



## Sponsorship Opportunities

The **largest** and **only**  
food and drink awards with  
a ceremony in Derby

# What are the Marketing Derby Food and Drink Awards?



The 2016 Marketing Derby Food and Drink Award Winners

Now in it's ninth year, the Marketing Derby Food and Drink Awards shines a light on the food and drink sector, which has seen a boom in the city.

The 2017 Marketing Derby Food and Drink Awards ceremony will be held at The Roundhouse on:

## 9th October 2017

Find Out More:

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t: 01332 201860

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# Why should you sponsor?



John Forkin, MD of Marketing Derby introduces the Awards

The Marketing Derby Food and Drink Awards give you an opportunity to raise the profile of your brand through affiliation and association.

Unrivalled opportunities for brand exposure through months of press coverage, online presence, recognition at the ceremony and a prestigious award presentation to the winners.

## Category Sponsorship

The Marketing Derby Food and Drink Awards are based around 9 categories, of which 6 are available for sponsorship.

Demand for sponsorship is expected to be high and we encourage potential partners to contact as soon as possible to reserve your preferred category.

Website Hits: eShot Subscribers: Twitter Followers:

**8,265**   **6,432**   **11,795**

(2014/15 Financial Year)



# Increase your Brand Awareness

## Oct / Nov

- Awards ceremony on 9th October
- Sponsors logo displayed on screen
- Sponsors logo included in all relevant collateral

## May

- Logos will be featured on the Derby Awards website, alongside mentions in relevant eShots

## Sept

- Weekly articles continue to be published in Derby Telegraph
- Anonymous judging period starts

## June

- The awards officially launch
- Derby Telegraph to feature an article on the launch of awards, with relevant logos

## Aug

- Nominations close - finalists announced
- Weekly article in Derby Telegraph about categories. Logos included in relevant articles

## July

- Nominations open - establishments and customers can enter categories
- Weekly article in Derby Telegraph about past winners
- Campaign with food bloggers launched

# Category Sponsorship



Each category sponsor package includes:

- A place on the judging panel for sponsored category which includes visiting the three finalists and selecting the winner
- 10 tickets to the Awards ceremony (10th October)
- Brand inclusion in press coverage / announcements
- Coverage during award ceremony
- Logo on all Marketing Derby Food and Drink Award literature
- Brand profile at the ceremony
- Your logo and web link online
- Opportunity for blogging post-ceremony

**Cost £1,000 +VAT**

Best Newcomer  
Best Café  
Best Pub  
Best Bar  
Best International  
Best Out of Town



# Marketing Derby Food and Drink Awards Nominations and Judging



Over 400 people attended the 2016 ceremony

## Nomination Process

The nomination period commences on 17th July 2017. Nominations are received from members of the public, business leaders in the city and food and drink establishment owners. Nominations are verified to ensure that entries are genuine. The nomination period is open for four weeks and the entries are used to select the three finalists in each category.

## Judging Process

Once the three finalists have been announced, judging will begin. Two representatives from each sponsor will then judge their category, which involves 'mystery shopping' at all three finalists and scoring against defined criteria. Winners are then announced at the awards ceremony.

## Awards Night

The awards ceremony is held on 9th October at the prestigious venue, The Roundhouse, Derby. This formal event is attended by over 400 industry representatives from Derby, including food and drink establishments and business leaders from across the city.

The event includes networking opportunities, award presentations and a celebration of Derby's food and drink offer.



# Find Out More

Amongst the many benefits of award sponsorship is an exciting and unique opportunity to judge a category.

We anticipate demand to be very high and will be allocated on a strict first come, first served basis.

To secure your position at the Marketing Derby Food and Drink Awards 2017, please contact:

saffron.millington@marketingderby.co.uk  
01332 201860

derbyawards.co.uk

## KEY DATES

Nomination period opens

**17th July**

Nomination period closes

**18th August**

Finalists announced

**24th August**

Awards Ceremony

**9th October**

