



SPONSORSHIP PROPOSAL 2026

"Oscars of the Curry Industry"

- BBC & SKY

Strategic Partner

ChefOnline

12th October
London Hilton, Park Lane

ABOUT ARTA

OVERVIEW

The Asian Restaurant & Takeaway Awards (ARTA) is a prestigious annual celebration recognising excellence across the UK's Asian restaurant and takeaway industry. The awards honour outstanding culinary talent, operational excellence, and the businesses that continue to shape and elevate British Asian cuisine nationwide.

Dubbed by the BBC as the “Oscars of the Curry Industry,” ARTA has become a nationally respected platform that brings together chefs, restaurateurs, industry leaders, and media under one roof to celebrate achievement at the highest level.

ARTA 2026 will once again welcome leading businesses, SMEs, and prominent figures from across the UK hospitality sector for an evening of recognition, networking, and national visibility.



CREDIBILITY & BACKGROUND

Founded by **Mohammad Munim (Salik)** — Chairman of ARTA and CEO of Le Chef Plc — the awards were conceived to recognise the dedication, craftsmanship, and entrepreneurial spirit of UK Asian restaurateurs and chefs.

Since its inception in 2018, ARTA has:

- Elevated industry standards through transparent recognition
- Enhanced public appreciation of Asian culinary excellence
- Built a trusted national platform for recognition and exposure

ARTA continues to play a significant role in nurturing cultural acknowledgement and celebrating excellence within the UK's restaurant and takeaway industry.

AUDIENCE & KEY ATTENDEES

Hospitality Business Leaders & Restaurateurs

Owners and directors of award-winning restaurants such as Nu Delhi Restaurant Lounge (Champion of Champions), Curry Palace, Colombo Kitchen, Ruby, Hot Chilli, The Milnrow Balti, Bombay Cuisine, My Delhi, Yakitori House, Maneki Ramen, Pride of Sylhet, and Gurkha Kitchen — all recognised at recent ARTA ceremonies.

Representatives from Radhuni Lounge in Hempstead and Kaani Kaana in Chelmsford, honoured in national award categories.

Celebrity Hosts and Performers

Media personalities such as Samantha Simmonds (BBC World Newsreader), Paul Martin (broadcaster), Richard Jones (Magician), Ainsley Harriott (English chef and television presenter), and live performances by artists such as Alka Yagnik, Ashish Kulkarni, and Muza at gala events.



Industry Influencers & Media Figures

Broadcast and cultural figures attending and supporting the event include Patsy Kensit (Actress & Singer), Julius Francis (Professional Boxer), Leila Russack (Singer & Songwriter), and Subrina Hussain (CEO, NTV Europe).

Strategic Partners, Sponsors & Community Leaders

Representatives from strategic partners and sponsors including ChefOnline, DNA Payments, Work Permit Cloud, Guavapay, Super Pollo, Cobra Beer, Madhu's Catering, Cambridge Regional College, Squire Mile Insurance, and Lexpert Solicitors.

Engaged Public Voting Base

A nationwide voting community supported by ChefOnline's platform with a customer base of over a million food lovers, contributing to public nomination and engagement metrics.



WHY PARTNER WITH ARTA

Partnering with ARTA, positions your brand at the centre of the UK's most respected hospitality platforms.



Brand Visibility & Recognition

ARTA benefits from extensive national and international media coverage. Sponsor branding is prominently featured across event venues, digital platforms, printed materials, and press communications.

Targeted Audience Engagement

Sponsors gain access to a highly targeted audience of restaurateurs, chefs, and food enthusiasts, key decision-makers within the hospitality sector.

Association With Excellence

Aligning with ARTA associates your brand with quality, credibility, and leadership within the Asian food industry.

Commercial & Networking Value

ARTA offers unparalleled opportunities to build long-term relationships, generate qualified leads, and establish meaningful partnerships within the industry.



REACH, RECOGNITION & JUDGING INTEGRITY



Reach

- Access to over a million food lovers and customers through ARTA's strategic partner, ChefOnline.
- Nationwide voting participation and engagement.



RECOGNITION CRITERIA

Awards recognise excellence across:

- ✓ FOOD QUALITY
- ✓ CUSTOMER SERVICE
- ✓ VALUE FOR MONEY
- ✓ RESTAURANT MANAGEMENT AND OPERATIONS



TRANSPARENT JUDGING

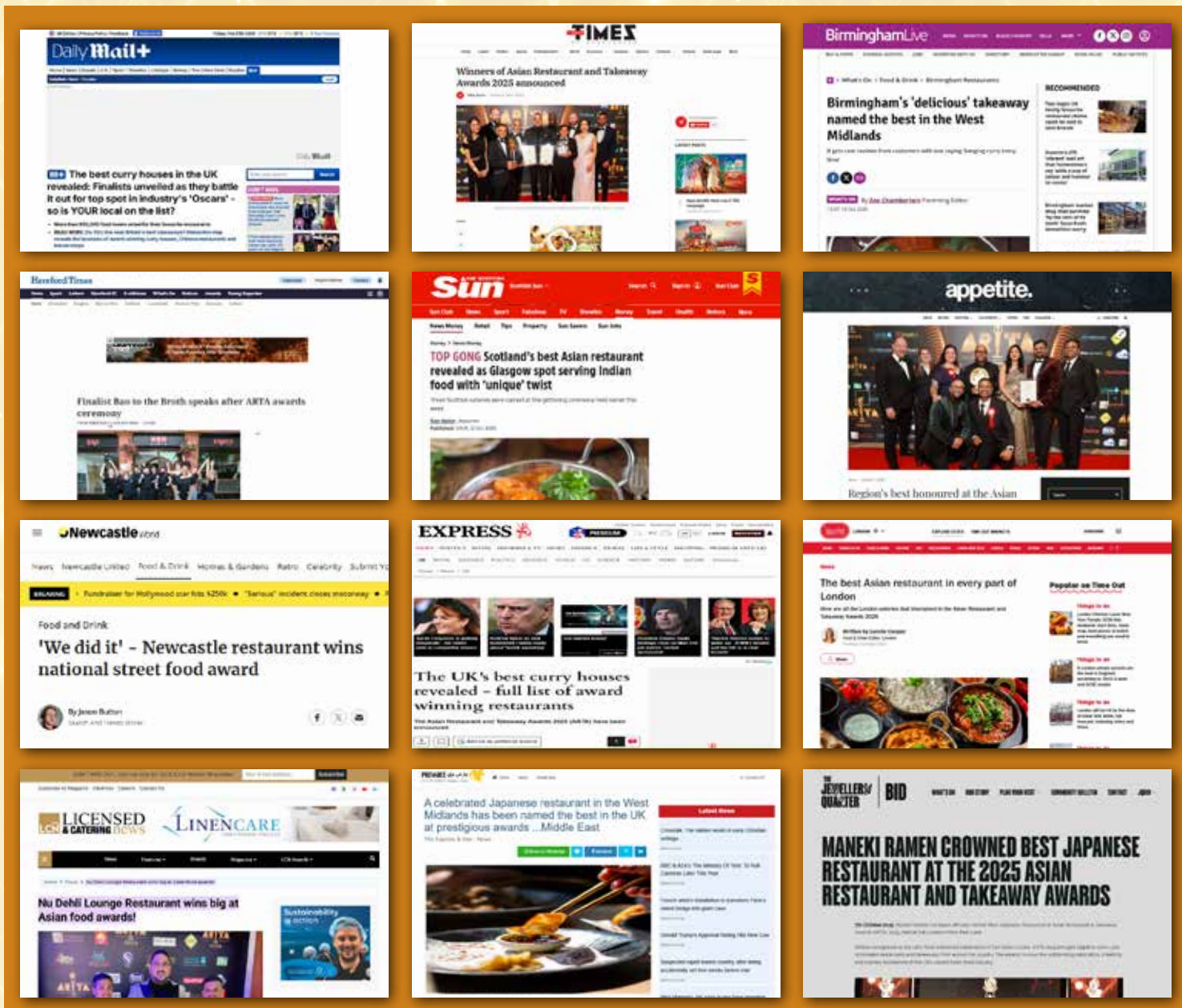
ARTA operates a transparent and credible judging process combining:

- ✓ PUBLIC NOMINATIONS
- ✓ ONLINE REVIEWS
- ✓ HYGIENE RATINGS



MEDIA COVERAGE & PR REACH

ARTA enjoys extensive national and international media exposure.



ARTA 2025 MEDIA HIGHLIGHTS

- 150+ PIECES OF ONLINE AND PRINT MEDIA COVERAGE
- 40M ESTIMATED COVERAGE VIEWS
- COVERAGE ACROSS LEADING PLATFORMS INCLUDING:

- MSN News
- Daily Mail
- Yahoo News UK
- UK Daily News

- The Sun
- Daily Express
- NTV
- Your Local Guardian

ARTA's media footprint spans national newspapers, digital news platforms, television, radio, and online publications, ensuring strong post-event visibility for sponsors.

SPONSORSHIP OPPORTUNITIES & INCLUSIONS

INCLUSIONS & BENEFITS	HEADLINE SPONSOR	POWERED BY SPONSOR	ASSOCIATE SPONSOR	AWARDS SPONSOR
Title Recognition	Event Named After Sponsor	—	—	—
On-Stage Award Presentation	Champion of Champions Trophy	One National Award	One National Award	One Regional or Category Award
Company Showreel (30 sec)	✓	✓	✓	✓
Logo on Winner & Finalist Certificates	✓	—	—	—
Logo on Venue & Event Branding	Website, Media boards, Venue Branding	Website, Media Boards	Website & Media boards	Website
Sponsor Display Stand	✓ (Subject To Availability)	✓ (Subject To Availability)	✓ (Subject To Availability)	—
Table & Seating Allocation	One VIP Table For Ten Attendees	One VIP Table For Ten Attendees	Four Seats For The Gala Evening	Two Tickets To The Grand Finale
Invitation Card Branding	✓	✓	✓	✓
Curated Networking Access with Restaurateurs, SMEs, VIPS & Dignitaries	✓	✓	✓	✓
Quarterly B2B Newsletter Reach	7,000+ ARTA & ChefOnline Contacts	7,000+ Contacts	—	—

INCLUSIONS & BENEFITS	HEADLINE SPONSOR	POWERED BY SPONSOR	ASSOCIATE SPONSOR	AWARDS SPONSOR
Regional Cook-Off Participation	✓	✓	✓	—
Magazine Advert/Feature	1-Page Advert or 2-Page Article	1-Page Advert or 2-Page Article	1-Page Advert or 2-Page Article	—
Dedicated Sponsor Webpage On ARTA Website	Hyperlinked	Hyperlinked	Hyperlinked	Hyperlinked
Sponsors Logo on Table Centrepiece	✓	✓	—	—

ARTA 2026 presents a unique opportunity to align your brand with excellence, credibility, and national recognition within the UK's hospitality industry.

We invite you to partner with ARTA and position your organisation at the forefront of one of the UK's most influential culinary platforms.

CONTACT

Asian Restaurant & Takeaway Awards

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