



REQUEST FOR PROPOSALS

QUALIFYING COMPETITIONS WORLD PAELLA DAY CUP 2025

The World Paella Day Cup has become an event not to be missed for all chefs who have seen in this dish an excellent tool to develop their creativity, according to the characteristics of each region or country. After 5 years, the finalists' selection is changing to a semi-presential model where some finalists will win their place in qualifying competitions that will be held around the world and will coexist with the usual digital classification. Do you want to host a qualifying event?

PARTICIPATION PROCESS

The participation process is divided into 3 phases:

PHASE 1. SUBMISSION OF PROPOSALS (before October 25th 2024)

You may submit your proposal by email to worldcup@worldpaelladay.org including the following content:

- Main organizer details (previous experience organising similar events).
- Institutional, public and private support for their bid.
- Location and date/s proposed for the competition.
- Commitment to develop the event following the guidelines set by the WPD Cup: conditions for the participation of the contestants, evaluation system, etc...
- Prize for the contestants (must include at least the flights for the finalist and his assistant to the Final in Valencia) and the place to compete in the Final.
- Communication plan for the event.
- Improvements: such as the invitation to Ambassadors (former champions, former finalists, coaches, ...) or members of the World Paella Day organization (Turespaña, Fundación Visit Valencia, ...).

Once the proposals are received, the best and most convenient ones will be chosen for the first year with this new system and the WPD CUP 2025 Calendar will be announced. The organization will decide what to do in the case of receiving several proposals from the same country.

PHASE 2: EVALUATION AND SELECTION OF PROPOSALS (before November 5th 2024)

The proposals received will be evaluated (up to a maximum of 100 points) by a technical committee of Visit Valencia, with the support of the other institutional partners (Turespaña, Turisme Comunitat Valenciana, Patronato de Turismo de la Diputación de Valencia and Ayuntamiento de Valencia).

The candidates may be asked to provide further information on the proposals submitted during the evaluation phase, and changes may be made to the proposals to organize a balanced calendar of competitions in terms of location and schedule.

CRITERIA	MAXIMUM POINTS
Experience and solvency of the candidate	20
Public and private support	20
Technical proposal for the competition	20
Location, venue, country and date	15
Sustainability Criteria	15
Improvements Offered	10

PHASE 3: CLOSING OF AGREEMENTS (before November 15th)

The candidates selected will become Qualifying Competition Organizers and will sign an agreement with Fundación VISIT VALENCIA (main promoter of the World Paella Day Cup) which will include at least the following obligations and rights:

OBLIGATIONS FOR VISIT VALENCIA / WORLD PAELLA DAY CUP

- Temporary Cession for the use of the World Paella Day brand (a brand manual will be provided).
- Advice for the celebration of the competition and access to official suppliers.
- Adaptation of the existing marketing campaign: for example, "Paella, A Universal Language".
- Visibility to the contest in the global marketing of World Paella Day (web, social networks, etc...).
- Facilitate the participation of Ambassadors and/or members of World Paella Day.

OBLIGATIONS FOR THE ORGANIZER

- Sign the Collaboration Agreement.
- Hold the Qualifying Competition on the date, place and manner agreed upon.
- Give visibility to the World Paella Day CUP brand.
- Offer promotional opportunities to Visit Valencia and its partners for the promotion of Valencia and Spain. Welcome World Paella Day Ambassadors and/or members of the organization (Turespaña, Fundación Visit Valencia, ...) under the agreed conditions.
- Visibility to the contest in the global marketing of World Paella Day (web, social networks, etc...).
- Finance flights to Valencia (round trip) for the winner and his assistant.
- Facilitate the participation of at least one representative of the World Paella Day Cup as a judge.