

# SPONSOR KIT

GET INVOLVED IN THE « LA CARAVANE BON APPÉTIT ! »  
NEW PROJECT



# Synthesis of the project



2011 earthquake in the Tohoku region



Giving psychological comfort (animation and gifts)



La Caravane Bon Appétit offers French meals to the evacuees



Identification of Fukushima prefecture high school students



Final selection of 2 Fukushima candidates

## « Culinary Scholarship » Project

To fund the "Culinary Scholarship" project for high school students of the Fukushima disaster, we are looking for a **sponsor**

The necessary funding is **1,000,000 yen / successful candidate**



Graduated after 1 year of cooking school



Internship in Tokyo restaurant, and then in France



2 futur respected chefs opening a restaurant in the Tohoku area

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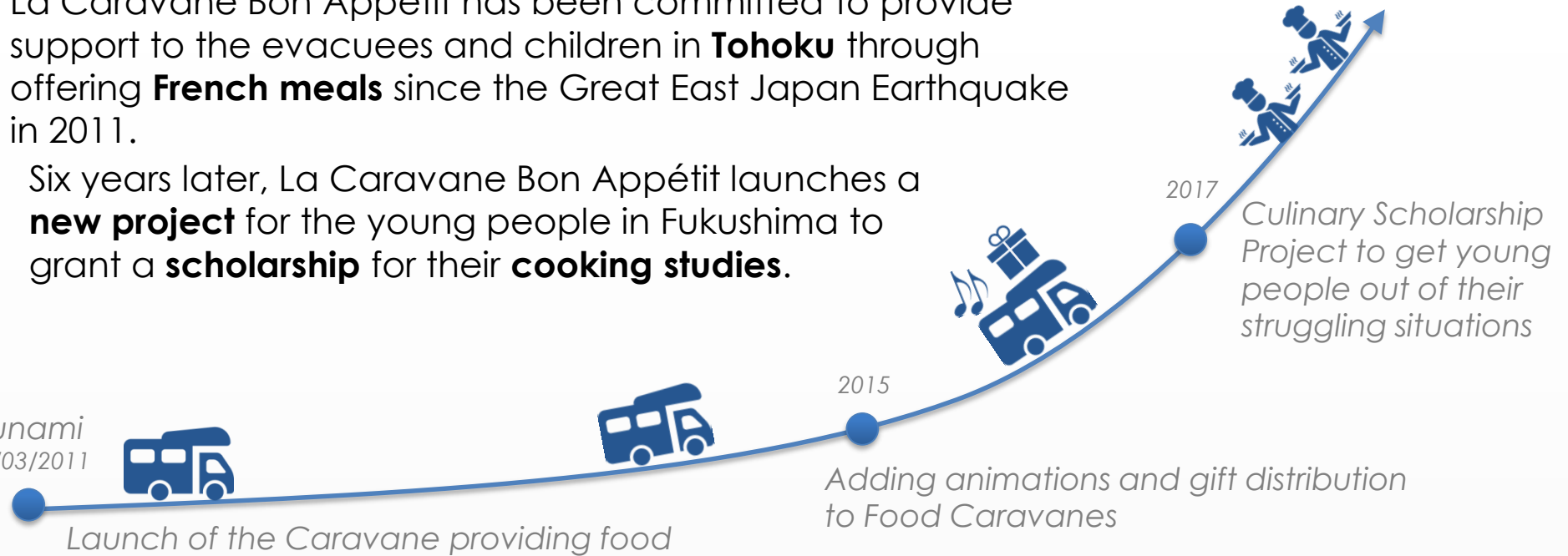
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# La Caravane Bon Appétit background



La Caravane Bon Appétit has been committed to provide support to the evacuees and children in **Tohoku** through offering **French meals** since the Great East Japan Earthquake in 2011.

Six years later, La Caravane Bon Appétit launches a **new project** for the young people in Fukushima to grant a **scholarship** for their **cooking studies**.



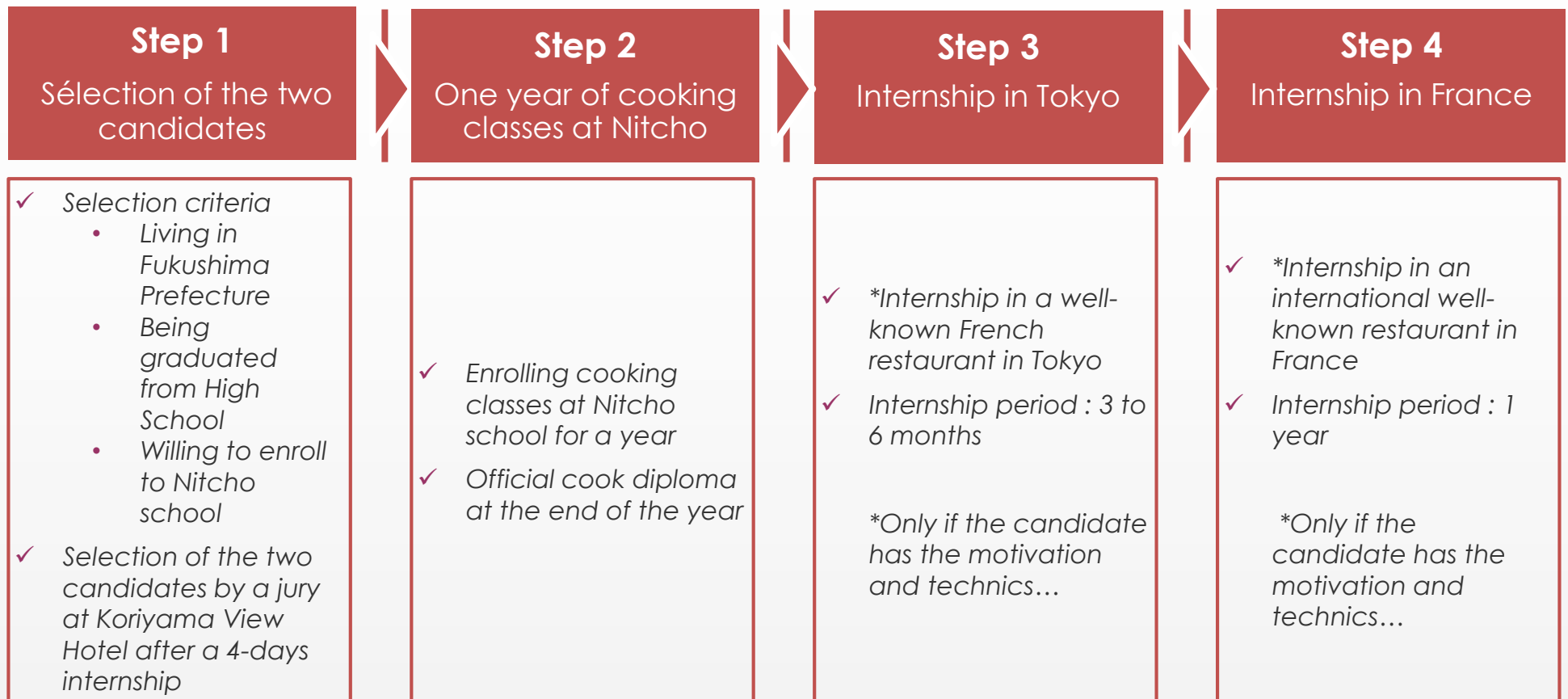
# Presentation of the project



La Caravane Bon Appétit grants a **scholarship** for **cooking studies** to the students in Fukushima who are facing predicaments from the aftermath of the earthquake

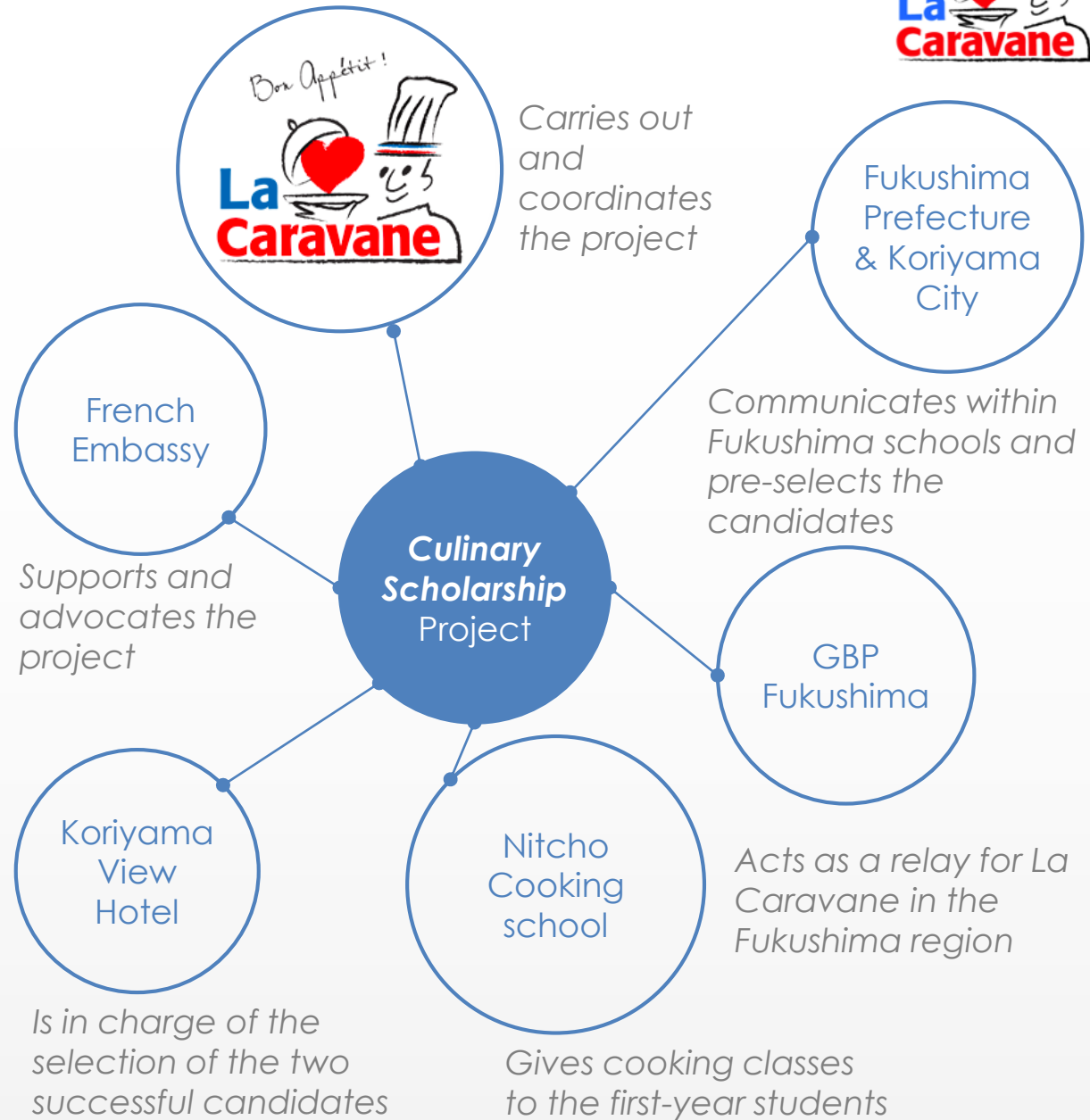
After graduating from the cooking school of Nitcho (1 year), they will be able to integrate renowned cuisines in Tokyo and then in France to complete their training.

The fact that they are two will provide additional motivation and facilitate their visit to France.





# The organization



## The funding



The funding that would help the implementation of this project

amounts to **1.000.000 Yens** / successful candidate

and covers :



The year of cooking classes at the Nitcho School



The costs related to the 3-to-6-months **internship** in **Tokyo**



The costs related to the one-year **internship** in **France** (flight tickets, transport fees in France, ...)

On the other hand, any fees for French classes will be paid by the intern

The sponsor has the choice of supporting one or both candidates

# The sponsor advantages



## Promoting the sponsor through different communication vectors

- Local and French Press Conference
- Le petitjournal de Tokyo (X readers)
- Japanese newspapers, Magazines, Press, TV
- The Caravane website and social media



## Brand image improvement

- An active and dynamic sponsor
- A project in line with the sponsor's CSR policy



## Privileged relations with La Caravane Bon Appétit and its network

- Possible involvement of the sponsor through various events of the project or more broadly the missions of La Caravane
- The sponsor will benefit from the promotion of the project carried out by all its stakeholders.



# Our commitments



1

Communicate with the sponsor after each step passed by the selected interns

2

Give news regularly via the journal held by the interns during their journey

3

Apply the logo of the sponsor on all communication media of the project



# The two successful candidates motivations



*« It was when I was a 6th grade student that I determined to become a chef. I made dinner for my family on my parent's birthday for the first time and they complimented it as quite delicious, which made me determined to become a chef who could make people happy and enjoy myself as well. I have dreamed of going to France to study after graduating from the vocational school. In the future, I would like to open my own restaurant in Fukushima Prefecture and become a chef who could give out the information about Fukushima's beauty to people who still have a distrust of Fukushima's agricultural, forestry and fishery products.»*

**Yu OHORI - 17 years old**



*« It is my grandfather who made me start thinking about becoming a chef. After he worked for a hotel in Tokyo and "Ryokan (Japanese inn)" in Inawashiro, he opened a diner in Aizu Wakamatsu City. When I was a child, I spent a lot of time at his diner and saw the way he deftly cooked and had a chat with the old customers of his diner. Above all, I clearly remember that he cooked me quite delicious "Oden" and "Karaage (Japanese Fried Chicken)". He always made people happy and smile through his dishes. I have a dream to become a chef like my grandfather who made everyone happy and smile. »*

**Makoto SAJI -17 years old**

# They trust us



Many companies have mobilized to support the 58 Caravans that have taken place since March 11, 2011.







Contact : [caravanejp@gmail.com](mailto:caravanejp@gmail.com)