



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.

Each year, Sydney Fish Market has over 3 million visits by locals, industry workers and domestic and international tourists.





SYDNEY FISH MARKET PTY LTD

SFM auctions more than 100 species daily which it sources both nationally and internationally. In the 2017/18 financial year, SFM traded 13,335 tonnes of seafood which equated to nearly \$146 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 finalists in each award category will be invited to an exclusive, invitation only Sydney Fish Market Seafood Excellence Awards event at the Australian National Maritime Museum, 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 2019, the Sydney Fish Market Seafood Excellence Awards will be held at the Australian National Maritime Museum on Thursday, 25 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 organisation.

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

- 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 Stephanie Margrain, Marketing & Communications Manager on email stephaniem@sydneyfishmarket.com.au or phone +61 2 9004 1110 to discuss.



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 organisation's logo and hyperlink on the Sydney Fish Market Seafood Excellence Awards website.
- Your organisation will be profiled on the e-newsletters promoting the awards sent to a highly targeted database of seafood professionals.
- Your organisation will receive three mentions on Facebook and Twitter, in the months leading up to the awards.



AT THE AWARDS EVENT

- Your organisation will receive five (5) invitations to the exclusive, invitation only Sydney Fish Market Seafood Excellence Awards event at the Australian National Maritime Museum, where the winners for each category will be announced.
- Your organisation's logo will appear on the sponsor acknowledgement signage at the event highlighting your support and in the Award Program.
- A full page advertisement of your organisation placed in the Award Program.
- Your organisation representative will be invited to present the awards alongside SFM's Chairman and General Manager.
- The MC will provide thanks to your organisation as a Gold Sponsor throughout the evening.
- Opportunity for your organisation to address guests at the exclusive awards event.
- Your organisation will receive a framed certificate of appreciation from SFM.
- Opportunity to contribute product/promotional material in guest goodie bags distributed at the event.

POST AWARDS

- Event photographs featuring your organisation's representatives and your organisation as the Gold Sponsor will be displayed on the official Sydney Fish Market Seafood Excellence Awards website and event 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. Please contact Stephanie Margrain, Marketing & Communications Manager on email stephaniem@sydneyfishmarket.com.au or phone +61 2 9004 1110 to discuss.



AWARD SPONSORSHIP \$3,500 (PLUS GST)

PER AWARD SPONSOR

As an award sponsor you will receive the following:

PRE EVENT PROMOTIONAL ACTIVITY

- Your organisation's 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 the Australian National Maritime Museum, where the winners for each category will be announced.
- Each award sponsor will have their organisation name mentioned with 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 Award Program and wherever the award is mentioned in print or officially spoken of.
- Your organisation's logo will appear on the sponsor acknowledgement board at the event highlighting your support.
- Your organisation name will be printed on the winner's certificate for your sponsored category.
- Your organisation will receive a framed certificate of appreciation from SFM.
- Photo opportunity with the award recipient.
- Opportunity to contribute product/promotional material in guest goodie bags 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.

WELCOME DRINKS SPONSORSHIP \$3,500 (PLUS GST)

An exclusive opportunity to sponsor the Welcome Drinks at the NSW Awards evening. The reception is open to all attendees to allow for networking, sharing of ideas and to make new friends over a few social drinks.

We are expecting to welcome 200 attendees so this is a great opportunity to have your brand showcased.

ENTITLEMENTS

- Naming rights to the Welcome Drinks 'Welcome Drinks brought to you by...'.
- Opportunity to showcase your product as canapés during the Welcome Drinks (if applicable).
- Organisation banners displayed in the room during the Welcome Drinks (provided by sponsor, pre-approved by SFM).
- Organisation representatives to welcome attendees upon arrival at the entrance.
- Acknowledgment of the sponsorship in all material promoting the event.
- You will receive two (2) invitations to teh exclusive, invitation only Sydney Fish Market Seafood Excellence Awards event at the Australian National Maritime Museum, where the winners for each category will be announced.
- Opportunity to distribute promotional material/ gifts to reception attendees.
- Attendee list (name, organisation, state) in accordance with Privacy Legislation.

ADDITIONAL COSTS TO SPONSOR

- · Logo artwork to be provided by sponsor.
- Any promotional material/gifts to be sourced and provided by the supplier.
- Any theming that the sponsors wish to create (to be approved by SFM).

Other reasonable sponsorship benefits can be discussed.





THE EVENT

DATE	Thursday, 25 July 2019	
VENUE	Australian National Maritime Museum, Lighthouse Gallery	
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 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.

BEST SUPPLIER (NSW) AWARD

Presented to a NSW 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) AWARD

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 AWARD

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.

BEST SEAFOOD 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.



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.

SAFETY AWARD

Presented to a NSW 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.

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.

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.

PEOPLE DEVELOPMENT AWARD

Presented to a 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.

YOUNG ACHIEVER AWARD

Presented to a person in NSW, under 35 years of age, who has demonstrated that he or she has made a positive difference to the seafood industry, and has the potential to continue to develop as an effective and respected seafood industry leader.

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.

2019 SEAFOOD EXCELLENCE AWARDS SPONSORSHIP FORM

ORGANISATION:

NAME:		
ORGANISATION:		
ORGANISATION:		
EMAIL:		
ADDDESS		
ADDRESS:		
	STATE:	POSTCODE:
WEDGITE		
WEBSITE:		

SELECT SPONSORSHIP PACKAGE:

Gold Sponsor	\$20,000.00 plus GST
Excellence in Environmental Practice Award	\$3,500.00 plus GST
Best Supplier (NSW) Award	\$3,500.00 plus GST
Best Supplier (Interstate or Overseas) Award	\$3,500.00 plus GST
Best Seafood Retailer Award	\$3,500.00 plus GST
People's Choice Award – Best Seafood Retailer (SFM)	\$3,500.00 plus GST
Best Seafood Restaurant Award	\$3,500.00 plus GST
Best Fish and Chips Award	\$3,500.00 plus GST
Seafood Business Award	\$3,500.00 plus GST
Safety Award	\$3,500.00 plus GST
Research, Development and Extension Award	\$3,500.00 plus GST
Promotion Award	\$3,500.00 plus GST
People Development Award	\$3,500.00 plus GST
Young Achiever Award	\$3,500.00 plus GST
Star of The Sea	\$3,500.00 plus GST
Welcome Drinks	\$3,500.00 plus GST

PAYMENT

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

AGREEMENT

On behalf of (orga	nisation's name)					
I accept this sponsorship for the 2019 Seafood Excellence Awards hosted by Sydney Fish Market.						
NAME:			DATE:			
SIGNATURE:						

