



# Sponsorship Package

## Background

Culinary Team Canada (CTC) was founded in the early 60's and we have been thriving to get our Canadian chefs that are from all industries including the food service, banquet hotel, golf courses, culinary programs, private business owners and our corporate chefs to represent Canada and the Canadian food scene on the world culinary stage. Our overall goal is to provide our proud Canadian chefs with the opportunity to compete at the world stage and proudly represent our country and the amazing sponsors that help us during this four year journey.

**Fun Fact:** Did you know Culinary Team Canada has been recognized as World Champions three times and brought home over 50 gold medals not including multiple silver and bronze medals?!

**What is the world culinary stage, you ask?** We compete in the Expogast World Cup in Luxembourg and the World Culinary Olympics in Stuttgart, Germany.

**Who is competing?** Chefs worldwide will be competing at these stages.

**Why are we competing in the most prestigious cooking competition?** To represent the Canadian food landscape and most importantly to promote our multicultural heritage with our amazing Canadian flavours.

## MADE TO MEASURE PARTNERSHIP

Every company has different interests, but our partnership with you is very important and meant to be customized to offer you the best return on investment.

### Elite

- Corporate catering service available for up to 50 people.
- Private function for your management/clients up to 110 people.
- VIP catering for party of 10.
- VIP Table of 6 to attend a CTC gala dinner of their choice (Canada wide).
- At home cooking alongside with the chefs.
- Shoot a co-branding promotional video.
- Product-brand recipe cards developed by Team Canada members.
- Product-brand recipe calendar developed by Team Canada members.
- Help on product development.
- Canada wide personal chef campaign.
- Product consulting with the chefs.
- Private cooking class virtual or non-virtual.
- Website advertising - ad placement on the CTC landing page, this can be in the form of an ad or a video.
- Bi-Weekly personal social media posts with CTC chefs showing support to your brand and products.
- On location meet and greet with the chefs.
- Cooking stations with the chefs.
- Logo on all marketing material (team outfit, chef jacket, official poster and menus).
- Opportunity to use CTC logo on your personal marketing with sponsorship.

### Gold

- Corporate catering service available 20 guests.
- Private function for your management/clients up to 50 people.
- VIP catering for party of 10.
- VIP Table of 6 to attend a CTC gala dinner of their choice (Canada wide).
- At home cooking alongside with the chefs.
- Shoot a co-branding promotional video.
- Product consulting with the chefs.
- Help on product development.
- Website advertising - ad placement on the CTC landing page, this can be in the form of an ad or a video.
- Bi-weekly personal social media posts with CTC chefs showing support to your brand and products.
- On location meet and greet with the chefs.
- Cooking stations with the chefs.
- Logo on all marketing material (team outfit, chef jacket, official poster and menus).
- Opportunity to use CTC logo on your personal marketing with sponsorship.



## Silver

- Private function for your management/clients up to 25 people.
- Shoot a co-branding promotional video.
- Product consulting with the chefs.
- At home cooking alongside with the chefs.
- Website advertising - ad placement on the CTC landing page, this can be in the form of an ad or a video.
- Monthly social media posts with CTC chefs showing support to your brand and products.
- On location meet and greet with the chefs.
- Cooking stations with the chefs.
- Logo on all marketing material (team outfit, chef jacket, official poster and menus).
- Opportunity to use CTC logo on your personal marketing with sponsorship.

### MANAGEMENT:

Team Manager: Paul Hoag,  
Lead Coach: Judson (Jud) Simpson  
Lead Coach: Olaf Mertens  
Communication Liaison: Tony Fernandes  
Pastry Coach: Russ Thayer  
Cold Kitchen: Peter Dewer

### CORE TEAM MEMBERS:

Rahil Rathod  
Jonathan Thauberger  
Robert Graveline  
Changlong Yue  
Daley Solomon

### SUPPORT MANAGEMENT:

Adelina Sisti-DeBlasis  
Carmelo Vadacchino  
Cameron Callum  
Rodney Bowers  
Trena Kraft  
Rebecca van Bommel

### To discuss sponsorship opportunities please contact:

Paul Hoag, CCC, CEC, CHT Executive Chef  
McMaster University - Hospitality and Catering Services  
[hoagpa@mcmaster.ca](mailto:hoagpa@mcmaster.ca)

## Bronze

- Private function for your employees up to 10 people.
- Website advertising - ad placement on the CTC landing page, this can be in the form of an ad or a video.
- Monthly social media posts with CTC chefs showing support to your brand and products.
- On location meet and greet with the chefs.
- Cooking stations with the chefs.
- Logo on all marketing material (team outfit, chef jacket, official poster and menus).
- Opportunity to use CTC logo on your personal marketing with sponsorship.

