



Restolingua



SPONSORSHIP PROPOSAL



Restolingua

Sponsorship Proposal

To

By Restolingua



Edit



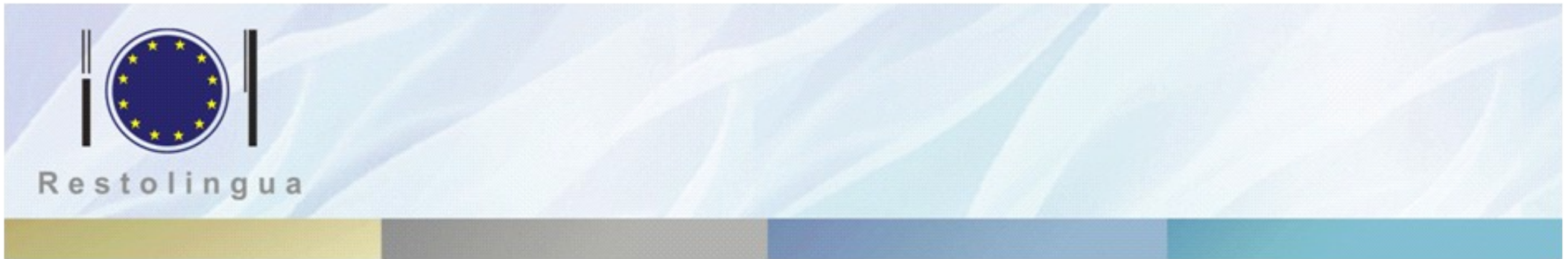
Translate



Print



Subscribe



Your invitation to be part of the food and beverage's industries newest on line service

Endorsed by

Disciples Escoffier

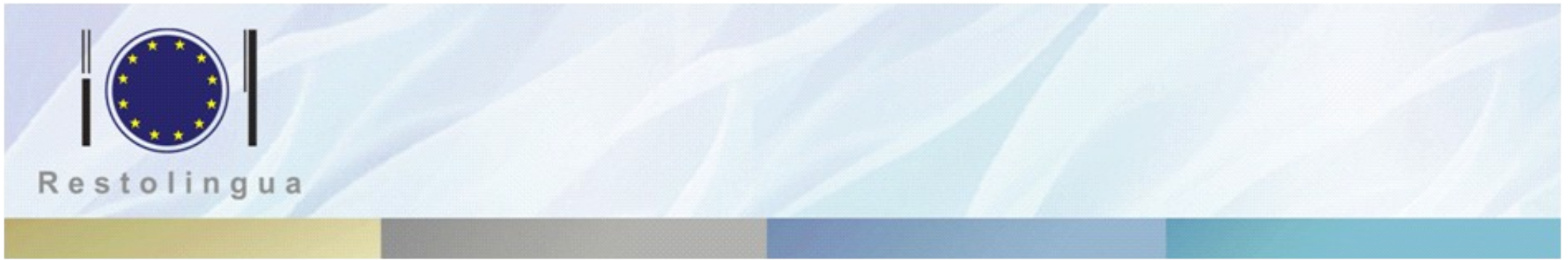


Disciples Escoffier

埃科菲（中国）西餐厨师联谊会
Association pour la transmission, la culture et la modernité de la Cuisine
弘扬和推动烹饪业的协会
<http://www.disciples-escoffier.com>

AEHT (European Association of Hotel and Tourism schools)





CONTENTS

Intro	page 5	About us	page 6
Mission	page 7	Marketing	page 8
Key Markets	page 9	Reasons to work with Restolingua	page 11
Background of Restolingua	page 12	Sponsor benefits	page 14
Sponsor packages	page 16	No Conflict Policy	page 18
Time scales	page 19	Features for Your Customer	page 20
Advantages to Your Customer	page 21	Benefits for Your Customer	page 22
Benefits for you	page 23	Contacts	page 24



INTRODUCTION

Restolingua is a new on line service that helps members of the hospitality industry take another leap forward in customer service by providing a menu translation service specifically for Hotels and Restaurants.





ABOUT US

Restolingua was created by and with professionals from the hotel and catering businesses in cooperation with linguists, hotel schools and programmers. Some renowned chefs assisted us with their advice and tested the functionality of the service.

The Disciples d' Escoffier International, in person **Michel A. Escoffier**, Hereditary President, is one of the early endorsers of the system for professional use.

AEHT (European Association of Hotel and Tourism Schools) has endorsed the product for educational purposes throughout their network of more than 400 schools in over 40 Countries.

MISSION

The mission of Restolingua is as follows:

- To have 25 languages in use by 2012**
- To have 100,000 culinary expressions by 2012**
- To become the “Must have” for every hotel and restaurant world wide by 2012**





MARKETING

Our marketing will be carried out on a number of platforms. Firstly as an on line service we will market on line by mail outs, banner advertising and web links with appropriate organizations.

Our second level will be with local and national distributors personally calling on potential customer.

Our third line of marketing will be to F&B suppliers to Hotels and Restaurants to introduce the service that they can use as an incentive or promotional gift that really has benefit for their customers.





KEY MARKETS

The first key market we have identified is holiday resorts that attract overseas visitors. The new wealth of China has meant many more Chinese are traveling and traveling further. The Japanese travel extensively and this is know true of Russian tourist who are traveling much further a field than ever before.

In the case of Hawaii for example 17% of all tourists are from Japan. Guam has 9,000 Japanese tourists a month and Cyprus and the West Indies are becoming increasingly popular with Russian tourists. So a clear need for the service has been identified in these and many other tourist locations. In fact we have identified Companies in Hawaii and Japan that out source using traditional translators to have their clients menu's translated to offer improved service to their guests.

KEY MARKETS

The next market is Hotels and Restaurants in major city centers that attract large number of tourists, such as London, Paris, New York, to name but a few.

Next is the cruise liner operators often stopping off at many locations with a truly international guest list.

Another market we have identified as previously mentioned is the suppliers to hotel's and restaurants who can use the service as an incentive to their client base.





REASONS TO WORK WITH RESTOLINGUA

New service aimed at your clients or potential clients.

The product will be used daily or even 3 or 4 times a day giving your name almost constant exposure to your customers.

The service truly benefits your customers and will allow them to offer better guest service and to increase sales.

We are aiming to cover the real growth Countries with our language translation service soon to offer Mandarin, Arabic and Russian.

As part of your sponsorship package you can select the language you want to sponsor to fit in with your own marketing campaigns.



BACKGROUND OF RESTOLINGUA

The concept of Restolingua goes back to 1989 when its founder Paul Van den Heuvel-Alumni from the famous École Hôtelière de Lausanne (EHL), together with professionals from the industry, came up with the concept of offering a truly culinary translation service to the trade.

In 1994 the first floppy disk was released with 10,000 culinary items and in 1998 a CD version was released with 15,000 culinary expressions.





BACKGROUND OF RESTOLINGUA

Due to logistical problems (a new CD every time more content or new languages were added) and the vast growth of the internet, Paul van den Heuvel committed to convert all the software to a direct on line system, this becoming Restolingua.

Today this service is available to everyone on any platform be it Microsoft, Apple or Open Systems and the service now contains 23,000 culinary expressions in 8 languages.





SPONSOR BENEFITS

A banner will be featured in the top part of the Restolingua website with a rolling presentation of all languages under development with a Company logo of the respective sponsor.

The sponsor will be listed in a dedicated sponsor page with full contact details and a link to their own website.



SPONSOR BENEFITS

Once a language has been translated, a company logo of the respective sponsor will be displayed on the Restolingua translation system and will be displayed every time that language is used.

All banners and logos are clickable and link automatically to the sponsors website.



SPONSOR PACKAGES

Language Maintenance Sponsor

1 Language constant updating

50 Free subscriptions

Euro 15,000

2 Language constant updating

100 Free subscriptions

Euro 30,000

3 Language constant updating

150 Free subscriptions

Euro 45,000

SPONSOR PACKAGES

Silver Sponsor

1 new language of Your choice
500 Free subscriptions
Euro 50,000

Gold Sponsor

2 new languages of Your choice
750 Free Subscriptions
Euro 100,000

Platinum Sponsor

3 new languages of Your choice
1,000 Free Subscriptions
Euro 150,000



NO CONFLICT POLICY

It is the policy of the Company to have a no conflict policy with its Sponsor's.

So we will only have one sponsor from each market section.



TIME SCALES

On average it takes (subject to the language) 5 to 6 months to fully translate a language.

Adding a new language does not only include the translation of:

- the existing culinary database
- the existing menu expression database

But also translating the website - the program (system language) - the training manual into this language.



IN CONCLUSION

The features that will benefit your customers are:

- Unlimited translation of dish components and menu titles to and from 8 languages**
- 23,000 Menu and Culinary items dictionary**
- Specific Menu editing and formatting system**
- Unlimited on demand printing of fully edited and translated menus**

ADVANTAGES TO YOUR CUSTOMERS

The advantages the system will offer your customers are:

- Unlimited easy access from any internet capable device**
- Secure system with own unique ID and Password**
- On demand translation service for unexpected guests**



BENEFITS FOR YOUR CUSTOMER

The benefits it will offer your customers are:

- Error free specialized translation service with ever expanding number of items and languages**
- Saves your customer money against outsourcing translations**
- Saves your customer time as the service is on demand**
- Gives your clients an edge over their competitors and gives their guests additional satisfaction**



BENEFITS FOR YOU AS A SPONSOR

The benefits it will offer you as a sponsor are:

- Your choice the package that suits your budget**
- You can chose a language for translation (silver gold and platinum) that fits in to your sales and marketing campaigns.**
- Free subscriptions to give to your valued customers as a gift that will truly benefit their business**
- The service is aimed specifically at your clients**
- Daily exposure of your brand to your clients and potential clients.**



CONTACTS

Restolingua can be contacted on the following

Paul Van den Heuvel, Managing Director

paul@restolingua.com or via mobile +63 9183660796 or

Andy Hathaway, Sales and Sponsorship Director

andy@restolingua.com or via mobile +63 9052997923

Arike Vermazen, Director of Content

arike@restolingua.com or via mobile +63 9182501676

Alternatively we can be contacted by phone on the following number:

+63 454990767