



**SPONSOR THE**  
**FISH & CHIPS**  
**AWARDS**



#catchoftheyear

# WHY SPONSOR THE FISH AND CHIPS AWARDS?

**Now entering its 3rd successful year, the Fisheries Research Development Corporation (FRDC) is the proud organiser of the only Australia-wide event that supports fish and chip-related businesses and brings together Fish and Chip enthusiasts from all over the country.**

The Fish and Chips Awards celebrate the best fish and chip shops in two award categories, People's Choice Awards voted by the public and Judged Awards; where shops nominate themselves to be judged by a panel of our judges.

The competition has a highly engaged audience including both the fish and chip sector and the general public. In 2018, over 1,000 shops participated in the awards, and over 500,000+ social media impressions were driven by Fish and Chip Awards Facebook users.

With almost 500 media stories, the awards attract a huge amount of positive media publicity for both businesses and the fish and chip sector as a whole, offering a unique platform to increase brand awareness and the chance for suppliers to be associated with the nation-wide event.

The fish and chip market size includes over 1,873 shops. The sector turns over an annual revenue of over eight hundred \$ Million. Market opportunities for the sector include rising health consciousness among consumers and growing seafood sales, and increasing access to quality seafood.

The competition provides an opportunity to reach new audiences within the sector, and network with industry professionals.

Voting and shop nomination opens 19 April 2019 and closes 31 May 2019. People's Choice and Judged award winners are announced between June and August in the individual states and the territories. The national Judged awards are concluded in September.

The competition culminates in October 2019 with the Fish and Chips Awards event held at the 2019 Seafood Directors Conference. The conference itself will be held at the Melbourne Convention and Exhibition Centre, from Wednesday, 9 October to Friday, 12 October.

The Fish and Chips Awards will be announced at a luncheon on Thursday 10 October, along with winners of the National Seafood Industry Awards.

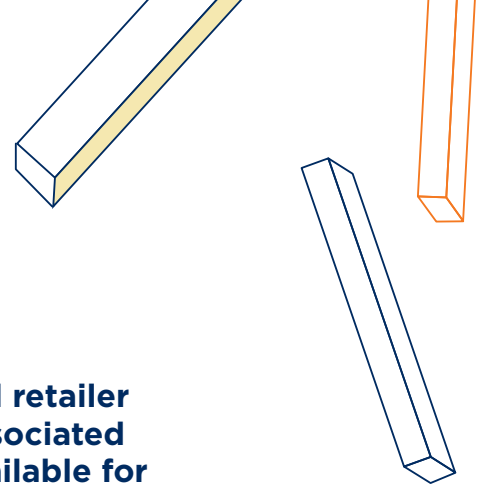
The 2019 Seafood Directions Conference hopes to make the conference both a celebration of the Australian seafood industry and an opportunity for industry stakeholders to build and strengthen networks between producers, the supply chain, key influences and the broader community.

**The awards attract a huge amount of positive media publicity**

## 2019 FAST FACTS

- Seven week voting period.
- Almost 40,000 votes received.
- 78 stories syndicated to over 300 news outlets
- Over 1,000 (35-45% of all) shops participated.
- Over 20 judges visited state and territory finalists.
- Finalists noted marked increase in sales and awareness.
- Almost 1,000,000 social media impressions driven by highly engaged Fish and Chips Facebook users.
- 40,000 social media engagements over the seven week campaign.
- Fish and chips shops ran their own publicity campaigns in local papers and radio stations.

# SPONSORSHIP OPPORTUNITIES



**FRDC is seeking Australian seafood industry, and food retailer supplier sponsors to feature in a range of channels associated with the Fish and Chips Awards. Opportunities are available for sponsors to support the awards and to promote their brand to tailored audiences.**

## SPONSORSHIP PACKAGES

### Headline Sponsor 1 sponsor

The unique opportunity for the headline sponsors to promote their brand to an extensive and highly engaged audience and reach optimal brand exposure. The sponsorship benefits provide the opportunity to be included in all Fish and Chips Awards marketing activities and enable sponsors to network with industry professionals:

- 10 guest places at the 10 October awards ceremony.
- Your company branding on all photoshoot backdrop boards.
- Your personalised sponsor meeting point at the awards ceremony.
- A double-page feature in the awards program.
- Photoshoot opportunities with finalists.
- Recognition in all Fish and Chips Awards media releases and emails.
- Recognition on Fish and Chips Award posters.
- 2 guest places at the Fish and Chips Awards masterclass.
- Your company branding associated with other award sponsors.

### Awards Ceremony Sponsor 1 sponsor

The sponsorship benefits for the awards ceremony will provide the unique opportunity to be part of the ceremony and will feature branding opportunities with your company name included in all press releases, and your company logo included in all awards ceremony marketing:

- 5 guest places at the 10 October awards ceremony.
- Your company included in the awards social media programme.
- Your company branding on stage.
- Your company logo on all photoshoot backdrop boards.
- Your company logo on the Fish and Chips Awards website.
- One-page feature in the awards program.
- Photoshoot opportunities with finalists.
- Recognition in the awards ceremony media releases.
- Your company logo in the awards ceremony program.

### Award Category Sponsor 2 sponsors

There are two award categories available to sponsor. The People's Choice Awards, chosen and voted by the consumers, and the Judged Awards, open for fish and chip operators to self-nominate to enter. Both provide the following benefits:

- Targeted visibility across the individual states and the territories.
- Recognition in media releases regarding your sponsorship category.
- Your company logo on the Fish and Chips Awards website.
- Your company branding associated with other award sponsors.
- 2 guest places at awards ceremony per category sponsor.
- Recognition in the 10 October awards ceremony program.



**#catchoftheyear**

## Fish and Chips Masterclass Sponsor

### 1 sponsor

The masterclass provides the fish and chip sector with information to help businesses learn more about how to source, prepare, cook and serve quality fish and chips, and is an opportunity to support the development of fish and chip cooking excellence. The Sponsorship benefits include valuable opportunities for sponsors to promote their brand to industry decision makers and gain visibility to fish and chip operators:

- Opportunity to provide product used in the Fish and Chip masterclass.
- Your company logo included on the menu.
- Your company biography included in the masterclass brochure.
- Your company recognised in the masterclass media releases.
- Recognition on the masterclass social media posts.
- 2 guest places at the awards ceremony.
- Recognition in the awards ceremony program.

## Fish and Chips Awards Website

The Fish and Chips Awards website is the landing site fish and chip operators go to nominate their shop and consumers to cast their vote. The website is a chance for fish and chip and seafood industry suppliers to gain visibility with a large number of fish and chip shops and consumers by branding the website with their company logo.

- Your company logo on the Fish and Chips Awards website.
- 2 guest places at the awards ceremony.
- Your company logo in the award's ceremony program.

## Industry Tour Sponsor

An opportunity to showcase fish and chip or seafood industry-related innovation and sustainability excellence on a seafood industry tour. If you would like to provide or sponsor a tour demonstrating innovative techniques and excellence of industry standards, then please contact FRDC to discuss this opportunity.

- 2 guest places at the awards ceremony.
- Recognition in the awards ceremony program.
- Journalists invited on tour for media coverage.
- Recognition in industry tour media release.

## Fish and Chips T-Shirt Sponsor

Fish and Chip Awards starter pack are sent out to most Fish and Chip operators in Australia. Two t-shirts feature in the pack and provide a valuable opportunity to gain brand visibility to not only fish and chip operators but their customers.

- Your company logo on Fish and Chip Award t-shirts.
- Your company logo on the Fish and Chips Awards website.
- 2 guest places at the awards ceremony.
- Recognition in the awards ceremony program.

# TO BECOME A SPONSOR...

**Additional information on how you can sponsor the Fish and Chip Awards can be found at:**

**[www.fishandchipsawards.com.au/Awards/Sponsors](http://www.fishandchipsawards.com.au/Awards/Sponsors)**

For sponsorship enquiries please contact Peter Horvat on

**P:** 02 6285 0414

**E:** [Peter.Horvat@frdc.com.au](mailto:Peter.Horvat@frdc.com.au)



**#catchoftheyear**