



Food
Drink
Devon

®

Quality
Sustainability
Provenance

Sponsorship Opportunities 2025

Why sponsor Food Drink Devon?

Support our growing Food Drink Devon community and enjoy unique opportunities to engage your target market and do 'good' business year-round.

Increase your reach, brand awareness and exposure to our growing membership and all our media channels. Meet and network with customers and potential clients at Food Drink Devon's popular events throughout the year.

Feature heavily in our renowned awards ceremony. Last year our expert judges tasted and scored over 340 products from a staggering 120 producers, visited 107 hospitality establishments and 30 retail outlets and participated in eight Training School/Learning Experiences across Devon to select the finest across the county as part of the awards.

Reach Target Customers

We can help you reach target customers in specific ways:

- Building brand awareness and loyalty through association with Food Drink Devon.
- Direct communication to target customers and membership through PR, digital marketing and social media.
- Opportunities to meet and work with members..
- Become personally part of the event.
- Web presence and hyperlink on our influential website, which receives over 80,000 unique users per year.
- New opportunities to feature prominently on the Food Drink Devon members' website

Choose your sponsorship package

Are you looking to create an impact for your business within the thriving food and drink industry in Devon, as well as with the ever-growing nationwide audience interested in the county's bountiful produce, retail and hospitality offering?

Platinum

£3500 + vat

Two available

Gold

£2000 + vat

Six available

Silver

£1000 + vat

Six available

Tailored

Opportunity to tailor packages to suit you and offset cash for services/goods



2025 Sponsorship Packages

2025 SPONSOR BENEFITS	PLATINUM	GOLD	SILVER
Package Costs ex. vat	£3,500	£2,000	£1,000
Community Engagement			
'Announcement' social media post on our social channels	•	•	•
1 x 'thank you' social media post on our social channels	•	•	•
Sponsor mention and special thanks in email marketing	•	•	•
Inclusion in general awards social media posts	•		
Logo and embedded link included in Food Drink Devon's members' newsletters.	•		
Logo placement on leaflet distributed to 20,000+ consumers, throughout the year	•		
A chance to engage with our membership with time allocated at a networking event through 2025	•		
A chance to market your products to relevant industry professionals	•	•	•
Standalone release to national, regional, online and trade press.	•		
Mention at sponsorship level in all press releases to local media and other relevant publications	•	•	•
A meeting with a board director to discuss how you can get the most out of your sponsorship.	•		
Logos on our stand backdrop at the Source Trade Show	•	•	•
Brand flyers/leaflets on our stand at the Source Trade Show	•		
Brand flyers/leaflets including in membership renewal packs	•		
Logos including in all the FDD email sign offs	•		
Free FDD membership	•		
Opportunity to participate in flagship event at Exeter University in April	•		
Website Promotion			
Inclusion in Sponsorship area on Food Drink Devon's website	•	•	•
Logo placement at sponsorship level in short film clip created for use on socials and FDD website	•	•	
Featured in Sponsor of the Month on the website members' monthly newsletter	•	•	
Logo prominently placed on the Food Drink Devon website for the whole of 2025	•		
Inclusion in feature on Food Drink Devon's website	•		
Opportunity to share an exclusive offer for members on our website, within the members' newsletters and the members only social groups	2	1	
Awards			
Complimentary tickets to the awards ceremony	4	4	2
Write up in the awards ceremony brochure, seen by 470	Full page	1/2 page	1/4 page
Logo placement prominently displayed on the stage back drop throughout the presentation	•	•	•
Opportunity to present a portion of the gold awards on the evening		•	
Opportunity to present a portion of the Platinum & 'Best Of' Award Winners on the evening	•		
Logo placement on all awards literature	•	•	•
An opportunity to bring a banner and marketing material to the ceremony	•	•	•
Access to entrant and attendee list in sponsored category	•	•	
Use of the awards' night images for your own promotion	•	•	•

What do our sponsors say?

“It has been a pleasure to be involved with Food Drink Devon and we were very proud to be Gold Sponsors in 2024 and provide the beer for the awards ceremony drinks reception.

“Our collaboration has given our family-run brewery the opportunity to meet and mingle with fellow producers from across the region who share in our passion for ‘keeping it local’.

“We’re looking forward to another year of partnership and being part of Devon’s thriving food and drink community.”

Pete Salmon, Director, Bays Brewery

“Sponsoring the Food Drink Devon Awards is an integral part of our commitment to the South West’s hospitality and food industries.

The awards not only celebrate the exceptional talent and innovation within our region but also offer us invaluable opportunities to network with like-minded professionals and potential clients.

As a business deeply rooted in a region driven by tourism and hospitality, we recognise the significance of these awards in highlighting the quality and creativity that make Devon and Cornwall such outstanding culinary destinations.

Being part of such a prestigious and credible event – surrounded by inspiring fellow sponsors and nominees – is always a privilege, and we are proud to support this remarkable celebration of our local food and drink industry.”

Heidi Robinson, WestCountry Foodservice

About the Awards

The highlight of the year-long sponsorship partnership is the Food Drink Devon Awards and awards ceremony, and all our sponsors are deeply involved. Our awards celebrate the finest food and drink producers, speciality retailers, hospitality and catering businesses, who share our commitment to enjoy, inspire and discover more about food and drink.

Judging takes place from May with a diverse and unbiased panel of expert local chefs, farmers, writers and influencers in the food and drink industry. Our judges blind taste, mystery shop and mystery dine their way through all categories.

The sell-out 2024 glittering black-tie awards ceremony at Sandy Park was our largest to date with 450 food and drink professionals attending. They enjoyed the delicious drinks and canapes reception and a sumptuous three-course dinner, all created with Devon produce and expertly served by the future of the hospitality industry - the students from Exeter College. The ceremony is attended by leading journalists, local MPs and representatives from our working partnerships with Devon County Council, Exeter University and Exeter College.



About Food Drink Devon



Food Drink Devon is a Community Interest Company, membership organisation, governed by a Board of Directors who give their time and expertise voluntarily. With a focus on quality, sustainability and provenance, our aim is to support and promote members from across Devon and raise the county's culinary profile, while building a thriving community that benefits from sharing knowledge, networking and collaboration.

Our members include food and drink producers, retailers, hospitality venues and related businesses dedicated to serving up the best produce from the county. This year, Food Drink Devon will be ensuring that the county shines even brighter on the world stage and secures its reputation as a destination for outstanding food and drink. With a brand new consumers website and gift voucher platform, social media reaching over 42,000 consumers and an engaged membership of over 380 food and drink businesses, the organisation is building a constantly growing buzz.



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For more information about becoming a Food Drink Devon sponsor please get in touch with Ali Neagle:

admin@fooddrinkdevon.co.uk | 07789 666 064