



Each Sponsoring Company has the opportunity to profile their organisation.

Headline Cider Sponsorship

£6,000

- Sponsorship and attendance of one of the three evening events held alongside the judging day
- 15 minute **Presentation Opportunity** either at the beginning or end of the judging day
- Opportunity to attend scheduled, **exclusive tasting session** of some of the entered ciders and beers with your customers and staff – a privileged insight into what commercial cider makers seek in cider excellence in the 10 broad styles
- Profile at the **Awards Ceremony**, Guildhall, London via placement of marketing literature and pull up banners
- Five minute “Welcome” speech at start of morning medal ceremony, Guildhall, London
- Inclusion of one piece of marketing literature in Judges Briefcase and Press Information Packs
- Inclusion of logo on e-mailers to prospective entrants
- Inclusion of logo on Display Panel/Stage Set at the Awards Luncheon
- Inclusion of logo on Home page of website
- Inclusion of hyperlinked logo on Sponsorship page of website
- Press release on Headline Sponsors
- Inclusion of logo on advertisements/flyers/Fact File
- Inclusion of logo on On-Line Entry section of website
- Inclusion of promotional emailer to Entrants

Industry Sponsorship

£3,000

- Sponsorship and **attendance at the Judges’ Welcome Dinner**
- Opportunity to attend scheduled, **exclusive tasting session** of some of the entered ciders and beers with your customers and staff – a privileged insight into what commercial cider makers seek in cider excellence in the 10 broad styles
- Inclusion of one piece of marketing literature in Judges Briefcase and Press Information Packs
- Inclusion of logo on e-mailers to prospective entrants
- Inclusion of logo on Display Panel/Stage Set at Awards Luncheon
- Inclusion of hyperlinked logo on Sponsorship page of website
- Inclusion of hyperlinked logo on Sponsorship page of website
- Press release on Industry Sponsors
- Inclusion of logo on advertisements/flyers/Fact File

Merchandise Sponsor

Cost of goods plus
£1,000

- Inclusion of one piece of marketing literature in Judges Briefcase
- Inclusion of logo on e-mailers to prospective entrants
- Inclusion of logo on Display Panel/Stage Set at Awards Luncheon
- Inclusion of logo on Home page of website
- Inclusion of hyperlinked logo on Sponsorship page of website
- Press release on Merchandise Sponsors

Trophy Sponsor

£2,000

Promotion via Publications, to include:

- Regular promotion of ICA 2021, including Sponsors, via inclusion of press releases / advertisements within relevant media
- Inclusion of magazine / company literature in Judges Briefcase
- Inclusion of logo on e-mailers to prospective entrants
- Inclusion of logo on Display Panel/Stage Set at Medal Announcements & Awards Luncheon
- Inclusion of logo on Home page of website
- Inclusion of hyperlinked logo on Media page of website
- Presentation of trophy at Awards Luncheon, Guildhall, City of London, 28th April 2021

Endorsing Media

Promotion via publications

- Regular promotion of ICA 2021 via inclusion of press releases / advertisements within relevant media
- Inclusion of magazine / company literature in Judges Briefcase
- Inclusion of logo on e-mailers to prospective entrants
- Inclusion of logo on Display Panel/Stage Set at Awards Luncheon
- Inclusion of logo on Home page of website
- Inclusion of hyperlinked logo on Media page of website
- Invitation to discretely observe Judges during the judging process (all travel & accommodation costs to be borne by media publication)

Sponsorship Application Form

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PLEASE USE CAPITAL LETTERS

Company Name:	
Contact Name:	
Email:	
Telephone:	Fax:
(including country and area code)	(including country and area code)
Address:	Invoice Address: (if different)
Postcode:	Postcode:
Country:	Country:
	Accounts Contact:
Purchase Order Number (if required)	

I am interested in sponsoring the International Cider Awards 2021 at the following level: (please tick)

- | | |
|--|--|
| <input type="checkbox"/> Headline Sponsorship at £6,000 | <input type="checkbox"/> Industry Sponsorship at £ 3,000 |
| <input type="checkbox"/> Merchandise Sponsorship (Cost of goods plus £1,000) | <input type="checkbox"/> Trophy Sponsorship – £2,000 |
| <input type="checkbox"/> Endorsing Media – In Kind | |

All sponsors are welcome to send branded pens for use during the judging

Headline Sponsorship – 1 opportunity remaining <small>(subject to availability)</small>	
Sponsorship and attendance of one of the three evening events held alongside the judging	

Industry Sponsorship – 3 opportunities <small>(subject to availability)</small>	
Sponsorship and attendance at one of the three Judges Lunch sessions during the judging	

Trophy Sponsorship – 3 opportunities <small>(subject to availability)</small>	
Presentation of one of the cider trophies at Guildhall Luncheon	

Merchandise (branded with Cider Awards Logo and sponsor logo) <small>(subject to availability)</small>	
Cost for production of merchandise or donation plus £1,000 sponsorship fee	
Branded fleeces, polo shirts and aprons	
Judges and Press Bags	
Judges Folders	
Judges, Press and Stewards Lanyards (Must be double clipped)	
Judges Feedback System	

Sponsorship Application Form

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Upon confirmation of the application form being received, you will be sent confirmation of sponsorship, giving further details and an invoice. 30% of the sponsorship will be invoiced upon receipt of the application, the remainder will be invoiced in October 2020 for 30 day payment. If sponsorship is confirmed after September 2020, the full amount will be invoiced.

Signature

Name

Date...../...../.....