆ Placement of logo as Silver sponsor on PICF website incl. pre-& post event
- ◆ Placement of logo as Silver sponsor in PICF social media campaign (pre and post)
- ◆ Placement of logo as Silver sponsor in PICF print media campaign
- ◆ Placement of logo as Silver sponsor in PICF OOH campaign

PICF 2017 & 2018 PARTNERS





Chef Challenge Pavilion



- RESTAURANTS STALL 15X15 FEET = 5
- FOOD STALL 10X10 FEET = 31
- PRODUCT STALL 10X10 FEET = 21
- TITLE SPONSOR 30X15 FEET = 1
- GOLD SPONSORS 20X15 FEET = 3
- SILVER SPONSORS 15X15 FEET = 5
- CULINARY COMPETITIONS VENUE 120X70 FEET

| NO | DATE | REVISION |
|------------------|------|----------|
| | | |
| PROJECT | | |
| ALHAMRAI CULTURA | | |
| QADDAFI | | |



**Join us &
Become a Part of The
Best Food Festival of
Culinary Professionals
in Pakistan**



Thank You!