



THE NATIONAL
FISH & CHIP AWARDS
2020

SPONSORSHIP OPPORTUNITIES

STUDY TRIPS

"This highly recommended event was delivered by knowledgeable and passionate people. A novice or an expert, I believe that absolutely everybody could learn something from this experience. It certainly gave me food for thought! Thank you for the superb trip. I had a great time and enjoyed the whole experience."

Andrew Wilkinson
Trenchers Restaurant, Whitby

"The tutors were excellent, confident and really knew their stuff. Their teaching style was informal but professional and it made me feel relaxed when I wasn't truly confident with my fish filleting skills. Attending a Billingsgate study trip is an excellent way to learn about the industry and the wide variety species that are on offer at the market. CJ Jackson, CEO, who runs the Seafood Training School, is a great host and is more than delighted to share her expertise and knowledge of the market with her guests. I would thoroughly recommend."

Loren Hiller
Marine Stewardship Council



WHY SPONSOR THE NATIONAL FISH & CHIP AWARDS?

Now in its 32nd successful year, the National Fish & Chip Awards is the largest UK-wide event that supports fish and chip related businesses. Organised annually by Seafish, these awards celebrate the best fish and chip operators in a range of categories, including the Best Newcomer Award, Staff Training and Development Award and the coveted Fish and Chip Shop of the Year Award.

Throughout the competition process, entrants are provided with invaluable performance feedback to help raise the standard of fish and chips served throughout the country. Year-on-year the awards continue to attract a huge amount of positive publicity both for the individual businesses involved and the fish and chip trade as a whole.

The competition culminates in January 2020 with two days of glittering events in London. On the eve prior to the awards ceremony, sponsors will have the opportunity to attend a VIP cocktail evening where they can socialise and network with 200 special guests including politicians, category finalists, other sponsors and members of the media.

The following day, the awards ceremony will attract over 600 industry professionals from around the world, providing sponsors and guests with an opportunity to make new contacts, build on existing relationships and create new partnerships with key players in the fish and chip industry.

The National Fish & Chip Awards 2020 will be held at the Royal Lancaster London, Lancaster Terrace, London W2 2TY.

The Awards Luncheon will be held on Thursday 23 January 2020 from 11.45am to 3.30pm.

SPONSORSHIP OPPORTUNITIES

There are a range of sponsorship packages available to suit all budgets, providing valuable networking opportunities and enabling sponsors to promote their brand to an audience of industry decision makers.

HEADLINE SPONSOR £25,000 + VAT

The sponsorship benefits for the headline sponsor go further than just the awards ceremony - branding opportunities will commence immediately with your name included in all press releases and your logo added to all awards ceremony marketing collateral:

- 2 tables (20 guest places) at the awards ceremony.
- 20 guest places at the VIP evening.
- Speaking slot for a representative at VIP evening / awards ceremony.
- A bespoke VIP area at welcome drinks reception ahead of the National Fish & Chip Awards ceremony.
- Your company branding on the awards website.
- Inclusion in the awards social media programme.
- A bespoke PR programme for headline sponsor.
- Photoshoot opportunities with finalists.
- Headline sponsor status for your company branding on stage.
- Headline sponsor status for your company branding on all photoshoot backdrop boards.
- Headline sponsor status for your company branding associated with other award sponsors.
- Double-page feature in the awards programme.
- Headline sponsor status for your company branding on guest tickets.

SPONSORSHIP PACKAGES

FLAGSHIP AWARD CONSORTIUM SPONSOR £6,000 + VAT per sponsor

Now in its 32nd year, the flagship Fish and Chip Shop of the Year Award, is open to all independent fish and chip businesses with a takeaway facility. This is a unique opportunity to be part of a consortium of 10 key industry sponsors:

- 10 guest places (one table) at the awards ceremony.
- 6 guest places at the VIP evening.
- Your company branding on the awards website alongside all consortium sponsors.
- Inclusion in the awards social media programme.
- A PR programme for consortium sponsorship.
- Regional photoshoot opportunities with finalists.
- Your company branding on stage alongside all consortium sponsors.
- Your company branding on all photoshoot backdrop boards alongside all consortium sponsors.
- Your company branding associated with other award sponsors.
- Your company branding in awards programme alongside all consortium sponsors.

“Seafood From Norway is proud to continually support the National Fish & Chip Awards. The awards connect the best of Britain and Norway through delicious fish and chips, which are the true heart of British cuisine. Seafood From Norway is proud to deliver sustainable cod and haddock year round to fish and chip shops all over Britain and will continue with this in the future. We have dedicated and skilled fishermen that are very proud to know that they work everyday to serve British people with their favorite dish. The Top 10 finalists in the Fish and Chip Shop of the Year Award will be invited this September to go fishing in Norway aboard one of our ‘frozen at sea’ vessels that deliver quality fish to Britain. We are looking forward to hosting the trip and importantly, to connect the finalists with the fishermen.”

Hans Frode Kielland Asmyhr

UK Director, Norwegian Seafood Council

SPONSORSHIP PACKAGES

AWARD CATEGORY SPONSOR £7,000 + VAT per category

There are 11 award categories available for sponsorship, all providing the following benefits:

- A table (10 guest places) to host your six award category finalists at the awards ceremony.
- 6 guest places at the VIP evening.
- Your company branding on the awards website.
- Inclusion in the awards social media programme.
- Your company name used in all PR activity regarding your sponsorship category.
- Finalist photoshoot opportunities at the awards event.
- Your company branding on stage.
- Your company branding on all photoshoot backdrop boards.
- Your company branding associated with other award sponsors.
- Your company branding and one page biography in awards programme.

AWARD CATEGORIES

Fish and Chip Restaurant of the Year Award

Open to all independent fish and chip restaurants, with seating capacity for diners.

Best Mobile Fish and Chip Operator Award

Open to operators of mobile fish and chip businesses.

Best Newcomer Award

Open to new entrant fish and chip business operators that have been in the industry for less than two years.

Staff Training and Development Award

Open to all fish and chip businesses who invest quality time in understanding, delivering and nurturing their staff training and development needs.

Best Foodservice Operator Award

Open to all foodservice operators that serve fish and chips as a regular menu item, but where fish and chips is not their core offering - such as pubs, restaurants, hotels, travel and leisure outlets.

From Field to Frier Award

Open to all fish and chip businesses and rewarding knowledge and promotion of responsible sourcing and sustainability practices regarding potatoes and chips.

Marketing Innovation Award

Open to all fish and chip businesses who can demonstrate a fresh, creative and innovative approach to all aspects of marketing activity.

Good Catch - The Sustainable Seafood Award

Open to all fish and chip businesses and rewarding knowledge and promotion of responsible seafood sourcing and sustainability practices.

Healthy Eating 'Fish and Chips' Award

Open to all fish and chip businesses and rewarding those that excel in educating and informing their customers on healthy choices and the nutritional values of fish and chips.

Best Seafood Week Campaign Award

Open to all fish and chip businesses - and general foodservice outlets that sell fish and chips - and who participate in Seafood Week 2019 (5-12 October).

The Award for Outstanding Achievement

Voted for by key industry peers, this award recognises an individual who has dedicated their time and expertise to the promotion of fish and chips and improving the reputation of the sector.

"Friars Pride is proud to support the National Fish & Chip Awards which we firmly believe is one of the most valuable events to positively promote the fish and chip industry to the world. The competition not only acts as a voice it also inspires others to attain levels of excellence."

Rebecca Lord Director, Friars Pride

ADDITIONAL EVENT SPONSORSHIP OPPORTUNITIES

VIP NIGHT £4,500 + VAT

An opportunity to sponsor the VIP networking event held on the evening prior to the main awards ceremony event. Guests often include VIPs that may not be able to attend the main awards ceremony.

- 2 guest places at the awards ceremony.
- 4 guest places at the VIP evening.
- Your company branding on awards programme and website.
- Opportunity to provide product.

AWARDS CEREMONY TWITTER WALL £2,500 + VAT

An opportunity to brand the awards ceremony Twitter wall with your company logo.

- 2 guest places at the awards ceremony.
- 2 guest places at the VIP evening.
- Your company logo on Twitter wall.
- Your company branding on awards programme and website.

AWARDS CEREMONY GUEST BADGES £1,950 + VAT

Branding on all 600 guest name badges and table plans.

- 2 guest places at the awards ceremony.
- 2 guest places at the VIP evening.
- Your company branding on awards programme and website.

“We are proud to support the National Fish & Chip Awards as we believe it gives our wonderful trade the opportunity to be seen positively by the public. The award ceremony shows what great support there is from all areas of the industry.”

Christopher Rogers Director, V A Whitley

AWARDS CEREMONY - MENU PROGRAMME £2,250 + VAT

A 40-page menu programme to include details of all sponsors, award categories and finalists. An opportunity to have a half-page advert within the brochure as a sponsor.

- 2 guest places at the awards ceremony.
- 2 guest places at the VIP evening.
- Your company branding on awards programme and website.
- 600 copies of the menu programme distributed at the awards ceremony.
- Digital PDF version of the menu programme distributed to media contacts and industry stakeholders.

AWARDS CEREMONY - WINNERS BROCHURE £2,000 + VAT

A 16 page brochure listing all finalist businesses and overall award category winners. An opportunity to have a half-page advert within the brochure as a sponsor.

- 2 guest places at the awards ceremony.
- 2 guest places at the VIP evening.
- Your company branding on awards programme and website.
- Digital PDF version distributed to all finalists, media contacts and industry stakeholders.

JUDGING DAY FOR FLAGSHIP AWARD £2,500 + VAT

Judging for the flagship Fish and Chip Shop of the Year Award takes place the day prior to the awards ceremony, this package allows you to have your logo on all 12 judging folders.

- 2 guest places at the awards ceremony.
- 2 guest places at the VIP evening.
- Opportunity to provide promotional material or product.
- Your company branding on the awards programme and website.

ADDITIONAL EVENT SPONSORSHIP OPPORTUNITIES

MEDIA SKILLS TRAINING DAY FOR FLAGSHIP AWARD £2,000 + VAT

A media skills training day is hosted for all Top 10 finalist businesses in the Fish and Chip Shop of the Year Award. This sponsorship package provides the opportunity for your company logo to feature on all training course folders and also the chance for you to be involved in the actual training day.

- 2 guest places at the awards ceremony.
- 2 guest places at the VIP evening.
- 1 guest place at the media skills training day.
- Your company branding on awards programme and website.

FINALIST STUDY TOURS from £2,000 + VAT

Each year a number of industry study tours are undertaken, involving participation of representatives from finalist businesses in selected award categories. These usually run from September to December. If you can provide a fish and chips or seafood-related study tour or would like to sponsor a bespoke tour for between 3 and 10 finalists (with D, B&B - optional) then please contact Seafish to discuss this opportunity.

- 2 guest places at the awards ceremony.
- 2 guest places at the VIP evening.
- 1 guest place on the respective study tour.
- 1 journalist invited on the tour for maximising media coverage.
- Your company branding on awards programme and website.

STUDY TOUR JACKETS £1,500 + VAT

Representatives from the Top 10 finalist businesses in the Fish and Chip Shop of the Year Award undertake a study tour trip to Norway in autumn 2019 - this sponsorship package provides the opportunity to co-brand the jackets that will be worn by study group attendees.

- 2 guest places at the awards ceremony.
- 2 guest places at the VIP evening.
- Your company branding on awards programme and website.
- Supply of photographs from study tour trip.

WELCOME DRINKS PACKAGE AT AWARDS CEREMONY £4,500 + VAT

Opportunity to sponsor the welcome drinks / beverages provided at the awards ceremony for 600 guests. There is also an opportunity to supply beverage product for a reduced sponsorship fee.

- 4 guest places at the awards ceremony.
- 2 guest places at the VIP evening.
- Your company branding on awards programme and website.
- Opportunity to provide product POS, corporate branding and hospitality.

WINE PACKAGE AT AWARDS CEREMONY £8,000 + VAT

Opportunity to sponsor the table wines / beverages provided at the awards ceremony for 600 guests. There is also an opportunity to supply beverage product for a reduced sponsorship fee.

- 10 guest places at the awards ceremony.
- 4 guest places at the VIP evening.
- Your company branding on awards programme and website.
- Opportunity to provide product POS, corporate branding and hospitality.

INTERESTED?

Additional information on how you can sponsor the National Fish & Chip Awards can be found at <https://www.seafish.org/fish-chip-awards>

For sponsorship enquiries please contact
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or e: nikki.hawkins@seafish.co.uk



*Tim and Kelly Barnes from Krispies,
UK Fish and Chip Shop of the Year 2019*

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