



Food
Drink
Devon®

Food Drink Devon 2024 Sponsorship Opportunities

Represent Devon | Stand out in the UK's Food & Drink Industry



Platinum Award winning Sharpham Brie

About Food Drink Devon

Are you looking to create an impact for your business within the thriving food and drink industry in Devon, as well as with the ever-growing nationwide audience interested in the county's bountiful produce, retail and hospitality offering?

In 2022 Food Drink Devon (FDD) transferred to a Community Interest Company. While always a not-for-profit organisation, this legal structure means the company can apply for more funding and is built from the ground up to serve and benefit its community – the members of Food Drink Devon. Whereas before we had to operate like a business, we now have the freedom to operate the organisation in a more philanthropic way, working with service providers who better match our requirements and bringing more benefits to our members.

Our members include food and drink producers, retailers, hospitality venues and related businesses dedicated to serving up the best produce from the county. With a focus on quality, sustainability and provenance, Food Drink Devon's aim is to support and promote its membership and raise Devon's culinary profile as a whole. This year Food Drink Devon will be ensuring that the county shines even brighter on the world stage and secures its reputation as a destination for outstanding food and drink.

With a highly impactful website, social media platforms reaching over 42,000 consumers and an engaged membership of over 350 food and drink businesses, the organisation is building a constantly growing buzz.

About the FDD Awards

The Food Drink Devon Awards celebrate the finest food and drink producers, speciality retailers, hospitality and catering businesses, who share our commitment to enjoy, inspire and discover more about food and drink.

Judging takes place from May with a diverse and unbiased panel of expert local chefs, farmers, writers and influencers in the food and drink industry Devon. Our judges blind taste, mystery shop and mystery dine all their way through all categories.

The 2023 awards ceremony was our largest to date and a sell-out with 440 food and drink enthusiasts attending the glittering black-tie affair. Over the years the ceremony has been hosted by some fantastic foodie celebrities including leading wine expert, Oz Clarke; food and drink broadcaster, Nigel Barden; celebrity chef, James Strawbridge, BBC Radio Devon Kerry White and Devon-based comedian Tony Hawks. Attended by leading journalists and special guests, last year's event welcomed BBC Spotlight's Victoria Graham, MP Anthony Mangnall and Exeter Chiefs and England rugby legend Rich Baxter.

Planning for our 2024 awards is well underway and we are really excited by the prospect of the event being bigger and better than ever!



Best-Retailer - Ben's Farm Shops

Why sponsor FDD?

Align your business with Food Drink Devon and enjoy being put in front of your target market in a year-round involvement with our food and drink community.

Increase your reach, awareness and exposure thanks to our growing membership, year-round promotion and renowned awards ceremony.

Meet and network with customers and potential clients at Food Drink Devon events throughout the year.

Last year our judges tasted and scored over 300 products from a staggering 100 producers; visited 95 hospitality establishments and 30 retail outlets and participated in eight Training School/Learning Experiences across Devon to select the finest across the county as part of the awards.



Reach Target Customers

We can help you reach target customers in specific ways:

- Building brand awareness and loyalty through association with Food Drink Devon.
- Direct communication to target customers and membership through PR, digital marketing and social media.
- Opportunities to meet and work with members.
- Become personally part of the event.
- Web presence and hyperlink on our influential website, which receives over 80,000 unique users per year.
- New opportunities to feature prominently on the Food Drink Devon website.



Sustainability Pioneer Producer – Two Drifters

"It has been a pleasure to be involved with Food Drink Devon and we were very proud to be Platinum Sponsors in 2023. Our collaboration has been instrumental in introducing us to many thriving and creative businesses and people across the county – exposure we could not have achieved on our own.

"We're looking forward to another year of partnership where we can continue to bring our unique risk management approach to businesses and their people, providing advice that makes a difference and supporting them to enhance their resilience during these challenging times."

Lee Davey, Managing Partner South West, Partners&

"Sponsoring 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 which 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."

Tom Chartres-Moore, Stephens Scown

Sponsorship Categories

<p>Platinum</p> <p>Overall Sponsor</p> <p>£5000 + VAT</p>	<p>Gold</p> <p>Sponsor</p> <p>£2000 + VAT</p>
<p>Silver</p> <p>Sponsor</p> <p>£1000 + VAT</p>	<p>Bronze</p> <p>Sponsor</p> <p>£500 + VAT</p>



Best New Food Product – Andrew King Nut Nine

Platinum Benefits

Overall Sponsor

- An exclusive opportunity.
- Food Drink Devon Awards in association with 'platinum sponsor name'.
- Logo prominently placed on the Food Drink Devon website for 2024.
- Logo placement on leaflet distributed to 20,000+ consumers, throughout the year.
- Feature style piece on Food Drink Devon website.
- Standalone release to national, regional, online and trade press.
- 1 x 'announcement' social media post on our social channels.
- 1 x 'thank you' social media post on our social channels.
- Inclusion in general awards social media posts.
- Logo and embedded link included in Food Drink Devon's members' newsletters.
- Opportunity to share 2 x exclusive offers for members on our website, within the members' newsletters and on Food Drink Devon's 'Members only' Facebook group.
- Plus all the benefits on pages 8 and 9.

Platinum|Gold Benefits

Year round

- Sponsorship level recognition on the dedicated sponsors' area on Food Drink Devon's website, including logo and business summary with web link. The website receives over 80,000 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 5,000 recipients on 8-10 occasions over the year.
- Logo placement and sponsorship level recognition across social media.
- A featured inclusion and sponsorship level recognition on email marketing to 20,000 recipients including members and consumers.
- Mention at sponsorship level in all press releases to all media.
- Opportunity to be involved in some stages of the judging process to maximise networking opportunities.
- Use of sponsor's logo for your own promotion demonstrating your involvement and support.
- Logo placement at sponsorship level in short film clip created for use on socials and Food Drink Devon's website.
- Opportunity of promotion on our stand at The Source Trade Show in February.
- Opportunity to discuss your support package with the Food Drink Devon Directors.

Platinum|Gold Benefits

At the awards ceremony

- Four 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.
- Use of the awards' night images for your own promotion.

Post-ceremony

- Mention at sponsorship level in all press releases to local media and other relevant publications.
- Sponsor mention and special thanks in email marketing.
- Access to entrant and attendee list in sponsored category.

Gold Benefits

Awards Sponsor

- 1 x announcement social media post on on our social channels.
- Inclusion in sponsored category social media posts on our social channels.
- Inclusion in 1 x 'thank you' post on our social channels.
- Logo and embedded link included in awards newsletters.
- Opportunity to share 1 x exclusive offer for members on our website, within the members' newsletters and on Food Drink Devon's 'Members only' Facebook group.
- Plus all the benefits on pages 8 and 9.



Silver Benefits

Awards Sponsor

- Logo placement at sponsorship level in short film clip created for use on socials and Food Drink Devon's website.
- Logo placement at sponsorship level prominently displayed on stage back drop.
- Inclusion in feature on Food Drink Devon's website.
- Inclusion in 2 x social media posts on our social channels.
- Opportunity to share 1 x exclusive offer for members on our website, within the members' newsletters and on Food Drink Devon's 'Members only' Facebook group.
- 2 x complimentary tickets to the awards ceremony.
- Opportunity to discuss your support package with the Food Drink Devon Directors.



Sustainability Pioneer Hospitality – The PIG

Bronze Benefits

Sponsor

- Logo placement at sponsorship level in short film clip created for use on socials and Food Drink Devon's website.
- Logo placement at sponsorship level prominently displayed on stage back drop.
- Inclusion in feature on Food Drink Devon's website.
- Inclusion in 2 x social media posts on our social channels.
- Opportunity to discuss your support package with the Food Drink Devon Directors.



Best Training School – High Grange Devon





Quality
Sustainability
Provenance

For more information about becoming a Food Drink Devon
Sponsor please get in touch with Ali Neagle:

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