



**SPONSOR THE**

*Great Australian*

*Fish & Chip Awards*

# WHY YOU SHOULD **BATTER UP!**



## **2021 SPONSORSHIP OPPORTUNITIES**

This is your opportunity to partner with the largest Fish and Chip democracy in Australia. With over 1000 participating stores nationally and attracting 3.6m votes, the Great Australian Fish & Chip Awards provides a unique sponsorship opportunity providing brand visibility to Fish and Chip venues, and to their customers.

## **2021 FISH & CHIP AWARDS**

The 2021 Great Australian Fish & Chip Award campaign is being held from October to December, 2021. Votes are cast online via a QR code, and the website. The competition has a highly engaged audience including both the Fish & Chip businesses and the voting public. In 2019, over 3.6m votes were cast and almost 1,000 shops participated in the awards. There were in excess of 1m social media impressions, and close to 500 media stories generated. The State and Territory People's Choice winners will be announced in December, just in time for an Aussie Summer of Fish & Chips.

## **SEAFOOD INDUSTRY AUSTRALIA**

Now entering its 4th year, Seafood Industry Australia is the proud to take over as the organiser of Great Australian Fish & Chip Awards. Seafood Industry Australia is the peak body representing the Australian seafood industry. The awards are the only national event established to support our great Fish & Chip businesses, and engage with Australians from all walks of life in celebration of the seafood industry and one of our favourite national dishes.



## 2021 GREAT AUSTRALIAN FISH & CHIP AWARDS

# SPONSORSHIP OPPORTUNITIES

## GOLD PACKAGE

**1 AVAILABLE**  
**\$20,000**

- Naming rights for the People's choice awards - attracting in excess of 1m unique users, casting over 3.6m votes.
- Yours will be the only logo on voting platform of the website.
- Leading logo and company biography in the Sponsors page on website and logo on landing page.
- Company logo on marketing materials syndicated to 250 Fish & Chip shops nationally
- One dedicated piece of collateral solely featuring your company logo
- 3 x EDM to our database of 1000 Fish & Chip shops with your brand message and campaign relevant products and promotions\*
- 2 x EDM to registered voters promoting retail products\*
- Logo in banner on all EDMs
- 6 x brand affiliated social media posts (Oct-Dec) syndicated across Fish & Chip Awards Great Australian Seafood platforms.
- Recognition in all Fish & Chip Awards media releases
- Company logo on media walls, banners and in-person\*\* event backdrops

## SILVER PACKAGE

**2 AVAILABLE**  
**\$8,000**

- Logo and company biography in the Sponsors page on website
- Company logo on POS marketing materials syndicated to 250 Fish & Chip shops nationally.
- 1x EDM to our database of approx. 1000 Fish & Chip shops with your brands message and campaign relevant products and promotions\*
- 1 x EDM to registered voters promoting Fish & Chip related retail products\*
- Logo in banner on all EDMs
- 3 x brand affiliated social media posts (Oct-Dec) syndicated across Fish & Chip Awards and Great Australian Seafood platforms.

## BRONZE PACKAGE

**4 AVAILABLE**  
**\$5,000**

- Logo and company biography in the Sponsors page on website and logo on landing page.
- Company logo on POS marketing materials syndicated to 250 Fish & Chip shops nationally.
- 1x Mention in EDM to our database of approx. 1000 Fish & Chip shops with your brands message and campaign relevant products and promotions\*
- 1 x Mention in EDM to registered voters promoting retail products\*
- Logo in banner on all EDMs
- 1 x brand affiliated social media posts (Oct-Dec) on Fish & Chip Awards platforms.



\*Pending SIA approval

\*\*Covid restrictions pending

WHAT ARE YOU WAITING FOR?

# DON'T LET THIS ONE OFF THE HOOK!

**SPONSORSHIP OPPORTUNITIES ARE LIMITED.**

Contact us for additional information and to secure your sponsorship package today.

Rosie Love

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FISH AND CHIP AWARDS 2019

# 3.6m

VOTES CAST

# +1m

SOCIAL MEDIA IMPRESSIONS

# 1000

PARTICIPATING VENUES

