



Helping to unite Public Sector Caterers

What is PSC100



- Launched in 2011, the PSC100 group comprises caterers, dietitians, politicians, healthy eating campaigners and suppliers who operate in the public sector and use their collective 'clout' to drive government legislation and action towards helping people adopt healthier lifestyles through catering and education initiatives
- The group is an evolution of *Cost Sector Catering* magazine's annual celebration of the work and achievements of the best operators in the business - the **Public Sector Most Influential (PSMI)**, chosen by an independent panel each year they are invited to discuss the key issues facing the industry
- It became clear that such the opportunity for such useful debates and chances to network were needed more frequently so the decision was made to work collaboratively on a more regular basis and the PS100 was born
- The group are invited to attend events throughout the year, meeting with Government and industry speakers and colleagues to inform and learn from one another

A collective voice is always more powerful, the PSC100 raises the profile of major public sector catering issues and initiatives across the broader catering community and with key political opinion formers

Key Supporters



LACA (Lead Association for Catering in Education)



The Hospital Caterers Association



National Association of Care Catering



The University Caterers Organisation



SugarSmart



British Dietetic Association

All-Party Parliamentary Groups on both School Food and Hunger

Plus a number of key commercial catering suppliers and manufacturers

PSC100 Sponsors



Sponsors of the PSC100 join other public sector catering suppliers and manufacturers in supporting the industry and working to bring the key issues facing our sector to the forefront.



Sponsor Package



- 2 full page advertisement over 12 months against post meeting editorial in CSC magazine
- Branding and presence at the PSC100 Keynote (afternoon of 25th April 2019 ahead of Cost Sector Catering Awards)
- Joint sponsorship of the PSC100 Health & Nutrition award at the Cost Sector Catering Awards (includes invite for 1 person at the awards dinner on 25th April 2019)
- Banners on PSC100 website with click through
- Banner on monthly PSC100 e-newsletter
- DPS within annual HCA Leadership & Development Forum 2019 Preview in CSC magazine – April 2019
- Monthly logo on PSC100 news page in CSC magazine
- Partners can have PSC100 Platinum Partner logo on their website and any related literature.
- Opportunity to present to PSC100 audience at one event per year – follow up with e-cast to attendees and PSC100 members
- Attendance for one person at the PSMI lunch held at the House of Commons in December

Total Cost | £7,000 +VAT

Contacts



Managing Director

Andrew Archer

020 8269 7903

andrewa@dewberryredpoint.co.uk

Group Editor

David Foad

020 8269 7914

davidf@dewberryredpoint.co.uk

Group Sales Director

Stuart Barnett

07536 110509

sbarnett@dewberryredpoint.co.uk

National Account Director

National Account Director

Gina Ritrovato

0208 269 7870

ginar@dewberryredpoint.co.uk