



THE WHOLE HOG BBQ COMP

**MAY 24TH AND 25TH
THE TALBOT HOTEL, MALTON**

TRADER AND SPONSOR PACK

MALTON GRILL & SMOKE FESTIVAL FEATURING
THE WHOLE HOG BBQ COMPETITION

LOCATION: THE TALBOT HOTEL, MALTON, NORTH YORKSHIRE

DATE: 24TH AND 25TH MAY 2025

BEING RUN IN CONJUNCTION WITH MALTON FOOD LOVERS
FESTIVAL



ABOUT US

Since 2019 CompBBQUK has focussed on raising awareness, promoting and supporting competition barbecue in the UK. CompBBQUK is a brand wholly owned by Hot to the Touch Events Ltd and is run as non-profit, so all income to Hot to the Touch directly as a result of CompBBQUK barbecue competitions is used to cover costs of the contest and further CompBBQUK activities. Hot to the Touch in addition to organising competitions as CompBBQUK, organises and manages events linked to outdoor, fire and barbecue cooking.

SYNOPSIS OF EVENT

The Malton Food Lovers Festival is a well-established & highly regarded free to attend food festival that takes place annually in and around the small North Yorkshire Town of Malton. The majority of Malton is owned by [The Fitzwilliam Malton Estate](#), the current proprietors being Sir Philip Naylor-Leyland and his son Tom. They have turned Malton in to a premier food destination in North Yorkshire. This includes some exceptional restaurants and food venues as well as significant effort in establishing [Visit Malton](#), a community interest company dedicating to establishing Malton as a destination in North Yorkshire. This includes delivering many events each year in and around the town including the [Food Lovers Festival](#).



The Food Lovers Festival attracts over **forty thousand people each year** to the streets of this small, picturesque town for a celebration of food, drink, local produce and artisan producers. In 2025, we have been asked to establish a new fringe event to the main festival that will take place over the same weekend in the grounds of The Talbot Hotel, a 16th century coaching inn that is now a beautiful hotel in the heart of Malton right on the banks of the river Derwent.

OUR FESTIVAL

[The Talbot Hotel](#), itself part of the Fitzwilliam Malton Estate, has extensive open grounds that we will use to put on the Malton Grill and Smoke Festival, an event dedicated to barbecue and fire cooking, in conjunction with the main festival, but with broad discretion on content. Our festival will complement the main festival and also be free to attend so all of the tens of thousands of visitors can walk freely between the existing Food Lovers Festival and our festival.



Our primary partner and sponsor are Cranswick PLC, locally based in North Yorkshire, a FTSE 250 company and the largest business to business pork producer in the UK. Supplying most UK supermarkets and many other businesses with pork and other food products.



Our primary brand partner is Weber, one of the oldest and most recognisable brands in barbecue worldwide. If when you think of a barbecue or grill, you think of a black circular one with a domed lid, your thinking of a Weber. Probably the most iconic grill ever, invented in the 50's in America and still as popular as ever today. Of course, nowadays weber produces a vast array of premium barbecues, smokers, outdoor cooking equipment and accessories.



Our aim is to bring together three key elements for our festival: A barbecue competition based around pork with the support of our main festival sponsor. A barbecue demonstration area where the public can get up close with chefs and cooks doing various cooking demonstrations. Finally, a barbecue shopping village, with traders that have an association with barbecues and barbecue cookery.

THE TOWN AND SITE

Below is a map which broadly highlights the geography of the festival.



TRADER OPTIONS

As we are a first-year festival we have very attractive pitch fees for traders and we will also not be taking a percentage of your turnover unlike most festivals. We will also be selective of which traders we allow on site so as to ensure the theme and concept of our festival is maintained.

We unfortunately will not be accepting applications for traders looking to sell food or drink to be consumed on site (i.e. street food or bar). This is due to the location having an existing food and drink offering during the festival. Please do however contact the main festival if you wish to do so to explore opportunities that they have.

DETAILS

Load in: Friday 23rd May 12:00 – 19:00 (tbc)

Trade*: Saturday 24th May 09:00 – 18:00 / Sunday 25th May 10:00 – 17:00

Load Out: Sunday 25th May 17:00 – 19:00 / Monday 26th May 09:00 – 12:00 (tbc)

**The main Malton Food Lovers Festival also runs on Monday 26th May; however, our festival offering is limited to Saturday 24th and Sunday 25th.*

All options are inclusive of trading on both Saturday and Sunday of the festival

Trader Options				
Pitch Size <small>*includes approx. 2m frontage trading space</small>	Cost	Sponsor Discount	% of Turnover	Electricity in Pitch
Suitable for 3m x 3m gazebo*	£250	£200	<u>0%</u>	£50
Suitable for two 3m x 3m, a single 3m x 4.5m or 3m x 6m gazebo*	£450	£375		
Bespoke pitch sizes available on discussion	Individually agreed			
5m x 3m - Non-retail promotional pitch*	£200	£150		

If you would like a greater presence and more visibility both at the festival and the digital presence of the festival, please consider one of our sponsorship opportunities in addition to trading.

SPONSOR OPPORTUNITIES

We welcome sponsorship and partnership from both people who are trading at our festival, at the main Food Lovers Festival, and if you do not have a retail presence. We are committed to sponsors and partners who share our ethos and passion, and support our aims to further barbecue, fire and outdoor cooking.

Our opportunities for sponsors will include the barbecue competition which takes place across both days, and the wider festival. If required individual requirements can be discussed, but below we have outlined some pre-designed packages that fit with our general design and organisation of our festival. While we are working in conjunction with Malton Food Lovers Festival, our offering for sponsorship is ringfenced to our Malton Grill and Smoke Festival.

Sponsorship Packages		
Package	Overview	Cost
Headline Partners and Sponsors		
Primary Festival Partner (Limited to one)	<ul style="list-style-type: none"> Identified as headline sponsor on festival logo and branding Standalone branding of festival Identified on website as headline sponsor Onsite dedicated hording thanking primary and secondary partners and sponsors Included 6x3 retail pitch / optional non-retail presence Product type retail exclusivity onsite (if available) Social media posts 	<p>Not available already agreed</p> <p><i>Cranswick PLC</i></p>
Primary Brand Partner (Limited to one)	<ul style="list-style-type: none"> Identified as headline sponsor on festival logo and branding Branding of key festival offering (e.g. demo area) Identified on website as headline sponsor Onsite dedicated hording thanking primary and secondary partners and sponsors Included 6x3 retail pitch / optional non-retail presence Product type retail exclusivity onsite (if available) Social media posts 	<p>Not available already agreed</p> <p><i>Weber</i></p>
Festival Partners and Sponsors		
Secondary Brand Partner (Limited to two)	<ul style="list-style-type: none"> Onsite dedicated hording thanking primary and secondary partners and sponsors Included 6x4 retail pitch / optional non-retail presence Product type retail exclusivity onsite (if available) Standalone branding (e.g. 1.5 x 0.7 banner) in two festival locations Identified on festival webpage as significant brand partner Social media posts 	<p>£1000 + Contribution to competition prizes</p>
Brand Sponsorship (Limited to two)	<ul style="list-style-type: none"> Standalone branding (e.g. 1.5 x 0.7 banner) in two festival locations Discounted retail pitch / optional non-retail presence Identified as sponsor on festival own on site branding Identified on festival webpage as sponsor Social media posts 	<p>£500 + Contribution to competition prizes</p>
Brand Supporter	<ul style="list-style-type: none"> Identified as sponsor in festival own on site branding Discounted retail pitch / optional non-retail presence Identified on festival webpage as sponsor Social media posts 	<p>£250 + Contribution to competition prizes</p>
Operational Sponsor	<ul style="list-style-type: none"> Identified as sponsor on festival own on site branding Standalone branding (e.g. 1.5 x 0.7 banner) in two festival locations Identified on festival webpage as sponsor Social media posts 	<p>Operational, organisational or logistical services</p>
Competition Prize Sponsor	<ul style="list-style-type: none"> Standalone branding (e.g. 1.5 x 0.7 banner) in contest area Identified on festival webpage as sponsor Social media posts 	<p>Submission of banner & donation of prizes, (to be agreed individually)</p>

	Identified as headline sponsor on festival logo and branding	Standalone branding of festival / Branding of key festival offering (e.g. demo area)	Identified on festival webpage as headline sponsor or brand partner	Onsite dedicated hording thanking primary and secondary partners and sponsors	Included 6x3 retail pitch / optional non-retail presence	Product type retail exclusivity onsite	Standalone branding (e.g. 1.5x0.7 banner) in two festival locations	Identified on festival webpage as significant brand partner	Discounted retail pitch / optional non-retail presence	Identified as sponsor in festival own on site branding	Standalone branding (e.g. 1.5x0.7 banner) in contest area	Identified as sponsor on festival webpage	Social media posts	Cost
Primary Festival Partner (Limited to one)	✓	✓	✓	✓	✓	✓							✓	N/A
Primary Brand Partner (Limited to one)	✓	✓	✓	✓	✓	✓							✓	TBC
Secondary Brand Partner (Limited to two)				✓	✓	✓	✓	✓					✓	£1000*
Brand Sponsorship (Limited to two)							✓		✓	✓		✓	✓	£500*
Brand Supporter									✓	✓		✓	✓	£250*
Operational Sponsor							✓			✓	✓	✓	✓	**
Competition Prize Sponsor											✓	✓	✓	***

* In addition to donation of competition prizes

** Operational, organisational or logistical services

*** Provide required branding materials (i.e. banner) and donation of prizes

If you would like more information or to discuss a specific form of sponsorship, please don't hesitate to get in touch getintouch@compbbq.uk.com.