



Each Sponsoring Company has the opportunity to profile their organisation.

## Headline Cider Sponsorship

**£7,000**

reduced to £6,000 for 2021 sponsors

- Sponsorship and **attendance of one of the three evening events** held alongside the judging day
- **Presentation Opportunity** via rolling powerpoint presentation during 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 Home 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

**£2,500**

Promotion via Publications, to include:

- Regular promotion of ICA 2024, 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, 1st May 2024

## Endorsing Media

**Promotion via publications**

- Regular promotion of ICA 2024 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 hyperlinked logo on Sponsor 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

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 2024 at the following level: (please tick✓)

- ☐ Headline Sponsorship at £7,000
 ☐ Industry Sponsorship at £ 3,000
- ☐ Merchandise Sponsorship (Cost of goods plus £1,000)
 ☐ Trophy Sponsorship – £2,500
- ☐ Endorsing Media – In Kind

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

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

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

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

<b>Merchandise (branded with Cider Awards Logo and sponsor logo)</b> (subject to availability)	
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	

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 November 2023 for 30 day payment. If sponsorship is confirmed after November 2023, the full amount will be invoiced.

Signature .....

Name .....

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