



S Z E G A

**2nd CHEESE  
FESTIVAL OF NATIONS**

19 | OCTOBER | 2019

FOLYONDÁR STREET VASAS SPORTS CENTRE - BUDAPEST, 3rd DISTRICT

The Organizer

## **SZEGA FOODS**

The group has been dealing with food retail, wholesale and production since its establishment in 1994. The roots of the company originate from retail activity. The business developed from an 8 m<sup>2</sup> cheese store opened by Árpád Gábossy. Our company operates 3 retail units today. Beside our satisfied customers various professional awards show our success. Our largest unit SZEGA Market has been awarded continuously by the Best-of-Budapest award. It was voted the shop of the year (Év Boltja) and won the Superstore Prize.

Beside our retail activity, we belong to the largest food importer-distributor companies in Hungary in the dairy category. Our partners include the largest international retailers, various stores and restaurants. We purchase our products from 25 different countries. Alongside our trading activity we also started production in 2018 by acquiring a dairy production plant.



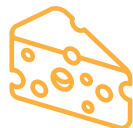
# SHORT EVENT INTRODUCTION



7 000 - 10 000  
VISITORS



AT LEAST 25  
CHEESE NATIONS



MORE THAN 400  
TYPES OF CHEESE



QUALITY HUNGARIAN  
AND FOREIGN WINES



COVERED EXHIBITION AREA  
OF MORE THAN 2000 m<sup>2</sup>

For an entry fee, visitors can taste over 400 types of cheese from 25 different countries without restraint

During the event beside interesting professional presentations quality music performances will be organised (Budapest Bár, Peet Project, Kicsi Gesztenye Klub Show)

Within the framework of the festival an advanced educational program for cheese makers will be held





## THE MAIN AIMS OF THE EVENT

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- **The popularization of quality cheese consumption** -
- **The introduction of different cheese cultures** -
  - Cheese from 25 different countries
  - More than 400 different cheese types
- **Presentation of the products of local cheese producers** -
  - Cheese contest of nations – the cheese of the nation
  - Hungarian cheese street
- **Advanced educational program for cheese makers** -
  - SZEGA Cheese College
  - Professional presentations
- **The popularization of cheese consumption for children** -
  - **Easy-going quality festival atmosphere** -



# AUDIENCE

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## - Families with children -

Morning and early afternoon  
Special playful programs and presentations  
Micro cheese factory (interactive cheese making for kids)  
Kids concert: Kicsi Gesztenye

## - Professional visitors -

SZEGA Cheese College  
Professional presentations  
presentation of local cheese producers  
Cheese Contest of Nations  
The Cheese of the Nation 2019

## - Quality festivalgoers -

Easy-going festival experience with music  
and unlimited cheese tasting  
wine tasting of the most important  
Hungarian wine regions  
Concerts:  
Peet Project  
Budapest Bar



# SPONSORSHIP PACKAGES



**500 000.- Ft**



**1 500 000.- Ft**



**3 000 000.- Ft**

## NAME/LOGO APPEARANCE ON THE SPOT

ticket	prominent	very prominent	most prominent
entry molino and/or poster		very prominent	most prominent
roll up placement	prominent	very prominent	most prominent
unique giant installation			x
unique medium installation		x	
bill board/city light	prominent	very prominent	most prominent
printed advertising	prominent	very prominent	most prominent
presenter announcement (pc)		2	4
prize game			X
promoted cheese installation		x	x
own promotional stand possibility 2*2m			x
participation on all professional event	x	x	x
promotional gift in entry pack		x	x
participation at prize ceremony			x

## NAME/LOGO APPEARANCE ELECTRONIC

Facebook	2	4	6
Instagram	2	4	6
Cheese Festival application			x
online banner	prominent	very prominent	most prominent
press release		x	x
free VIP tickets	2	4	6
discount from further tickets		10%	20%
appearance in follow-up video			x

## PROFESSIONAL SPONSORS

**500 000.- Ft**

regional stand	x
forming/suggesting participant product-companies	x
marketing material placement	x
presenter announcement (pc)	2
roll up placement	very prominent
online banner	very prominent
free VIP tickets	4
discount from further tickets	10%





  
S Z E G A  
1st CHEESE  
FESTIVAL OF NATIONS

— 2017 —



S Z E G A

**2nd CHEESE  
FESTIVAL OF NATIONS**

**SZEGA SAJT-SONKA LTD.**

1026 BUDAPEST, PÁZSIT STREET 2. 1/B

Contact: Gábossy Ádám

[gabossy.adam@szegacam.hu](mailto:gabossy.adam@szegacam.hu) | +36 70 319 6781