



*a taste of*  
**LOCAL  
FOOD**

# **Sponsorship Opportunities**

**The Taste Local Awards Est. 2006**

**The only Food & Drink Awards in the Region,  
with a ceremony on the Isle of Skye**

## What are The Taste Local Awards?


The Taste Local Awards celebrate the use of local food, by catering and retail outlets in the Skye & Lochalsh region of the Highlands of Scotland. Given the importance of Local Food to the West Highland region these awards are highly sought after by Restaurants, Cafes, Shops and Bars in Skye & Lochalsh.

First Awards Ceremony held in 2006.



Winning means businesses can display the Taste Local awards plaque. The plaque lets their customers know they are committed to serving fresh local produce. It also provides them with a peg for their own, year-round, publicity drives.

### The next Taste Local Awards Ceremony will be held at

-  The Sligachan Hotel, Central Skye
-  27th February 2019
-  12:30-3:00pm

## Why should you sponsor The Taste Local Awards?

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

- ✓ Align your brand with the regions premier Food & Drink event
- ✓ Benefit from year-round promotion, during nominations, judging and award presentations
- ✓ Leverage the marketing budgets of hundreds of local businesses across Skye & Lochalsh

# Sponsorship Opportunities at The Taste Local Awards

## Partnership Sponsor

Only one partner per awards ceremony. Taken by Skye Connect.

## General Sponsorship

Get your brand seen and choose from one of the following packages

	★★★ Platinum	★★ Gold	★ Silver
<b>Price</b>	£300	£100	£50
<b>Business Name on every Website Page</b>	✓	✓	✓
<b>Business Logo on the Sponsorship Page</b>	✓	✓	✓
<b>Business Name on Awards Logo Wall (behind presentations and interviews.)</b>	✓	✓	✓
<b>Logo on Front Page of Website</b>	✓	✓	✗
<b>Logo on every Website page</b>	✓	✗	✗
<b>Dedicated Blog Article and press release written in partnership with the awards team</b>	✓	✗	✗
<b>Logo Hierarchy</b>	First	Second	Third
<b>Free Tickets to Award Ceremony</b>	3	2	1

## Category Sponsorship

- ✓ Only one Sponsor per Category
- ✓ Ten Categories to choose from
- ✓ Logo listed next to Category on website
- ✓ Opportunity for a representative from your company to present the award
- ✓ Dedicated Blog Article and press release written in partnership with the awards team
- ✓ Dedicated Social Media Profiling of the business
- ✓ Logo will appear on the front page of the website next to the category winner profile for six months of the year between awards
- ✓ Four free tickets to the awards ceremony



**Best Newcomer**



**Best B&B or Guest House**



**Best Restaurant**



**Best Restaurant with Rooms**



**Best Café or Coffee Shop**



**Best Community Café**



**Best Pop Up, Food Event or Takeaway**



**Best Hotel**



**Best Retailer**



**Best Pub**

# Year-Round Publicity with The Taste Local Awards



## Nomination Process

The nominations open on the 22nd November, when the competition is relaunched at the Skye Connect conference 'Skye on a Plate'. The nominations period is open for four weeks and the entries are used to select the three finalists from each category.



## Judging Process

Once the three finalists have been announced shortly after Christmas, judging will begin. Judges are local producers and will assess each finalists commitment to local food according to the following criteria:

- Purchasing from Local Producers
- Promoting the use of Local Food
- Supporting the local food network in other ways

Winners will be announced at the ceremony.



## Awards Ceremony

The awards ceremony is held on the 27th February from 12.30-3.00pm at the prestigious venue, The Sligachan Hotel, Central Skye. The event will be attended by over 200 industry professionals, restaurant and café owners as well as many local producers.

The Winners are profiled on the front page of the The Taste Local Awards Website, along with their category sponsors, until the announcement of the next years Awards.



**Secure your company's brand in  
The Taste Local Awards line up now.**

**Call John Corfield on 07703 021321  
[john.corfield@skyesmokehouse.co.uk](mailto:john.corfield@skyesmokehouse.co.uk)**

**OR**

**Call Natalie Bayfield on 07717 396995  
[n.bayfield@btinternet.com](mailto:n.bayfield@btinternet.com)**

### **Key Dates**

**22nd November  
2018**



Nomination  
Period Opens

**22nd December  
2018**



Nomination  
Period Closes

**New Years  
Day 2019**



Finalists  
Announced

**27th February  
2019**



Awards Ceremony