

# **SIRH/+** **BOCUSE D'OR** NATIONAL SELECTION QATAR

**28 - 30 OCT 2025**

**DOHA EXHIBITION & CONVENTION CENTER**

**+**  
**SPONSORSHIP  
PACKAGES**



POWERED BY



قطر للضيافة  
**HOSPITALITY** QATAR



# SIRH+ BOCUSE D'OR NATIONAL SELECTION QATAR

## Why Sponsor the Bocuse d'Or Qatar National Selection?

Sponsoring the Bocuse d'Or Qatar National Selection is more than visibility; it's a strategic alignment with culinary artistry, innovation, and global excellence. Your brand will be positioned alongside one of the most revered names in gastronomy, reaching an audience of high-end consumers, hospitality leaders, and culinary influencers.

### This is a unique opportunity to:

- Elevate your prestige in a setting of world-class taste and luxury
- Engage directly with chefs, F&B buyers, restaurateurs, and media
- Participate in a national culinary milestone with global echoes

## Key Sponsorship Benefits:

- Association with the world's most prestigious culinary competition
- Elevated brand positioning within the luxury and hospitality sectors
- Logo visibility on-stage, on chef jackets, and across all official materials
- Inclusion in dedicated social media, PR, and post-event media coverage
- Direct engagement with chefs, buyers, and industry leaders
- Contribution to Qatar's national culinary development and global recognition
- Exclusive content and media opportunities for storytelling and branding
- Access to high-value B2B networking within Hospitality Qatar's ecosystem
- Long-term brand recall through emotional and cultural connection

## Sponsorship Packages

As part of Hospitality Qatar 2025, the prestigious Bocuse d'Or competition will feature a dedicated National Selection. We are pleased to offer tailored sponsorship opportunities to position your brand at the heart of Qatar's top culinary stage.

## 1. PLATINUM SPONSOR – QAR 99,000 / USD 27,250

Availability: Exclusive (One per Industry Category)

Benefits:

- 24 SQM prime exhibition space with branding
- Logo placement on all digital and printed materials of Hospitality Qatar and Bocuse d'or
- 30-sec brand video screened during breaks
- Full-page A5 ad in the event catalogue
- Product placement in the competition area and use by the competing chefs
- Dedicated social media announcement on Hospitality Qatar platforms
- Featured article/interview in post-event PR and newsletter
- PR and social media exposure across our media partners and our social media platforms, including interviews, testimonial videos, and promotional content
- VIP Lounge access for 4 representatives
- Reserved seats at the Awards Ceremony
- Sponsor's branded gift presented to the winning team on stage

## 2. GOLD SPONSOR – QAR 75,000 / USD 20,600

Benefits:

- 18 SQM fitted exhibition space near the competition area
- Logo placement on all digital and printed materials of Hospitality Qatar and Bocuse d'or
- Product placement in the competition area and use by the competing chefs
- Social media announcement on Hospitality Qatar platforms
- A5 ad in the show catalogue
- Logo featured in post-event PR materials
- Interview opportunity with the sponsor during the event
- Reserved seats for the Awards Ceremony & access to VIP Lounge for 2

### **3. SILVER SPONSOR – QAR 55,000 / USD 15,100**

Benefits:

- 15 SQM exhibition space
- Logo placement on all digital and printed materials of Hospitality Qatar and Bocuse d'or
- 30-min on-stage product placement and demo (during breaks)
- Logo on backdrop signage, and digital marketing.
- Social media announcement on Hospitality Qatar Platforms
- A5 ad in show catalogue
- Inclusion in post-event report

### **4. BRONZE SPONSOR – QAR 35,000 / USD 9,600**

Benefits:

- Logo placement on all digital and printed materials of Hospitality Qatar and Bocuse d'or
- 30-min on-stage product placement and demo (during breaks)
- Social media story tag + shared post
- 12 SQM exhibition stand
- Company name in the show catalogue sponsor list

#### **Optional Add-Ons (Available to All Sponsors):**

Brand Placement in Winner's Trophy Kit – QAR 10,000 / USD 2750

Exclusive Judges' Lounge Branding – QAR 15,000 / USD 4100

Sustainability Partner Recognition – QAR 15,000 / USD 4100

(for sponsors offering eco-friendly packaging, tableware, or culinary innovation)





## IF YOU WOULD LIKE TO BECOME A SPONSOR

PLEASE SELECT FROM THE LIST AND SEND US AN E-MAIL ALONG WITH THE FULL PAYMENT

☐ PLATINUM SPONSOR – QAR 99,000 / USD 27,250

☐ GOLD SPONSOR – QAR 75,000 / USD 20,600

☐ SILVER SPONSOR – QAR 55,000 / USD 15,100

☐ BRONZE SPONSOR – QAR 35,000 / USD 9,600

## PAYMENT TERMS & METHOD

100% on application of any item : .....

Payment can be made by cheque or bank transfer, as per the below details:

Beneficiary: International Fairs & Promotions Qatar W.L.L  
Bank Name: HSBC Bank Middle East Limited  
Main Branch, PO Box 57, Doha – Qatar

QAR Account No: 001-579010-001  
IBAN: QA34BBME00000000001579010001  
SWIFT Code: BBMEQAQX

USD Account No: 001-579010-063  
IBAN: QA09BBME000000000001579010063  
SWIFT Code: BBMEQAQX

## COMPANY DETAILS

Company Name: .....

Address: .....

Country: .....

P.O Box: .....

Telephone: .....

Fax: .....

E-mail: .....

Website: .....

## SIGNED BY

Name: .....

Position: .....

Signature: .....

Date: .....

# THE ORGANIZER

IFP Qatar is part of IFP Group, one of the Middle East's leading trade fair organizers with representative offices across the world. For over 45 years, IFP has organized over 550 international trade fairs and conferences throughout the region and has established a client base of over 35 governments and hundreds of international companies and trade associations.

IFP operates across a wide range of sectors and has delivered some of the region's most important events. The company's international trade fairs are designed to be dynamic platforms for foreign and local companies doing business in the Middle East and seeking exposure to top regional buyers and decision-makers.

Our leading events are certified by UFI, the Global association of the exhibition industry. UFI-approved events are of high quality that meet or exceed internationally recognized standards of organization.



## **IFP | International Fairs & Promotions**

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Fax: +974 4443 2891  
Email: [info@ifpqatar.com](mailto:info@ifpqatar.com)

# THE VENUE

## DOHA EXHIBITION & CONVENTION CENTER

This novel state-of-the-art venue is nestled in the heart of Doha's City Center; a stone-throw away from hotels and luxury shopping destinations in the city.

Located just behind the City Center Doha in West Bay, the 47,700sqm venue boasts a modern exhibition hall, modular wall system, high-tech meeting and conference rooms, an exquisite VIP hosting suite and underground parking for 3,000 cars.

The facility's pillar-free halls can easily take in big vehicles, boats, and other big machines and equipment. The venue also has 330 'sun wells' to allow natural light to brighten the hall, reducing its carbon footprint in terms of energy use.

# SECURE YOUR PRIME SPOT TODAY

**To enquire about exhibiting & sponsoring:**



[hospitalityqatar.com](http://hospitalityqatar.com)

## **Local Inquiries**

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## **International Inquiries**

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