

Bread In The City (China Region Selection)

国际城市面包赛 (中国区选拔赛)

赞助方案

Sponsorship Plan

深圳会展中心(福田)

Shenzhen Convention & Exhibition Center (Futian)

2024年4月24-26日

24-26 April, 2024





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About Organisers



意大利展览集团

Italian Exhibition Group S.p.A. (IEG)

艾意吉展览（上海）有限公司是一家由意大利展览集团全资拥有的中国公司。意大利展览集团 S.p.A. 意大利展览集团（Italian Exhibition Group S.p.A.，缩写IEG）是一家在米兰泛欧交易所（Euronext Milan）上市的公司，多年来，IEG集团通过位于里米尼（Rimini）和维琴察（Vicenza）的展览机构而不断发展，在展览会和会议活动的组织方面居于国内领先地位。

IEG China Co., Ltd. is a China based company fully owned by Italian Exhibition Group. Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, Brazil and India, for example – now sees the company positioned among the top European operators in the sector.



关于主办方

About Organisers

德国科隆展览

Koelnmesse GmbH



作为世界领先的展会组织者，科隆国际展览公司拥有全球食品行业展览领先地位的科隆世界食品博览会，成功覆盖德国科隆世界食品博览会 (Anuga)、科隆国际糖果及休闲食品展 (ISM)和泰国国际食品展 (THAIFEX)之后，世界食品（深圳）博览会 (Anuga Select China)也已经成为科隆国际展览公司全球食品展会的重要组成部分。世界食品（深圳）博览会致力于打造覆盖中国南方市场食品与饮料行业全产业链最佳商贸平台。

As a trade fair organiser, Koelnmesse GmbH is known for its innovative and internationally renowned trade fairs in Germany. The high-level expertise, dedicated commitment and total customer focus of everyone who works here. As a renowned and experienced trade fair organiser, Koelnmesse's continued success and progress is based on our combined efforts.



关于主办方

About Organisers



历峰俱乐部（中国）

Richemont Club China

Richemont Club历峰俱乐部是一个拥有多个成员国俱乐部的国际组织。历峰俱乐部的成员国都是经过精心挑选的，卓越的品质、职业道德、自然、情感、愉悦甚至感性是他们日常工作的一部分。Richemont Club致力于为年轻面包师量身定制晋升计划。在2023年5月SIGEP China深圳展会的现场，由罗伯特-意大利历峰俱乐部国际主席与SIGEP团队，宣布中国正式加入历峰俱乐部并成立历峰俱乐部中国，曹继桐先生担任历峰俱乐部中国区主席。

The International Richemont Club is the umbrella organisation of the national clubs. Currently 11 European clubs and the Mexico and Peru club belong to the International Richemont Club. Richemont – the national and international training centre and service company for all of the bakery-confectionary trade – represents more than just a name and the international secretariat.

The Richemont clubs live the Richemont philosophy! The member states are selected carefully. To our members profession is a trade and also a calling. Their commitment to our trade is uncompromising. Excellent quality, professional ethics, naturalness, emotions, pleasure and even sensuality are part of their daily work.

High priority is given to the customised promotion of young bakers. International contacts with staff exchange programme, continuing education as well as joint specialised activities are a vital part of the active club life.



02

赛事介绍

About Bread in the City

赛事介绍

About Bread in the City

Bread in the City - 国际烘焙大赛 (Bread in the City - Bakery World Cup) 是由 SIGEP Rimini 组织，Richemont Club 协办的烘焙专项比赛。

所有作品要求选手必须现场完成制作，8个小时制作，18个产品品类，269个产品加上艺术面包270个面包的制作。“Bread in the city”(城市面包)对选手的体力考验非常大，更贴近当地店铺生产的一类比赛，首先在满足所有比赛内容能够完成之后再对产品和口味进行拼比。

Bread in the City is organized by SIGEP, coordinated by Richemont Club Italia, with the patronage of Richemont Club International.

All entries require the contestants to complete the production on site, 8 hours of production, 18 product categories, 269 products plus artisanal breads 270 artisanal loaves of bread. "Bread in the City" on the contestants of the physical test is very big, closer to the local shop production of a category of competition, the first to meet all the contents of the competition can be completed after the product and taste of the competition.



现场图片 Onsite Photos

赛事介绍

About Bread in the City



大赛为现场操作类赛事，今年是第五届赛事，2023年共有9支国家队伍墨西哥、荷兰、秘鲁、葡萄牙、中国、克罗地亚、以色列、意大利和西班牙闯入决赛。

中国队在本次比赛中获得了总决赛季军，同时获得最佳艺术面包作品特别奖、最佳夏巴塔特别奖。与此同时，西班牙队获得冠军，意大利队获得亚军。

The competition is a live operation category, this year is the fifth edition of the event, and a total of nine national teams Mexico, the Netherlands, Peru, Portugal, China, Croatia, Israel, Italy and Spain made the final in 2023.

The Chinese team won the third place in the finals of the competition, as well as the Special Award for the Best Artistic Bread Work and the Special Award for the Best Chabata. Meanwhile, Spain won the championship and Italy was runner-up.



中国队现场图片 Onsite Photos of Team China

2023赛事赞助品牌

2023 Bread in the City Sponsorship

铂金赞助商

Platinum sponsor



黄金赞助商

Golden sponsor



白银赞助商

Silver sponsor



特约赞助商

Technical sponsor





中国区赛事介绍

About Bread in the City - Bakery World Cup (China Region Selection)

本次中国区选拔赛，将召集全国各地的面包师和披萨高手云集深圳SIGEP China展会现场，两两组队展示他们精湛的制作技艺。本次赛事获胜团队将代表中国直飞意大利，参加2025年Bread in the City - 国际烘焙大赛全球总决赛。

该项赛事为团队赛，每支队伍均由2名选手组成，其中一名选手担任队长作为每队唯一可以与评审沟通的人。

The Bread in the City - Bakery World Cup (China Region Selection) will bring together bakers and pizza makers from China to showcase their skills in the art of baking in Shenzhen. The winning team will fly with the organisers to SIGEP Rimini 2025 in Italy to compete with teams from all over the world in an exchange and competition on baking skills.

The competition is a team competition where each team consists of 2 contestants, with one of the contestants acting as the captain as the only person on each team who can communicate with the judges.



中国区选拔赛赛程

Bread in the City - Bakery World Cup (China Region Selection) Competition Programme



比赛要领

Competition Essentials

以烘焙经营店中实际可售卖的角度来设计比赛的产品类别，且比赛过程中充分考虑选手在**8小时**比赛中能够尽可能地生产多少烘焙制品，通过这些考量设计及选手的技艺来综合考量，使比赛富有不同的看点及实用性。

*Design competition categories for a baking business, taking into consideration the actual marketability of the products and ensuring that participants can produce as many baked goods as possible within an **8-hour** competition. These considerations should encompass the contestants' skills and create a comprehensive evaluation. This will make the competition engaging and practical with diverse highlights.*

比赛日程

Competition Programme

2024年4月24-26日

深圳会展中心(福田)

24-26 April, 2024

Shenzhen Convention & Exhibition Center (Futian)

03

赞助权益

About Sponsorship Benefits



赞助品类

Sponsorship Categories



设备 *Equipment*

烤箱、层炉/链炉/窑炉、面包醒发箱、微波炉、
冷藏柜、冷冻柜、揉面机、电磁炉等

*Oven, Level Oven/Chain Oven/Kiln, Bread Rising Oven, Microwave Oven,
Refrigerating Cabinets, Freezers, Kneading Machines, Induction Cookers, etc.*



原物料 *Raw Ingredients*

面粉、酵母、乳制品、调味品（砂糖、红糖、盐）、巧克力、奶
粉、无菌蛋、特级初榨橄榄油、披萨酱、马苏里拉芝士等

*Flour, Yeast, Dairy products, Flavourings (sugar, brown sugar, salt), Chocolate, Milk
Powder, Aseptic Eggs, Extra Virgin Olive Oil, Pizza Sauce, Mozzarella for Pizza, etc.*

赞助品类

Sponsorship Categories



器具及辅助用品 *Tools and Accessories*

层架车、电子秤、烘焙模具及器具、披萨器具等

Baking Moulds and Appliances, Pizza Appliances, Electronic Scales, Layer Racking Trolleys, etc.



礼品及其他 *Gifts and Others*

厨师服、礼品等

Chef Jacket, Gifts, etc.

赞助等级

Sponsorship Level



首席赞助 CHIEF LEVEL SPONSOR

300,000 RMB
40,000 EUR

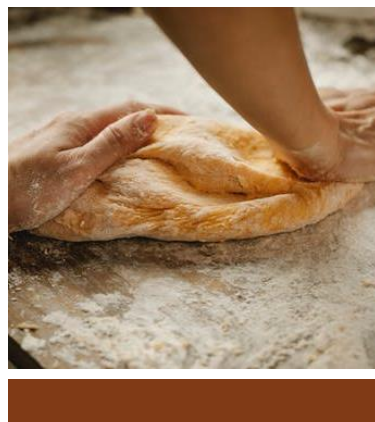


黄金赞助 GOLDEN LEVEL SPONSOR

200,000 RMB
26,000 EUR

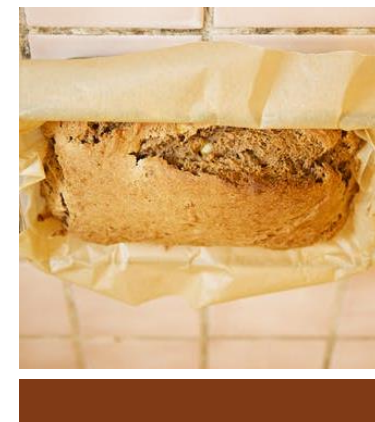
白银赞助 SILVER LEVEL SPONSOR

100,000 RMB
13,500 EUR



特约赞助 TECHNICAL LEVEL SPONSOR

50,000 RMB
6,600 EUR



首席赞助

CHIEF LEVEL SPONSOR



赛前

- 享签约金额10%所有同期现场广告及赞助特惠权益
- 官方网站赛事专题页呈现固定BANNER广告
- 电子简讯BANNER, 电子简讯赛事专题呈现赞助商公司及产品介绍 (2期)
- 买家指南赛事介绍呈现赞助商LOGO
- 官方微信专题推文2篇、赛事相关推文含赞助商公司LOGO体现
- 不少于5家媒体曝光宣传
- 赞助商公司及产品通过媒体微信公众号独立推送

赛中

- 赛事指定且必须使用赞助商品 (最多不超过同品类2款产品)
- 大赛现场背景墙呈现赞助商LOGO或公司名称
- 大赛现场LED电子屏滚动播放赞助商视频广告
- 大赛宣传物料呈现赞助商公司LOGO或公司名称
- 现场产品陈列展示 (含选手操作台使用及公共区域堆头)
- 选手&裁判厨师服、厨师帽印制公司LOGO
- 大赛开幕式、颁奖典礼赞助企业代表致辞 (2分钟)
- 比赛现场赞助商展示区1个
- 不少于3家媒体现场采访
- 大赛现场直播 (品牌及产品特写)

赛后

- 赛后选手作品配方分享
- 大赛获奖证书上呈现赞助商LOGO或公司名称
- 大赛颁奖典礼上为获奖选手颁奖
- 颁发“国际城市面包赛 (中国区选拔赛)”首席赞助企业证书
- 2024-2025 总决赛之前培训期间指定品牌
- 有权使用活动对外宣传的资料至2024年年底 (包括且不限于LOGO&照片)

首席赞助

CHIEF LEVEL SPONSOR



PRE

- Enjoy 10% discount if book exhibition on-site sponsorship and outdoor advertisements
- Sponsor's banner display at competition section of official website
- Sponsor's banner display in EDM; special feature of sponsor's brand & products (2 issues)
- Sponsor's logo display at competition section of Buyers Guide
- 2 Feature posts on official WeChat; sponsor's logo display on WeChat post about competition
- Enjoy 5 media exposure promotions
- 1 Feature Article to be posted by media official WeChat (content & graphic provided by sponsor)

ON

- Products of sponsor's to be used by all of contestants (no more than 2 kinds of products from the same category)
- Sponsor's logo or name display according to sponsorship level priority on on-site competition backdrop
- Sponsor's video scrolling on on-site LED screen
- Sponsor's logo or name display on competition promotional materials (incl. Show Catalogue, Visitor Guide, Competition Guide, etc.)
- On-site product showcase (including the contestants' operating tables and public area)
- Logo display on judge uniforms
- Logo display on contestant uniforms and chef caps
- Speech by sponsor during the competition Award Ceremony (2mins)
- SIGEP China 2024 on-site display stand x1 for sponsor
- Enjoy 3 media exposure promotions at least
- Competition on-site live-streaming (incl. brands exposure and products special features)

AFTER

- Share recipe of contestants' with sponsor (only for recipes that use the ingredients)
- Sponsor's logo display on the award certificate of the competition
- Present Award to winners at competition Award Ceremony
- Present Bread in the City - Bakery World Cup (China Region Selection) CHIEF LEVEL SPONSOR award to sponsor
- To be the designated brand during training from 2024-2025 before finals
- Has the right to use Bread In The City promotional materials including logo and photos until the end of 2023

黄金赞助

GOLDEN LEVEL SPONSOR

- 享签约金额5%所有同期现场广告位特惠权益
- 官方网站赛事专题页呈现滚动LOGO广告
- 电子简讯BANNER, 电子简讯赛事专题呈现赞助商公司及产品介绍 (1期)
- 买家指南赛事介绍呈现赞助商LOGO
- 官方微信专题推文1篇、赛事相关推文含赞助商公司LOGO体现
- 不少于3家媒体曝光宣传
- 媒体微信公众号赛事推文综合发布

赛前



- 赛事指定且必须使用赞助商品 (最多不超过同品类2款产品)
- 大赛现场背景墙呈现赞助商LOGO或公司名称
- 大赛现场LED电子屏滚动播放赞助商视频广告
- 大赛宣传物料呈现赞助商公司LOGO或公司名称
- 现场产品陈列展示 (含选手操作台使用及公共区域堆头)
- 裁判及选手厨师服公司LOGO印制
- 比赛现场赞助商展示区1个
- 不少于1家媒体现场采访
- 大赛现场直播 (品牌及产品特写)

赛中



- 赛后选手作品配方分享
- 国际城市面包赛 (中国区选拔赛) 黄金赞助企业证书
- 大赛颁奖典礼上为获奖选手颁奖
- 2024-2025世界杯比赛之前培训期间指定品牌

赛后



黄金赞助

GOLDEN LEVEL SPONSOR

- Enjoy 5% discount if book exhibition on-site sponsorship and outdoor advertisements
- Sponsor's logo rolling display at competition section of official website
- Sponsor's banner display in EDM; special feature of sponsor's brand & products (1 issue)
- Sponsor's logo display at competition section of Buyers Guide
- 1 Feature post on official WeChat; sponsor's logo display on WeChat post about competition
- Enjoy 3 media exposure promotions
- Elements to be included within general competition feature posted by media official WeChat (content & graphic provided by sponsor)

PRE



- Products of sponsor's to be used by all of contestants (no more than 2 kinds of products from the same category)
- Sponsor's logo or name display according to sponsorship level priority on on-site competition backdrop
- Sponsor's video scrolling on on-site LED screen
- Sponsor's logo or name display on competition promotional materials (incl. Show Catalogue, Visitor Guide, Competition Guide, etc.)
- On-site product showcase (including the contestants' operating tables and public area)
- Logo display on judge and contestant uniforms
- SIGEP China 2024 on-site display stand x1 for sponsor
- Enjoy 1 media exposure promotions at least
- Competition on-site live-streaming (incl. brands exposure and products special features)

ON



- Share recipe of contestants' with sponsor (only for recipes that use the ingredients)
- Present Bread in the City - Bakery World Cup (China Region Selection) GOLDEN LEVEL SPONSOR award to sponsor
- Present Award to winners at competition Award Ceremony
- To be the designated brand during training from 2024-2025 before finals

AFTER



白银赞助

SILVER LEVEL SPONSOR



赛前

- 官方网站赛事专题页呈现底部LOGO
- 买家指南赛事介绍呈现赞助商LOGO
- 官方微信赛事相关推文含赞助商公司LOGO体现
- 媒体微信公众号赛事推文综合发布（赞助商LOGO体现）

赛中

- 赛事推荐可选使用赞助商品
- 大赛现场背景墙呈现赞助商LOGO或公司名称
- 大赛现场LED电子屏滚动播放赞助商LOGO合集（静帧画面）
- 大赛宣传物料呈现赞助商公司LOGO或公司名称
- 现场产品陈列展示（含选手操作台使用）
- 大赛现场直播（综合）

赛后

- 国际城市面包赛（中国区选拔赛）白银赞助企业证书
- 活动报告呈现赞助商LOGO或公司名称
- 官方微信、电子简讯、海外社交媒体等宣传渠道呈现赞助商LOGO

白银赞助

SILVER LEVEL SPONSOR



PRE

- *Sponsor's logo display at competition section of official website*
- *Sponsor's logo display at competition section of Buyers Guide*
- *Sponsor's logo display on official WeChat post about competition*
- *Sponsor's logo display on official WeChat post of relevant medias*

ON

- *Products of sponsor's to be recommended by all of contestants*
- *Sponsor's logo or name display according to sponsorship level priority on on-site competition backdrop*
- *Sponsor's logo collection graphic on on-site LED screen*
- *Sponsor's logo or name display on competition promotional materials (incl. Show Catalogue, Visitor Guide, Competition Guide, etc.)*
- *On-site product showcase (incl. the contestants' operating tables)*
- *General competition live-streaming*

AFTER

- *Present Bread in the City - Bakery World Cup (China Region Selection) SILVER LEVEL SPONSOR award certificate to sponsor*
- *Sponsor's logo or name to be included in the post competition report*
- *Sponsor's logo or name and product info display on official WeChat, EDM, international social media*

特约赞助

TECHNICAL LEVEL SPONSOR

- 电子简讯BANNER, 电子简讯赛事专题呈现赞助商公司及产品介绍 (2期)
- 官方微信专题推文1篇、赛事相关推文含赞助商公司LOGO体现
- 不少于1家媒体曝光宣传
- 赞助商公司及产品通过媒体微信公众号独立推送

赛前

- 现场背景墙呈现赞助商LOGO或公司名称
- 裁判及选手厨师服公司LOGO印制
- 大赛现场直播 (品牌及产品特写)

赛中

- 获奖证书上呈现赞助商LOGO或公司名称
- 颁奖典礼上为获奖选手颁奖

赛后



特约赞助

TECHNICAL LEVEL SPONSOR

- *Sponsor's banner display in EDM; special feature of sponsor's brand & products (2 issues)*
- *1 Feature post on official WeChat; sponsor's logo display on WeChat post about competition*
- *Enjoy 1 media exposure promotions*
- *1 Feature Article to be posted by media official WeChat (content & graphic provided by sponsor)*

PRE

- *Sponsor's logo or name display according to sponsorship level priority on on-site competition backdrop*
- *Logo display on judge and contestant uniforms*
- *Competition on-site live-streaming (incl. brands exposure and products special feature)*

ON

- *Sponsor's logo or name display on Bread in the City - Bakery World Cup (China Region Selection) award certificate*
- *Present Bread in the City - Bakery World Cup (China Region Selection) TECHNICAL LEVEL SPONSOR award to winners*

AFTER



THANKS

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