

# Food Drink Devon Awards 2019



## Sponsorship Opportunities

Strengthening  
your position in  
the food and drink  
community of Devon



# Introduction



## Barbara King, Chair of Food Drink Devon

“Food Drink Devon represents a membership of like-minded businesses, dedicated to providing high quality and sustainable local food and drink in Devon.

“The food and drink scene in Devon is thriving and in 2018 we saw Food Drink Devon gather real momentum with increased membership to over 300 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 many 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, 2019 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 giving you 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.”

# Proven Success



**Nigel Barden, National Food and Drink Broadcaster** and host of the awards for the last 4 years says of the 2018 Awards. *“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.”*

## Press Highlights

There was extensive coverage of the 2018 awards across the county in magazines such as Devon Life, Taste Buds, Manor Magazine, in online publications and in the newspapers like the Western Morning News as well as numerous local publications in all areas of Devon.

## Social Media Highlights

The awards’ evening creates a social media storm. With tweets to over 33,000 followers, comments from the 2018 awards included:



“A huge thanks for last night’s awards ceremony. It was really well organised with excellent food and company - everyone we spoke to had nothing but praise for all the work you do throughout the year promoting Devon’s Food and Drink.”

**Home Farm Café,**  
winner of the  
**Best Café Award.**



“What a lovely evening at @HighbullenHotel for @FoodDrinkDevon Awards! Great to meet you all.”

**Gold Award Winner,**  
**Hunts Cider**



“Just wanted to say what a great time we had last night at the #FDDAwards18 thank you all and well done to the winners, we are delighted to be involved!”

**inkREADible Labels,**  
**Sponsor of the 2018 Awards**



Drinks reception awards ceremony 2018

# Why Sponsor?

Devon is innovative, thriving and the county to watch on the food tourism map. The Food Drink Devon membership is enterprising, resourceful and growing year on year.

By sponsoring the awards, you are tapping into 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
- 📍 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
- 📍 Web presence and hyperlink on our influential website that receives over 40,000 unique users per year

## Tom Chartres-Moore, head of food and drink at 2018 Award Sponsors Stephens Scown



*“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.”*



# Award Sponsor Benefits

## Pre Event

- ♥ Sponsorship level recognition on the dedicated sponsors' area on website, including logo and business summary with web link. [www.fooddrinkdevon.co.uk](http://www.fooddrinkdevon.co.uk) receives over 40,000 unique visits per year
- ♥ Logo placement at sponsorship level prominently displayed on printed material
- ♥ Acknowledgment at sponsorship level on the sponsors' page in the guide. In 2018 we printed 30,000 copies that were distributed in the First Class Lounge at Paddington and in the Exeter Aviation Lounge as well as through members, tourist information centres, key journalists 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 6,000 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
- ♥ Opportunity of promotion on our stand at The Source Trade Show in February

## Event

- ♥ Complimentary tickets to the awards dinner
- ♥ 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

- ♥ **Category Sponsor -** £1,500+vat (limited to just 12 opportunities)
- ♥ **Professional Services Sponsor -** Exchange of Service for Benefits

Packages can be tailored to suit your particular business needs.



**For more information about becoming a sponsor  
of the Food Drink Devon Awards please contact**

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