

# SIRH/+ FOOD

A WORLD OF CUISINE AND HOSPITALITY

S/+

**SIRH/+**  
BOCUSE D'OR

**SIRH/+**  
COUPE DU MONDE  
DE LA PÂTISSERIE

**PARTNERSHIP PACKAGE**

For the 3 days of competition :  
Pastry World Cup : 11th of June 2023  
Bocuse d'Or : 12th and 13th of June 2023

# SIRH+ BOCUSE D'OR

Next edition : January 26 to 27, 2025

## LABORATORY OF EXCELLENCE

#Gastronomic Competition #Committed #Technic #Talents  
developer #Gastronomy cooking# Universal Langage

**24**

FINALISTS COUNTRY  
For a total

**72** CANDIDATS

**2**

YEARS OF  
SELECTIONS

**60**

NATIONALS  
SELECTIONS

**4**

CONTINENTALS SELECTIONS  
& WILD CARDS

► Europe / Asia / Africa / Americas

## DIGITAL AUDIENCE

JANUARY 2022 - JANUARY 2023



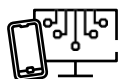
WEB  
SITE

**278 000**

VISITORS

**546 000**

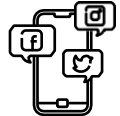
PAGES VIEWED



PRINTOUTS

**11 612 000**

ON DATE



SOCIAL  
MEDIA

**427 800**

SUBSCRIBERS



[Best of Bocuse d'Or Grand Final 2023](#)



## PRESS COVERAGE



**387**

ACCREDITED JOURNALISTS



**1 838**

PRESS MENTIONS

including

**637**

International

# SIRH+ COUPE DU MONDE DE LA PÂTISSERIE

Next edition : january 24-25, 2025

## PASTRY REVOLUTION

#Modern Pastry #Sensibility #Technic #Expressions  
#Sweet creators #Universal #Visionary

20

FINALISTS COUNTRY  
pour un total de

60 CANDIDATS

2

YEARS OF  
SELECTIONS

50

NATIONALS  
SELECTIONS

5

CONTINENTALS SELECTIONS  
& WILD CARDS

► Europe / Asia / Africa / Americas / Middle East

## DIGITAL AUDIENCE

JANUARY 2022 - JANUARY 2023



WEB  
SITE

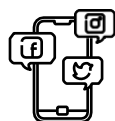
105 000

VISITORS

214 000

PAGES VIEWED

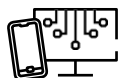
ON DATE



SOCIAL  
MEDIA

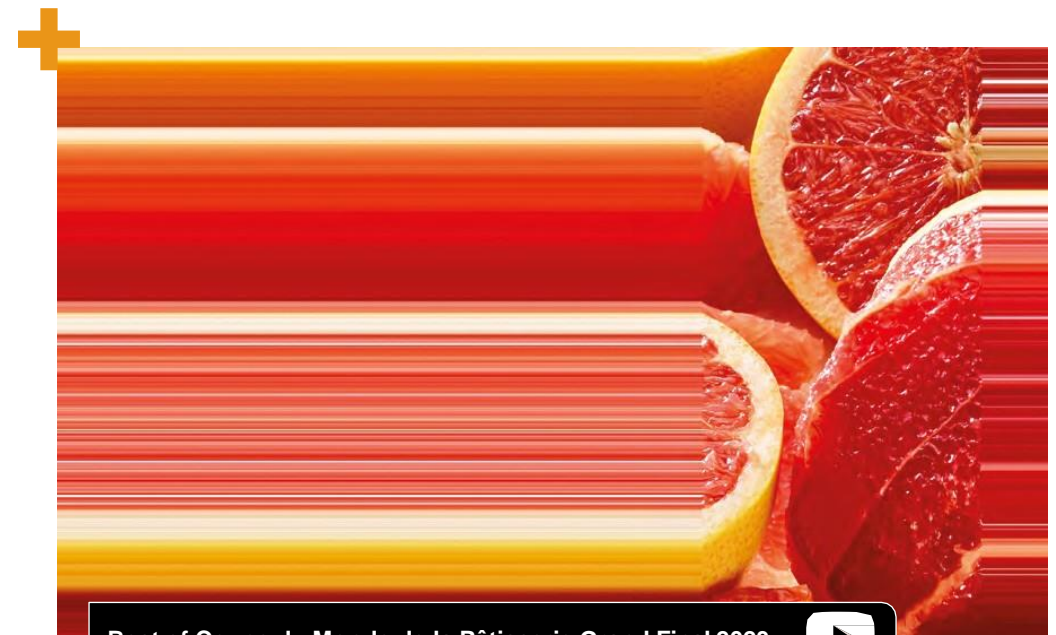
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SUBSCRIBERS



PRINTOUTS

14 141 000



Best of Coupe du Monde de la Pâtisserie Grand Final 2023



## PRESS COVERAGE



352

ACCREDITED JOURNALISTS

INCLUDING

114 internationals



1 364

PRESS MENTIONS

INCLUDING

683

internationals

**SIRH/+**  
BOCUSE D'OR

**SIRH/+**  
COUPE DU MONDE  
DE LA PÂTISSERIE

**LOCAL PARTNER**  
BOCUSE D'OR AMERICAS 2024  
PASTRY WORLD CUP AMERICAS 2024



**PARTNER**  
**IMAGE AND LABEL RIGHTS DURING THE 1 YEAR**  
**GLOBAL ACTIVATION OF THE PARTNERSHIP**

	PREMIUM	PLATINUM
RIGHTS OF USE OF THE COMPOSITE LOGO IN YOUR COMMUNICATIONS (e-mail signatures, advertising spots,	PREMIUM PARTNER	PLATINUM PARTNER
NAME & LOGO OF THE SELECTION ASSOCIATED WITH THE NAME OF THE PARTNER	●	●
USE OF OFFICIAL CONTEST PHOTOS AND VIDEOS OF THE CONTEST	●	●
ACTIVATION PERIOD	1 YEAR	1 YEAR
SECTOR EXCLUSIVITY GRANTED TO THE BRAND	●	●

**SIRH/+**  
BOCUSE D'OR

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**LOCAL PARTNER**  
BOCUSE D'OR AMERICAS 2024  
PASTRY WORLD CUP AMERICAS 2024



**+ PARTNER**  
**ACTIVATIONS FOR A MAXIMUM PRESENCE AND**  
**VISIBILITY BEFORE, DURING AND AFTER THE EVENT**

	PREMIUM	PLATINUM
BRANDING SIGNALÉTIQUE	PARTNER SIGNS	PARTNER SIGNS + PHOTOBOOTH
BRANDING VIDEO	AT THE END OF THE TEASER + BEST-OF	AT THE END OF THE TEASER + BEST-OF
BRANDING LIVE & STREAMING	BROADCAST 5 MIN / HOUR	BROADCASTS 10 MIN / HOUR
BRANDING SITE WEB	ON THE PARTNERS' PAGE	PARTNER PAGE + PRESENTATION TEXT + LINK TO YOUR SITE
ACTIVATION WITH CANDIDATES, JURY or COMMITTEES MEMBERS	N/A	1
INTERVIEW LIVE STREAMING	OPTION	YES
COMMITTEE MEMBERS OR CHEFS PASSING ON YOUR BOOTH	N/A	1 / PER DAY

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BOCUSE D'OR

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**LOCAL PARTNER**  
BOCUSE D'OR AMERICAS 2024  
PASTRY WORLD CUP AMERICAS 2024



**PARTNER**  
A OPTIMAL PRESENCE DURING THE EVENT

	PREMIUM	PLATINUM
DIGITAL INVITATION	100	200
<b>EXHIBITOR BADGE &amp; STAGE ACCESS</b>	4	8
INVITATIONS WELCOME COCKTAIL	2	4
INVITATIONS CLOSING PARTY	2	4
RESERVED SEATS ON THE FRONT OF THE STAGE AT THE AWARDS CEREMONY	2	3
LUNCH ACCESS AT THE VIP RESTAURANT	4	8
PRE-FITTED BOOTH ON THE PARTNERS VILLAGE	OPTION	10 SQM



# SIRHA LOCAL PARTNERSHIP FOR BOCUSE D'OR AND PASTRY WORLD CUP AMERICAS 2024

## CONTENT

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PREMIUM OR PLATINUM PARTNER OF BOCUSE D'OR AMERICAS 2024  
PREMIUM OR PLATINUM PARTNER OF PASTRY WORLD CUP AMERICAS 2024

## FRAME

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BOCUSE D'OR AMERICAS 2024  
PASTRY WORLD CUP AMERICAS 2024

FROM MARCH 1ST 2024 TO FEBRUARY 28TH 2025

## BUDGET

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FOR THE 3 DAYS OF COMPETITION

PREMIUM : 25 000€ EXCL TAXES

PLATINUM : 60 000€ EXCL TAXES





S/+

**SIRH/+ FOOD**

**JOIN OUR  
COMMUNITY !**

**S/+**

**SIRH/+**  
BOCUSE D'OR

YOUR LOGO

LOCAL PARTNER

**BECOME**  
**PARTNER**

**SIRH/+**  
BOCUSE D'OR

YOUR LOGO

LOCAL PARTNER

# SIRH/+ FOOD

## CONTACTS

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## LET'S STAY CONNECTED



@BocusedorOfficial #bocusedor