



AWARDS SPONSORSHIP PROPOSAL





Sydney Fish Market is Australia's Home of Seafood: the largest market of its kind in the southern hemisphere featuring a range of seafood and fresh produce retailers, cafés and restaurants, a wholesale auction, working wharf and Sydney Seafood School.

The lifeblood of the Australian seafood industry, Sydney Fish Market trades more than 13,000 tonnes of seafood per year, including over 500 different species, providing a central marketplace for seafood caught and farmed from around the country.

Our purpose is to promote the consumption of Australian seafood, while foregrounding responsible sourcing practices, supporting industry initiatives, and advocating for continual innovation and improvement, to safeguard the seafood industry for generations to come.



BACKGROUND

The Sydney Fish Market Seafood Excellence Awards, held biennially, serve to highlight the impeccable quality of NSW seafood, and the commitment, professionalism, and passion of those producers who bring it to our tables. It allows us to pay tribute to the best the NSW seafood industry has to offer.

The finalists in each category, along with other industry, government and sponsor representatives will be invited to an exclusive, invitation-only event, where the winners of the Awards will be announced. This event brings together the seafood industry's most influential, passionate, and deserving members to connect after a challenging couple of years and celebrate their achievements in style.



BECOME A SPONSOR

Sydney Fish Market invites you to consider sponsoring this event, and in turn benefit from the outstanding commercial and promotional opportunities presented by the Awards and the world-renowned reputation of Sydney Fish Market.

BENEFITS OF BECOMING A SPONSOR

- Heightened brand awareness, through access to the diverse audience at the event, as well as through associated PR and media activity.
- The opportunity to attend the awards event and network with key decision makers and leaders in the seafood industry.
- Recognition as an industry leader and a supporter of the professional fishing industry in NSW (worth in excess of \$400 million to the economy).
- The chance to support local seafood producers, retailers and restaurateurs, and congratulate them for their efforts after an extraordinarily challenging couple of years.





GOLD SPONSORSHIP PACKAGE \$20,000 (+ GST)

PRE EVENT

- You will receive recognition as Gold Sponsor of the event in **all press materials** sent out to the media.
- Your logo and website link included on the Sydney Fish Market Seafood Excellence Awards website.
- Your organisation profiled in a minimum of 3 pieces of social media content and email marketing in the lead-up to the Awards, reaching an engaged and highly targeted audience of seafood professionals and seafood consumers.





AT EVENT

- Your organisation will receive 5 invitations to the exclusive, invitation-only Sydney Fish Market Seafood Excellence Awards event.
- Your organisation's logo will appear on all sponsor acknowledgement signage at the event.
- A full-page advertisement of your organisation will be placed in the Awards Program.
- Your representative will be invited to present the awards alongside Sydney Fish Market's CEO.
- The **MC** will provide thanks to your organisation as a Gold Sponsor throughout the evening.
- You will have the opportunity to **address guests** at the Awards event.
- You will receive a framed certificate of appreciation from Sydney Fish Market.
- Your organisation will have the opportunity to contribute to product/promotional material in guest gift bags distributed at the event.

POST EVENT

- Event photographs featuring your organisation's representatives will be displayed on the Awards website, and supplied to you.
- You will receive recognition as a Gold Sponsor in the post-event media release announcing the winners.





AWARD SPONSORSHIP PACKAGE \$3,500 (+ GST) per award sponsored

PRE EVENT

- Your logo and website link included on the Sydney Fish Market Seafood Excellence Awards website.
- Your organisation highlighted, where possible, in PR activity in the lead-up to the Awards.
- Your organisation tagged in a minimum of 3 pieces of social media content and email marketing in the lead-up to the Awards, reaching an engaged and highly targeted audience of seafood professionals and seafood consumers.

AT EVENT

- Your organisation will receive 2 invitations to the exclusive, invitation-only Sydney Fish Market Seafood Excellence Awards event.
- Your organisation's name will be mentioned alongside the sponsored award category. For example, "Best Seafood Restaurant Award – sponsored by John Smith's Seafood Pty Ltd".
- Your organisation will receive recognition in the Awards Program, and wherever the award is mentioned in print or mentioned by the MC.
- Your organisation's logo will appear on **sponsor acknowledgement signage** at the event.
- You will receive a framed certificate of appreciation from Sydney Fish Market.
- Your organisation will have the opportunity to contribute to product/promotional material in guest gift bags distributed at the event.

POST EVENT

• Event photographs featuring your organisation's representatives will be displayed on the official Awards website and supplied to you.







WELCOME DRINKS SPONSORSHIP PACKAGE \$5,000 (+ GST)

This package offers the exclusive opportunity to sponsor the Welcome Drinks at the Sydney Fish Market Seafood Excellence Awards Event. This reception takes place prior to the Awards and is open to all attendees, providing an opportunity for networking, sharing ideas, and connecting over a few social drinks.

This is an excellent opportunity to have your brand showcased to our esteemed attendees.

ENTITLEMENTS

- You will receive naming rights to the Welcome Drinks – "Welcome Drinks, brought to you by..."
- The opportunity to **showcase your product as canapes** during the Welcome Drinks (if applicable).
- Your organisation's logo displayed on a banner during the Welcome Drinks (banner provided by sponsor).
- You will receive acknowledgement of your sponsorship in all promotional materials produced for the event.
- Your organisation will receive 4 invitations to the exclusive, invitation-only Sydney Fish Market Seafood Excellence Awards event.
- Your organisation will have the opportunity to contribute to product/promotional material in guest gift bags distributed at the event.







SEAFOOD EXCELLENCE AWARDS CATEGORIES

The following awards will be presented on the night of the event, showcasing industry professionals who have performed outstandingly in the past two years.

BUSINESS AWARD

Presented to a NSW seafood business involved in any segment of the supply chain that has demonstrated business growth, innovation, excellence in product, service and marketing, and that has contributed substantially towards a positive public profile for the seafood industry.

PRIMARY PRODUCER AWARD (INTERSTATE OR OVERSEAS)

Presented to a seafood primary producer 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.

ENVIRONMENT AWARD

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.

PEOPLE DEVELOPMENT AWARD

Presented to an NSW entity that has demonstrated excellence in developing and undertaking a people development activity that has contributed substantially towards a higher performing workforce for the seafood industry.

PRIMARY PRODUCER AWARD (NSW)

Presented to a seafood primary producer 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.

PROMOTION AWARD

Presented to a NSW entity that has demonstrated excellence in developing and undertaking a promotion activity that has contributed substantially towards improving the public profile of seafood and/ or the seafood industry.





RESEARCH, DEVELOPMENT AND EXTENSION AWARD

Presented to a NSW entity that has demonstrated excellence in developing and undertaking a research, development and extension activity that has contributed substantially towards a sustainable and profitable seafood industry.

STAR OF THE SEA

This highly prestigious award is presented to a person who has demonstrated that they have made a substantial positive difference to the seafood industry over at least twenty years, and who has been a highly effective and respected seafood industry leader.

RESTAURANT AWARD

Presented to a NSW restaurant that has demonstrated excellence in consistently serving customers with quality seafood and providing them with an overall positive seafood dining experience.

SAFETY AWARD

Presented to a NSW entity that has demonstrated excellence in developing and undertaking a research, development and extension activity that has contributed substantially towards a sustainable and profitable seafood industry.

YOUNG ACHIEVER AWARD

Presented to a NSW-based person, under 35 years of age, who has demonstrated that they have made a positive difference to the seafood industry and has the potential to continue to develop as an effective and respected seafood industry leader.



2022 SEAFOOD EXCELLENCE AWARDS SPONSORSHIP FORM

ORGANISATION

NAME:
COMPANY:
EMAIL:
ADDRESS:

WEBSITE:

SELECT SPONSORSHIP PACKAGE

Gold Sponsor	\$20,000.00 plus GST
Business Award	\$3,500.00 plus GST
Environment Award	\$3,500.00 plus GST
People Development Award	\$3,500.00 plus GST
Primary Producer Award (Interstate or Overseas)	\$3,500.00 plus GST
Primary Producer Award (NSW)	\$3,500.00 plus GST
Research, Development and Extension Award	\$3,500.00 plus GST
Restaurant Award	\$3,500.00 plus GST
Safety Award	\$3,500.00 plus GST
Star of the Sea	\$3,500.00 plus GST
Young Achiever Award	\$3,500.00 plus GST
Welcome Drinks	\$5,000.00 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 2019 Seafood Excellence Awards hosted by Sydney Fish Market.

NAME:

DATE:

SIGNATURE:

Ph: 02 9004 1150

SYDNEY FISH<u>MARKET</u>