



SPONSOR BROCHURE 2024



Mohammad Munim (Salik), Founder Chairman and the innovative entrepreneur behind ARTA, has been instrumental in driving the platform's mission within the UK's Asian restaurant and takeaway industry. In 2017, his visionary thinking led to the inception of ARTA, which successfully came to fruition in 2018.

Mohammad Munim (Salik) highly values the dedication of UK restaurateurs, takeaway owners, and chefs, which motivated him to establish ARTA. The platform's objective is to acknowledge and celebrate culinary excellence and the immense effort chefs put into it. By creating a platform that rewards and honours chefs' contributions, he has significantly enhanced the status and appreciation for their work.

Mohammad Munim (Salik) has consistently demonstrated his dedication to highlighting exceptional talent in the UK restaurant and takeaway industry, which has significantly contributed to nurturing cultural acknowledgement within.

Mohammed Munim (Salik)

Founder Chairman, ARTA Awards
& CEO Le Chef Plc

ABOUT ARTA

As patrons of Asian food, we are happy to present you with another fantastic event. Asian cuisine stands out for its tempting and comforting flavours. It is influenced by savoury, hearty cooking and laced with delicious and aromatic spices. Asian restaurant and takeaway awards honour the chefs and eateries that annually promote the British Asian Culinary Industry in the UK.

ARTA, dubbed the "Oscar of the Curry Industry", by the BBC, returns this year to steal the show once more. ARTA 2024 is a magnificent occasion that will take place on October 6th at the renowned Royal Lancaster London. We look forward to hosting businesses from all over the UK as well as the attendance of eminent restaurateurs at the Grand Finale and Gala Dinner. The awards will recognise some of the best, most efficient, and immaculate Asian restaurants in the UK. As we work to complete even greater feats, here is a breakdown of our modest accomplishments from the previous year.

Our Previous Media Coverage (ARTA 2023):

- Over 100+ Online & Press Media Articles.
- Over 1.6M Estimated Views.

ARTA has also received exposure from esteemed international and national media, TV channels, Radios and our magnificent audience who lightens up the show every time.

Our previous media coverage of the Grand Finale and Gala Dinner was captured by the likes of:

- | | |
|-----------------|-----------------------|
| - ATN Bangla UK | - MSN News |
| - Channel S | - UK Daily News |
| - NTV | - Your Local Guardian |
| - Daily Mail | - Yahoo News UK |

ARTA 2024 is a star-studded occasion that you must not miss. This year, grab the opportunity to talk with business leaders, SMEs, VIPs, and renowned dignitaries. ARTA 2024 is the event to attend if you're seeking a platform to advertise your company, goods, or services. ARTA is here to provide you with all the spotlight you need in the hospitality business, and it is a fantastic platform specifically for sponsors. At this outstanding event, shake hands with professionals and establish lifelong relationships.

Join us on a fortunate platform where profitable prospects await you. You might find the game-changer you're looking for at this event! We promise you a bigger and grander ARTA in 2024.

Let's all come together for the love of food!

WHY ARTA ?

Recognized by both industry professionals and food enthusiasts.



Reach: Over 950,000 customer base of Strategic Partner ChefOnline and food lovers who are voting to nominate the restaurants.



Transparent Judging: A transparent judging process that combines customer nomination, online reviews, hygiene ratings.



Recognition: Recognition for a wide range of areas, including food quality, service, value for money and restaurant management

BENEFITS OF SPONSORING ARTA

Partnering with ARTA offers a multitude of benefits:

- 🌀 **Brand Recognition and Awareness:** ARTA enjoys significant media coverage and public attention. Your logo and branding will be prominently displayed throughout the event.
- 🌀 **ARTA Website:** Listed as a sponsor with a dedicated page showcasing your company.
- 🌀 **Awards Ceremony:** Signage, on-screen mentions, and presenter acknowledgements .
- 🌀 **Marketing Materials:** Brochures, social media posts, and press releases
- 🌀 **Post-Event Coverage:** Inclusion in ARTA's official winners' list and media mentions.
- 🌀 **Targeted Customer Engagement:** Reach a vast audience of passionate Asian food enthusiasts and decision-makers within the restaurant industry.
- 🌀 **Increased Sales Potential:** Gain exposure to chefs, restaurateurs, and food lovers who are potential customers for your products.
- 🌀 **Association with Excellence:** Aligning your brand with ARTA positions as a supporter of high-quality Asian cuisine, enhancing your brand image.
- 🌀 **Networking Opportunities:** ARTA provides a platform to connect with key players in the Asian food industry, expanding your network and fostering new business relationships.



GRAND FINALE 2024

6th October 2024
Royal Lancaster London

HEADLINE SPONSOR

- 🕒 Event named after Headline Sponsor
- 🕒 Company showreel (30 sec) to be played during award presentation and networking.
- 🕒 Opportunity to Present Champion of Champion's Trophy on stage, enhancing your brand's prominence
- 🕒 Logo on Winner and Finalist Certificate
- 🕒 Logo on website, media board and event venue branding
- 🕒 Sponsors Logo on table center piece
- 🕒 Sponsor's display stand (subject to availability)
- 🕒 One VVIP table for eight attendees
- 🕒 One table for ten attendees
- 🕒 Sponsors Logo on digital adverts and newsletters
- 🕒 Sponsors Logo on the invitation card
- 🕒 A curated networking experience with prominent restaurateurs from across the UK, SMEs, VIPs & dignitaries
- 🕒 Business-to-business quarterly newsletter sent to over 7,000 ARTA nominees and ChefOnline clients, expanding your reach within the industry
- 🕒 Regional Cook Off networking participation
- 🕒 One-page magazine advertisement or a two-page article, if relevant to the industry, to further showcase your brand
- 🕒 Brand featuring on all promotions and festival materials
- 🕒 Dedicated page with hyperlink on the ARTA website

*Terms and conditions apply. All prices are subject to VAT. Sponsor deliverables may change without prior notice.

POWERED BY SPONSOR

- 🌀 Opportunity to present one National Award on stage, enhancing your brand's prominence
- 🌀 Company showreel (30 sec) to be played during award presentation and networking.
- 🌀 Sponsor's display stand (subject to availability)
- 🌀 Brand featuring on all promotions and festival materials
- 🌀 Sponsors Logo on table center piece
- 🌀 Company showreel (30 sec) during award presentation and networking
- 🌀 Two VVIP tickets to the event
- 🌀 One table for ten attendees
- 🌀 Sponsors Logo on the invitation card
- 🌀 A curated networking experience with VIPs, dignitaries & SMEs
- 🌀 Business-to-business quarterly newsletter sent to over 7,000 ARTA nominees and ChefOnline clients, expanding your reach within the industry
- 🌀 Regional Cook Off networking participation
- 🌀 One-page magazine advertisement or a two-page article, if relevant to the industry, to further showcase your brand
- 🌀 Logo on website and media board
- 🌀 Dedicated page with hyperlink on the ARTA website

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ASSOCIATE SPONSOR

- 🍷 Opportunity to present one National Award on stage, enhancing your brand's prominence
- 🍷 Company showreel (30 sec) to be played during award presentation and networking.
- 🍷 Two VVIP tickets to the event
- 🍷 One table for ten attendees
- 🍷 Sponsor's display stand (subject to availability)
- 🍷 Company logo featured on all ARTA marketing materials and the event media board, maximizing brand exposure
- 🍷 Business-to-business quarterly newsletter sent to over 7,000 ARTA nominees and
- 🍷 ChefOnline clients, expanding your reach within the industry
- 🍷 Regional Cook Off networking participation
- 🍷 One-page magazine advertisement or a two-page article, if relevant to the industry, to further showcase your brand
- 🍷 Dedicated page with hyperlink on the ARTA website

AWARDS SPONSOR

- 🍷 Opportunity to present one Regional Award on stage
- 🍷 Company showreel (30 sec) to be played during award presentation
- 🍷 Sponsors Logo on the invitation card
- 🍷 A curated networking experience with VIPs, dignitaries & SMEs
- 🍷 Four tickets to the Grand Finale
- 🍷 Full-page advert in the "Gala Event" programme magazine
- 🍷 Logo on website
- 🍷 Dedicated page with hyperlink on the ARTA website

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ARTA 2023 MEDIA COVERAGE




ONLINE MEDIA COVERAGE

PIECES OF ONLINE & PRINT MEDIA COVERAGE 99+
ONLINE & PRINT MEDIA ESTIMATED COVERAGE VIEWS 1.6M+

NEWSPAPER TITLE	EST. MONTHLY VISITS	EST. COVERAGE VIEWS	NEWSPAPER TITLE	EST. MONTHLY VISITS	EST. COVERAGE VIEWS	NEWSPAPER TITLE	EST. MONTHLY VISITS	EST. COVERAGE VIEWS
MSN	755,600,000	629,652	24Talker	1,600,000	5,101	This is oxfordshire	49,300	1,530
InYourArea	6,800,000	436,215	watford observer	1,600,000	4,950	Wigan today	470,900	1,458
Flip Board	6,700,000	353,659	Head Topics	1,300,000	4,850	Bury Times	419,700	1,362
Bristol Post	6,000,000	345,350	bucks free press	1,200,000	4,625	Northantslive	410,600	1,025
Belfast telegraph	5,300,000	125,360	evvnt	92,400	4,523	Blog Voyage	408,200	1,022
Daily Mail	411,600,000	102,350	pressat	5,300	4,112	News AKMI	40,300	996
Belfast Live	4,300,000	101,200	Events Calendar	91,800	4,050	CoventryObserver	37,500	968
Daily record	33,800,000	95,020	WoodZog	9,800	4,020	NPR	302,500	859
Edinburghlive	3,600,000	85,300	sussexlive	872,300	4,001	Sutton and Croydon Gurdian	271,100	835
suffolklive	3,600,000	82,420	Uk Press24	14,000	3,788	Sutton and Croydon Gurdian	271,100	758
Edinburgh news	24,700,000	79,000	Barry And Districtnews	79,200	3,581	Times News Network	26,900	742
Wales Online	24,700,000	59,562	Hertfordshire Mercury	741,300	3,549	News Dubai	22,800	725
The sun	234,800,000	35,000	The Times Nigeria	74,300	3,425	Knowledia	215,300	716
Birmingham Live	23,100,000	33,020	reading chronicle	737,200	3,336	Hampstead Highgate Express	192,700	686
The star	2,900,000	25,220	Your Thurrock	68,400	3,150	ABBO News	19,700	654
rochdaleonline	31,000	20,020	NaijaOnPoint	660,800	3,022	Jaun News	19,400	635
Oxford Mail	2,700,000	15,415	Northamptonshire Telegraph	656,600	2,998	Meeri news	18,100	586
Sussex Live	2,700,000	10,365	Epping Forest Guardian	64,300	2,895	UK Daily News	177,000	536
Echo	2,600,000	8,365	Thurrock Gazette	62,500	2,758	UK News	177,000	483
Dorset Echo	2,300,000	8,156	SocietyMaster	5,000	2,526	Rochdale Online	177,000	476
Somerset Live	2,200,000	8,025	Yahoo News UK	5,000	2,365	Daily News	177,000	436
Essex Live	2,000,000	7,300	heromag	59,000	2,215	Local London	173,900	368
North East Chronicle	14,800,000	6,110	News Shopper	571,100	2,105	Local News Express	173,900	348
Leicester mercury	11,600,000	6,030	News Shopper	571,100	2,007	knews.media	137,000	322
My London	10,400,000	5,840	X99news	5,700	1,958	Jnews	135,100	306
Cambridge News	1,900,000	5,602	Healthy Duck	5,100	1,851	Pechip	13,400	296
Sussex Express	1,800,000	5,325	Luton today	492,100	1,752	The bucks herald	111,500	289
Scottish Daily Express	1,800,000	5,260	CB news and update	49,600	1,659	Clacton and Frinton Gazette	106,700	285

AWARD CATEGORIES

- 
- ▶ National Champion of Champions
 - ▶ National Takeaway of the Year
 - ▶ Fine Dine Restaurant of the Year
 - ▶ National Chef of the Year
 - ▶ National Newcomer of the Year
 - ▶ Thai Restaurant of the Year
 - ▶ Chinese Restaurant of the Year
 - ▶ Korean Restaurant of the Year
 - ▶ Japanese Restaurant of the Year
 - ▶ Sri Lankan Restaurant of the Year
 - ▶ Turkish Restaurant of the Year
 - ▶ European Restaurant of the Year
 - ▶ Street Food Restaurant of the Year
 - ▶ Asian Fusion Restaurant of the Year
 - ▶ Vegetarian Restaurant of the Year
 - ▶ Regional Winners



GRAND FINALE 2019

Park Plaza, Westminster



GRAND FINALE 2022

InterContinental Hotel - The O2, London



GRAND FINALE 2023

London Hilton Park Lane





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