

AWARDS SPONSORSHIP PROPOSAL





Sydney Fish Market (SFM) is the largest working fish market of its kind in the Southern Hemisphere and the third largest seafood market in terms of variety in the world.

More than 3 million locals, domestic and international tourists visit SFM each year.

SYDNEY FISH MARKET PTY LTD

SFM auctions more than 100 species daily which it sources both nationally and internationally. In the 2015/2016 financial year, SFM traded more than 13,500 tonnes of seafood which equated to just over \$134.5 million in total sales, making it a significant contributor to the Australian seafood industry.

At Sydney Fish Market, we manage a unique seafood market that is the lifeblood for fishers and aquaculturists in more than 300 communities across Australia and for small businesses which rely on us for supply.

In pursuit of this, we are committed to safeguarding a sustainable and vibrant seafood industry, supply chain and retail precinct for our shareholders.

We are a vital asset of the Sydney visitor economy and aspire to be the world's best seafood marketplace.

We care about our employees and we support them through training, providing a safe environment and supporting a positive culture.

We are committed to environmental sustainability and the prevention of pollution in all our activities.

SFM's ability to do this is built on:

- Sustainable seafood supply
- Innovation & continual improvement
- · Sound environmental management
- People & community
- Safe & nutritious food





SFM is Australia's Home of Seafood.

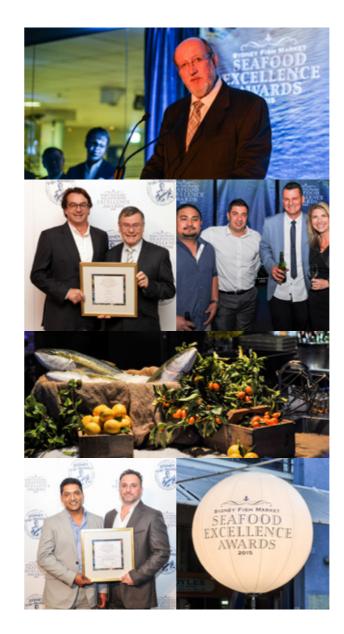
The first *NSW Seafood Excellence Awards* were held in 1996 to celebrate the great success of the NSW seafood industry. The awards have been held biennially since.

The Sydney Fish Market Seafood Excellence Awards, as it is now known, highlights the presence, standard and quality and of the NSW seafood industry as well as its value to the economy, its professionalism and its commitment to supplying some of the finest seafood in the world to local, national and international markets. It pays tribute to the best the seafood industry has to offer and is the premier seafood event in New South Wales.

This year, the top finalists in each award category will be invited to an exclusive, invitation only *Sydney Fish Market Seafood Excellence Awards* event at Sydney Seafood School, where the winners for each category will be announced. This event will bring together and reward the industry's top players and offers a great opportunity to connect with key decision makers and influential businesses within the seafood industry.

HONOURING OUR INDUSTRY'S BEST

In 2017, the *Sydney Fish Market Seafood Excellence Awards* will be held in Sydney Seafood School on Thursday, 20 July. This exclusive, invitation only event will welcome the industry's top players, including commercial fishers and aquaculturists, retailers, exporters, wholesalers, restaurateurs as well as key government agencies, media, seafood and environment agencies and gastronomes.



BECOME A SPONSOR

Sponsors are an integral part of the *Sydney Fish Market Seafood Excellence Awards*.

You can play a key role in this event by becoming involved, supporting your industry and in turn benefitting from the outstanding promotional and commercial opportunities presented to your company.

By becoming a sponsor you can achieve the following for your company:

- Heightened brand awareness among the industry's best.
- Recognition as an industry leader.
- Recognition as a supporter of the professional fishing industry in NSW worth in excess of \$436 million in revenue to the economy.
- Access and visibility to a wide ranging audience at the event and across the industry in NSW and Australia through the PR interest generated by this event.
- The ability to connect with key decision makers and influential businesses in the industry.
- An opportunity to support local suppliers, restaurateurs and key players.
- Attend exclusive awards event and network with Australian seafood industry leaders.

We will work with you to tailor a suitable sponsorship package to best suit your business. Please contact the Seafood Excellence Awards Event Manager to discuss.

2017 SEAFOOD EXCELLENCE AWARDS SPONSORSHIP

GOLD SPONSORSHIP \$20,000 (PLUS GST)

As the Gold Sponsor you have the opportunity to receive the following:

PRE EVENT PROMOTIONAL ACTIVITY

- Recognition as Gold Sponsor of the event in the press release sent out to the media prior to the launch of the *Seafood Excellence Awards*.
- Your company logo and hyperlink on the *Sydney Fish Market Seafood Excellence Awards*' website.
- Your company will be profiled on the e-newsletters promoting the awards sent to a highly targeted database of seafood professionals.
- Your company will receive three mentions on Facebook and Twitter, in the months leading up to the awards.
- Announcement of Gold Sponsor company at the awards launch to buyers and retailers.

AT THE AWARDS EVENT

 Your company will receive five (5) invitations to the exclusive, invitation only *Sydney Fish Market Seafood Excellence Awards* event at the Sydney Seafood School, where the winners for each category will be announced.

- Your company logo will appear on the sponsor's acknowledgement signage at the event highlighting your support and in the Award presentation event program.
- A full page advertisement of your company placed in the Award Presentation Program.
- Your company representative will be invited to present the awards alongside SFM's Chairman and General Manager.
- The MC will provide thanks to your company as a Gold Sponsor throughout the evening
- Opportunity for your company to address guests at the exclusive awards event.
- Your company will receive a framed certificate of appreciation from SFM.
- Opportunity to contribute product/promotional material in guest goodie bag distributed at the event.

POST AWARDS

- Event photographs featuring your organisation's representatives and your company as a gold sponsor will be displayed on the official Sydney Fish Market Seafood Excellence Awards website and a selection of images will be provided to you.
- Recognition as Gold Sponsor in the post-event media release announcing the winners.

We will work with you to tailor a suitable sponsorship package to best suit your business requirements, please contact the Seafood Excellence Awards Event Manager to discuss.

2017 SEAFOOD EXCELLENCE AWARDS SPONSORSHIP

AWARD SPONSORSHIP \$3,000 (PLUS GST) PER AWARD SPONSOR

As an award sponsor you will receive the following:

PRE EVENT PROMOTIONAL ACTIVITY

- Your company logo and hyperlink on the *Sydney Fish Market Seafood Excellence Awards* website
- Highlighted, where possible, in awards PR activity
- Profiled on SFM social media
- Profiled in SFM EDMs

AT THE AWARDS EVENT

- Award sponsors will receive two (2) invitations to the exclusive invitation only Sydney Fish Market Seafood Excellence Awards event at Sydney Seafood School, where the winners for each category will be announced.
- Each award sponsor will have their company name mentioned with the sponsored award category. For example, 'Best Seafood Restaurant Award - sponsored by John Smith's Seafood Pty Ltd'.
- Your company will receive recognition in the Award Presentation Booklet and wherever the award is mentioned in print or officially spoken of.

- Your company logo will appear on the sponsor's acknowledgement board at the event highlighting your support.
- Your company name will be printed on the winner's certificate for your sponsored category.
- Your company will receive a framed certificate of appreciation from SFM.
- Photo opportunity with the award recipient.
- Opportunity to contribute product/promotional material in guest goodie bag distributed at the event.

POST AWARDS

 Event photographs featuring award winners with sponsors will be displayed on the official website and will be supplied to you.

Other reasonable sponsorship benefits can be discussed.



THE EVENT

DATE	Thursday, 20 July 2017
VENUE	Sydney Seafood School, Sydney Fish Market
ATTENDEES	Invited representatives from the seafood industry and special guests
WHY	To honour and reward the top achievers in the NSW seafood industry
DRESS	Cocktail

PROMOTION OF SEAFOOD EXCELLENCE AWARDS

Seafood Excellence Awards will be promoted via the following activities:

- Email campaign to SFM database launching awards
- The awards website: www.seafoodexcellenceawards.com.au
- Seafood Excellence Awards banner on SFM homepage
- Promotional signage at the SFM site
- Print advertising in seafood industry publications
- Advertising in SFM newsletter
- Radio advertising
- Social media campaign via SFM Facebook, Twitter and Instagram
- Cross promotional social media activity with sponsors
- Launch of awards at SFM auction via buyers' breakfast
- Media releases

SEAFOOD EXCELLENCE AWARDS CATEGORIES

The following awards will be presented to industry participants who have performed outstandingly in the following fields:

EXCELLENCE IN ENVIRONMENTAL PRACTICE

Presented to a NSW entity that has demonstrated excellence in developing and undertaking an environmental activity that has contributed substantially towards protecting or rehabilitating aquatic environments, or reducing adverse seafood industry impacts on the environment.

BEST SUPPLIER (NSW)

Presented to a seafood primary producer/supplier that has demonstrated excellence in the sustainable production of quality seafood through innovation in fishing or aquaculture practices, and that has contributed substantially towards a positive public profile for the seafood industry.

BEST SUPPLIER (INTERSTATE OR OVERSEAS)

Presented to a seafood primary producer/supplier that has demonstrated excellence in the sustainable production of quality seafood through innovation in fishing or aquaculture practices, and that has contributed substantially towards a positive public profile for the seafood industry.

BEST SEAFOOD RETAILER

This award recognises high standards in seafood retailing and business initiative as the most dynamic seafood retailer in NSW.

PEOPLE'S CHOICE AWARD – BEST SEAFOOD RETAILER AT SYDNEY FISH MARKET

Sydney Fish Market is 'Australia's Home of Seafood' and this People's Choice Award gives consumers the chance to vote for their favourite seafood retailer at Sydney Fish Market.

PEOPLE'S CHOICE AWARD – BEST SEAFOOD RESTAURANT

Australians love their seafood and everyone has their favourite seafood restaurant they like to frequent. This People's Choice Award gives consumers the chance to vote for their favourite seafood restaurant in NSW. To have a chance at receiving this award, a restaurant must satisfy the *Sydney Fish Market Seafood Excellence Awards* eligibility criteria and submit an application to participate. This award recognises NSW restaurants that create seafood dishes reflecting the quality and seasonal availability of the finest Australian seafood.

SYDNEY FISH MARKET SEAFOOD EXCELLENCE AWARDS 2017

BEST FISH AND CHIPS AWARD

A panel of respected seafood industry members will taste test and select a winner from the three NSW outlets to receive the most votes in the *People's Choice Award – Best Fish and Chips* category. This award will be presented to a take-away food outlet that has demonstrated excellence in consistently providing its customers with quality fish and chips.

SEAFOOD BUSINESS AWARD

This award will be presented to a seafood company located in NSW that has demonstrated business growth, innovation, excellence in product, service and marketing as well as making a significant contribution to the future of the NSW seafood industry.

STAR OF THE SEA

This highly prestigious award is given to an individual who is an ambassador for the seafood industry and who has made a significant contribution to the development of the NSW seafood industry.

SAFETY AWARD

Presented to an entity that has demonstrated excellence in developing and maintaining a culture of safety that has contributed substantially towards improving the safety record of the seafood industry.

SEAFOOD EXCELLENCE AWARDS SPONSORSHIP FORM

ORGANISATION:						
NAME:						
COMPANY:						
EMAIL:						
ADDRESS:						
		STATE:		POSTCODE:		
WEBSITE:						

SELECT SPONSORSHIP PACKAGE:

Gold Sponsor Secured	\$20,000.00 plus GST
Excellence in Environmental Practice SECURED	\$3,000.00 plus GST
Best Supplier (NSW)	\$3,000.00 plus GST
Best Supplier (Interstate or Overseas) SECURED	\$3,000.00 plus GST
Best Seafood Retailer SECURED	\$3,000.00 plus GST
People's Choice Award – Best Seafood Retailer (SFM)	\$3,000.00 plus GST
People's Choice Award – Best Seafood Restaurant SECURED	\$3,000.00 plus GST
Best Fish and Chips Award SECURED	\$3,000.00 plus GST
Seafood Business Award SECURED	\$3,000.00 plus GST
Star of The Sea	\$3,000.00 plus GST
Safety Award	\$3,000.00 plus GST

PAYMENT

Acceptance is confirmed once full payment is received. Your company will receive a tax invoice on receipt of this form by Sydney Fish Market for the total sponsorship amount.

AGREEMENT

On behalf of (company name)

I accept this sponsorship for the 2017 Seafood Excellence Awards hosted by Sydney Fish Market.

NAME: SIGNATURE: DATE:

SYDNEY FISH MARKET SEAFOOD EXCELLENCE AWARDS 2017

FOR MORE INFORMATION **ON THE AWARDS PLEASE CONTACT:**

Amy Suart Event Manager, 2017 Seafood Excellence Awards Sydney Fish Market Pty Ltd Tel: +61 2 9004 1123 Email: awards@sydneyfishmarket.com.au

