

Your invitation to play a part in the

Food & Drink Devon Awards 2017



Introduction



*Barbara King
Chair, Food & Drink Devon*

Food & Drink Devon - 'Love the Flavour' - represents a membership of like-minded businesses, dedicated to providing good quality local food and drink. The organisation is committed to continuously achieving its mission – to make 'Love the Flavour' a nationally recognised brand for outstanding sustainable food and drink.

The food and drink scene in Devon is thriving and in 2016 we saw Food & Drink Devon gather real momentum with increased membership to over 280 businesses and greater recognition in the county, nationwide and, increasingly, overseas. Devon artisan producers are pushing the boundaries and creating a stunning array of delicious delights. This is attracting more and more high calibre cafés, restaurants and hotels wanting to serve Devon produce, with retailers across the county following suit.

The awards' programme acknowledges the best of these businesses and their achievements, with a rigorous, anonymous judging process. These prestigious awards are highly sought after attracting hundreds of businesses to get involved.

With the passion for local produce showing no sign of slowing down, 2017 promises to be the strongest year yet for these awards.

Our sponsors are provided with unique opportunities to associate with the successful businesses at the impressive black tie awards' dinner, as well as other businesses from the membership at other events throughout the year. The awards run over a nine month period in which there are multiple marketing opportunities.

Don't miss this fantastic chance to be a part of something great. Sign up as a sponsor now to maximise the benefits.



**Love the
Flavour.**

For further information please contact Ali Neagle: admin@foodanddrinkdevon.co.uk

Proven Success

Of the recent awards, Nigel Barden said:

"I had a great time and it was lovely to meet so many of Devon's excellent food and drink producers. They're marvellous ambassadors for the county.

I am delighted that my bonds with Devon are stronger than ever and I look forward to keeping in touch with a number of the producers over the years."

In good company.....



Love the Flavour.

Previous Hosts

Nigel Barden, BBC Radio 2
James Strawbridge, ITV's Hungry Sailors
David Fitzgerald, BBC Radio Devon

Press Highlights

There was extensive coverage of the 2016 awards across the county. Amongst others, coverage appeared in:

taste buds	Devon Life
Western Morning News	Express & Echo
North Devon Gazette	Herald Express
Exmouth Herald	Crediton Courier
Budleigh Journal	Exmouth Journal
Teignmouth Post and Gazette	Dawlish Post
Kingsbridge, Salcombe and South Hams Gazette	
Ashburton & Buckfastleigh Mid-Devon Advertiser	
Bovey Tracey and Chudleigh Mid-Devon Advertiser	
Kingsteignton Mid-Devon Advertiser	
Newton Abbot and Mid-Devon Advertiser	

As well as many online publications

Social Media Highlights

The awards' evening creates a social media storm. With tweets to over 33,000 followers, last year comments included the following:

Susy Atkins @SusyAtkins



A great night! Congrats to all winners
#FDDAwards16

Victoria Inn @Victoriainnsalc



@Lovetheflavour @DeerParkHotel Fantastic gem of a hotel! Wonderful food! Great night! @SallyEverton

Janine Jansen @JanineJansenTV



Brilliant night last night! Well done everyone!

For further information please contact Ali Neagle: admin@foodanddrinkdevon.co.uk

Why Sponsor?



'Sponsoring of the Food & Drink Devon Awards and being involved with the organisation as a whole gives us a great opportunity to support an industry that we are closely affiliated with and is a key industry within the region.

Both the awards ceremony and other Food & Drink Devon events throughout the year give us the opportunity to meet with and network with clients and potential clients.

Being involved with a reputable industry body gives us great insight into the issues affecting the Food and Drink Industry.

The awards' ceremony is a high quality and well managed event and the awards themselves are coveted and well respected. It is great for us to be associated with this highly regarded event.

Sponsorship of the awards means that we get continual exposure throughout the year with the membership of Food & Drink Devon'

David Culshaw,
Stephen Scown Solicitors

Devon is innovative, thriving and the county to watch on the food tourism map.

The Food & Drink Devon membership is enterprising, resourceful and growing.

By sponsoring the awards you are tapping in to the Food & Drink Devon membership and consumer audience, enabling you to reach target customers in specific ways.

This can be done through:

Building brand awareness and loyalty through association with the organisation together with its affiliation with Visit Devon

Direct communication to target customers and membership through PR, email marketing and social media

Opportunities to meet members

Making you personally a part of the event

Check out what it is all about...

<http://www.blinkback.co.uk/productions/food-drink-awards-2015/>

Have a look at our website - www.foodanddrinkdevon.co.uk

In 2016 Food & Drink Devon launched a new, creative and exciting website. As a sponsor your presence on the website will be part of the large marketing campaign which will be supporting the launch.



**Love the
Flavour.**

For further information please contact Ali Neagle: admin@foodanddrinkdevon.co.uk

Headline Sponsor Benefits (£5,000 + VAT)

Pre-Event

- Exclusive headline, named sponsor 'The Food & Drink Devon Awards with (Headline Sponsor's name)'
- Major recognition on the dedicated sponsors' area on the new website. Including logo and business summary with web link. www.foodanddrinkdevon.co.uk receives over 30,000 unique visits per year
- Extremely visible logo placement displayed on printed material
- Major acknowledgement on the sponsors' page in the guide. In 2016 we printed 40,000 copies that were distributed through Devon Life, *taste buds*, First Class Lounge at Paddington, Exeter Aviation Lounge as well as through members, tourist information centres and at food shows
- Highly visible logo placement displayed on all awards' related emails sent to over 500 recipients on 8-10 occasions over the year
- An active social media campaign with the headline sponsor named on Food & Drink Devon's social media title pages in the lead up to the awards and featured heavily on Twitter, Facebook and Instagram
- High visibility in email marketing campaign to 5,000 recipients including members and consumers. Maintaining a presence from the beginning of the sponsorship
- Headline mention in all press releases to media (over 1000 targeted), including five articles in *taste buds* over the twelve month period
- Chance to be involved in some stages of the judging process to maximise networking opportunities
- Use of the official headline sponsor's logo for your own promotional material

Event

- Four complimentary tickets to the awards dinner. Further tickets available at half price
- Headline logo placement displayed on stage backdrop and throughout presentation
- Opportunity to speak on stage during the evening
- Verbal acknowledgment of support in the script
- Acknowledgement of support on social media throughout the evening
- Headline logo placement displayed on tickets
- Opportunity to display promotional material and banners at the event
- Logo, company profile feature in the programme
- Use of the awards' night images for your own promotion

Post Event

- Headline sponsor logo used and paragraph on company in all press releases to target media
- Headline sponsor mention and special thanks in all email marketing and follow up social media

Packages can be tailored to suit your particular business needs.



**Love the
Flavour.**

For further information please contact Ali Neagle: admin@foodanddrinkdevon.co.uk

Award Sponsor Benefits

(£1,500 + VAT)

Pre-Event

- Sponsorship level recognition on the dedicated sponsors' area on website, including logo and business summary with web link. www.foodanddrinkdevon.co.uk receives over 30,000 unique visits per year
- Logo placement at sponsorship level prominently displayed on printed material
- Acknowledgement at sponsorship level on the sponsors' page in the guide. In 2016 we printed 40,000 copies that were distributed through Devon Life, *taste buds*, First Class Lounge at Paddington, Exeter Aviation Lounge as well as through members, tourist information centres and at food shows
- Logo placement at sponsorship level prominently displayed on all awards related emails. To over 500 recipients on 8-10 occasions over the year
- Logo placement and sponsorship level recognition across social media platforms
- A featured inclusion and sponsorship level recognition on email marketing to 5,000 recipients including members and consumers
- Mention at sponsorship level in all press releases to all media, including five articles in *taste buds* over the 12 month period
- Opportunity to be involved in some stages of the judging process to maximise networking opportunities
- Use of a sponsor's logo for your own promotion of your involvement and support

Event

- Four complimentary tickets to the awards dinner. Further tickets available at half price
- Logo placement at sponsorship level prominently displayed on stage back drop and throughout presentation
- Opportunity for a representative to present your awards on the evening
- Verbal acknowledgment of support in the script
- Acknowledgement of support on social media throughout the evening
- Logo placement at sponsorship level prominently displayed on tickets
- Opportunity to display promotional material and banner at the event
- Logo and company summary on sponsors page in the programme
- Use of the awards' night images for your own promotion

Post Event

- Mention at sponsorship level in all press releases to local media and other relevant publications
- Sponsor mention and special thanks in email marketing and follow up social media

Packages can be tailored to suit your particular business needs.



**Love the
Flavour.**

For further information please contact Ali Neagle: admin@foodanddrinkdevon.co.uk

Professional Services Sponsor Benefits

(Exchange of Service for Benefits)

Pre-Event

- Sponsorship level recognition on the dedicated sponsors' area on website. Including logo and business summary with web link. www.foodanddrinkdevon.co.uk receives over 30,000 unique visits per year
- Logo placement at sponsorship level prominently displayed on printed material
- Logo placement at sponsorship level prominently displayed on all awards related emails. To over 500 recipients on 8-10 occasions over the year
- Logo placement and sponsorship level recognition across social media platforms.
- A featured inclusion and sponsorship level recognition on email marketing to 5,000 recipients including members and consumers
- Mention at sponsorship level in all press releases to local media and other relevant publications
- Opportunity to be involved in some stages of the judging process to maximise networking opportunities

Event

- Two complimentary tickets to the awards dinner
- Logo placement at sponsorship level prominently displayed on stage back drop and throughout presentation
- Verbal acknowledgment of support in the script
- Acknowledgement of support on social media throughout the evening
- Opportunity to display promotional material at the event
- Logo on sponsors' page in the programme
- Use of the awards' night images for your own promotion

Post Event

- Mention at sponsorship level in all press releases to local media and other relevant publications
- Sponsor mention and special thanks in email marketing and follow up social media

Packages can be tailored to suit your particular business needs.



**Love the
Flavour.**

For further information please contact Ali Neagle: admin@foodanddrinkdevon.co.uk

**Be part of
something great...**

Food & Drink Devon

Moorgate House, Newton Abbot

Devon TQ12 2LG

07789 666064

@Lovetheflavour

www.foodanddrinkdevon.co.uk