



Diana Kennedy's My Mexico Cocktail and Book Launch

WHAT, WHEN & WHERE?

The Mexican Chamber of Commerce in Great Britain will offer on the 21st of May 2014 at the Hyatt Regency Churchill a cocktail in honour of Mrs Diana Kennedy to celebrate her contributions to the Mexican culture as an authority of the Mexican gastronomy. Additionally during the event she will launch the new edition of her book "My Mexico", published by Texas University Press and present her literary work "Oaxaca al Gusto".

The event will run from 18.15 to 20.00 hours, and the programme will be as follows:

- 18.15 Registration, VIP Toast & VIP Pictures
- 18.30 My Mexico: A conversation between Diana Kennedy and H.E. Diego Gómez Pickering.
- 19.10 Q&A Session
- 19.30 Book Signing, Canapés & Drinks
- 20.30 ---The End ---

Books will be sold from 18.15 to 20.30 hours.



WHY?

One of the MexCC objectives for 2014 is to put together the efforts of the leading players of the UK F&D sector with particular interest in Mexico to leverage their brands and provide them with a platform to physically, emotionally and intellectually engage with consumers, investors and entrepreneurs and ultimately tropicalize the English pallet.

Restaurants and Food Suppliers are widely considered the most challenging of businesses, at the same time the Mexican Concept has become the trendiest restaurant concept in the United Kingdom. By joining efforts the 'Mexican Wave' can prove to be more than a wave and stay in the hearts and the minds of England.

Food is linked almost by default to culture but it is also an important asset and source of revenue for Mexico. Our aim with this event in honour to Diana Kennedy is to:

1. Celebrate her work and contributions to the Mexican culinary art.
2. Promote the Mexican gastronomy and indirectly generate business interest in Mexican food in the UK.
3. Elevate the image of Mexican culture as a whole in the British mindset.



WHO?

The profile of expected guests is:

- Companies and business people from the Food & Drinks sector with particular interest in Mexico.
- Food experts and Chefs.
- General Public interested in gastronomy and in the Mexican culture.
- Journalists & Press.

The venue can hold max 150 people.

SPONSORSHIP OPPORTUNITIES

Format	Banner & Logo	Product in Tote Bag	Memb Price	Combo
Patron (-50%)	£500.00	£350.00		£650.00
Corp Member (-25%)	£750.00	£525.00		£1,075.00
Non Member	£1,000.00	£700.00		£1,500.00
Non Member + Small Corporate	£1,000.00	£700.00	£1,000.00	£1,875.00
Non Member + Med Corporate	£1,000.00	£700.00	£1,500.00	£2,375.00
Non Member + Large Corporate	£1,000.00	£700.00	£3,000.00	£3,875.00

**All the prices exclude VAT*

Banner & Logo

This option includes:

- Company logo in stage banner
- Company logo and link in communications including:
 - Website (with 540 unique visitors per week)
 - Electronic invitations
 - Front of printed invitations (limited edition)
- Your logo or company's name in MexCC press note
- Attendees list
- Presenting sponsor credit



- Access to VIP toast & red carpet with Diana Kennedy before the event

Product in Tote Bag

This option includes:

- Company product (previously approved by MexCC) in tote bag
- Attendees list
- Presenting sponsor credit
- Access to VIP toast and red carpet with Diana Kennedy before the event

The deadline for confirmation of sponsorship is May 1, 2014.

If there were any questions or queries regarding any of the above please feel free to contact General Manager Maru Solis at marusolis@mexcc.co.uk