



HIGHLANDS & ISLANDS FOOD & DRINK AWARDS



SPONSORSHIP OPPORTUNITIES 2024

INTRODUCTION

The Highlands & Islands Food & Drink Awards (HIFDA) are back for 2024. Now in its 19th year, the Awards encourage food and drink businesses to be innovative, forward thinking and collaborative and celebrate their excellence and achievement.

Food and drink businesses from the region produce a wide range of high-quality products, which have a strong competitive advantage associated to place, people and provenance.

The food and drink industry turnover is now at £16 billion. It is the third largest sector employer in Scotland employing 129,000 people across agriculture, fishing and aquaculture and manufacturing and provides £5.3 million in GVA.

These Awards are an established firm favourite in the industry calendar. There is a real opportunity to capitalise on this and engage with a wider range of producers and operators in the sector. The Awards ceremony will take place on Friday 1 November 2024 in the Kingsmills Hotel, Inverness.

The Awards are developed and driven by a steering group: Marian Armitage, Shetland Food & Drink; Gillian Osbourne, Wester Ross Fisheries Ltd and Yvonne and Mike Crook, Good Highland Food.

The Awards are supported by Highlands and Islands Enterprise.

WHY SPONSOR

Investing your support in the Awards offers you a number of opportunities for:

- connecting with businesses and producers
- raising the profile of your organisation and/or brand
- meeting and networking with a targeted food and drink audience of 300 at the Awards dinner
- There are currently [13 award categories](#).



AWARDS SNAPSHOT

- In 2023 we had a total number of 88 entries, with 66 unique companies across all categories.
- Our media partner Highland News & Media (formerly SPP) supported the Awards with a digital presence on their website and social channels.
- We had a PR campaign with both a local and national focus, delivered by Sound Bite PR.
- We engaged with a wide range of food and drink businesses via digital marketing and social media with a combined campaign reach of 2,883,156.
- In 2024 we will capitalise on the HIFDA Ambassadors of the Year (2023) Yvonne and Mike Crook of Good Highland Food to help promote the Awards both in the region and nationally.
- We will deliver a high quality, professional event with over 300 attendees.
- The event provides a number of networking opportunities for sponsors and entrants alike.



PROPOSED 2024 CATEGORIES

BEST DRINK:

The judges will be looking for a business, big or small, that can demonstrate success in the alcoholic or non-alcoholic market; a commitment to locally sourced products where possible; robust processes and research that led to the product(s) being created in the first place; and a sound marketing strategy for sustainability.

BEST FOOD: RETAIL

This award is for the best retail product (food and non-alcoholic drinks) launched between 1 January 2022 and 31 January 2024 and not previously entered in this category. Excludes brewed and distilled products.

BEST FOOD: FOODSERVICE

This award is for the best foodservice product launched between 1 January 2022 and 31 January 2024.

BEST FOOD: STREET FOOD

Scotland offers many excellent markets, halls and roadsides where you can enjoy delicious street food on the go. Launched in 2023, this award is for street food vendors based in the region with a commitment to local provenance, great relationships with local producers and suppliers, a well-designed truck/van/trailer and a strong unique selling point.

INDEPENDENT RETAILER OF THE YEAR

This category is open to all food and drink retailers within the region, both those with a shop front and those solely trading online, as well as those who do both. Examples include farm shops, delis, fruit farms, butchers, and corner shops.

PRIMARY PRODUCER AWARD

This award is open to all primary producers who have developed a food or drink product from farm to fork.

SUSTAINABILITY

This award recognises businesses or organisations who have taken their environmental, social and financial responsibilities to the next level - showcasing best practice in the production and distribution of food and drink products or services.

BEST START UP

This award is for a new business, started since 1st January 2022. You may be a producer, a retailer or foodservice outlet displaying excellence in the use of local food and drink products or a service provider contributing significantly to the success of the sector. Judges will be looking for businesses they feel have great potential to further contribute to the local food and drink economy or further enhance the perception of the region's food and drink.

BEST E-COMMERCE

For a business that best demonstrates success through growth and innovation in developing a digital route to market and the impact this has made to the business.

This could include B2C or B2B online channels and routes to market, website development, product development, or innovation in reaching target consumers through digital marketing, product offering or technology (app/website/social media etc).

BEST EATERY

This award has been created specifically to include those eateries, e.g. a café, bistro, deli, pub, takeaway or visitor attraction serving food, which deserve to be recognised but not against those who class themselves solely as 'restaurants'.

RESTAURANT OF THE YEAR

This award is given to the restaurant that can demonstrate the most innovative and consistent use of produce from food or drink suppliers in the region, great tasting food, outstanding service levels and a pleasant environment.

BEST FOOD & DRINK TOURISM EXPERIENCE

This award will recognise the best food or drink tourism experience in the region. The successful business will demonstrate excellence in customer engagement, attracting visitors from both the Highlands and Islands and further afield.

SUPPLY CHAIN

This award is open to any business which is operating in any part of the Highlands and Islands food and drink supply chain. Food supply chain businesses include those in food and drink preparation, processing, manufacturing, warehousing, distribution, wholesaling and retailing.

YOUNG AMBASSADOR OF THE YEAR

This award recognises a young person's outstanding contribution and achievement in the Highlands and Islands food and drink sector, celebrating their commitment, passion and work to develop the industry in the region, their outstanding qualities and potential.

AMBASSADOR OF THE YEAR

This special award recognises an outstanding contribution in the Highlands and Islands food and drink industry, be the recipient male or female, young or old. The award celebrates and pays tribute to hard work, commitment, dedication, passion and innovation demonstrated within the sector.

HEADLINE SPONSORSHIP

- Two tables of 10 at the Awards ceremony (worth £2,000 plus vat)
- Named title association – ‘The Highlands & Islands Food & Drink Awards in association with...’
- Primary branding on all event collateral including website, digital newsletters, entry forms, certificates, trophies and digital communications
- Primary branding at the event, via the AV presentation, stage-set as well as opportunity for pop-ups/display
- Dedicated page within the awards booklet distributed to all guests and to members of the press
- Input into award categories and entry criteria including the opportunity to create a new award if appropriate
- Opportunity for a representative from your organisation to chair or attend the judging day
- Option to host VIP drinks reception
- Speaker slot to open the awards ceremony
- Opportunity for a representative from your business to present an award on the night
- Mention and thanks in opening and closing remarks by event compere
- A wide range of national, regional and local PR opportunities
- Opportunity to write a blog or undertake a Q+A for HIFDA social media and email comms
- Promotion of the sponsorship association via the HIFDA social media channels
- Opportunity for a representative to be filmed for use in the Awards promotion
- Opportunity to communicate with guests via event comms
- Credit in all media releases as title sponsor
- Opportunity to provide product for the event (by mutual agreement) and capitalise on the associated promotion

£10,000 plus VAT

CATEGORY SPONSORSHIP

- 10 tickets at the Awards (worth £1,000 plus vat)
- Named sponsor of your chosen category
- Secondary branding on all event collateral including website, digital newsletters, entry forms, certificates, and digital communications
- Branding at the event, via the AV presentation, sponsor backdrop as well as opportunity for pop-ups
- Opportunity for a representative from your organisation to join the judging panel
- Opportunity for a representative from your business to present your appointed award
- A wide range of national, regional and local PR opportunities
- Opportunity to write a blog or undertake a Q+A for HIFDA social media and email comms
- Promotion of the sponsorship association via the HIFDA digital communications and social media channels
- Credit in all media releases as category sponsor
- An opportunity to provide product for the event (by mutual agreement) and capitalise on the associated promotion



£2,950 plus VAT

KEY DATES

LAUNCH **18 APRIL**

ENTRY DEADLINE **24 JUNE**

ENTRY EXTENSION **1 JULY**

JUDGING INSTRUCTIONS SENT **8 JULY**

JUDGING DEADLINE **29 JULY**

JUDGING DAY **20 AUGUST**
KINGSMILLS, INVERNESS

SHORTLIST ANNOUNCEMENT **END OF AUGUST**

JUDGING VISITS* **DURING SEPTEMBER**

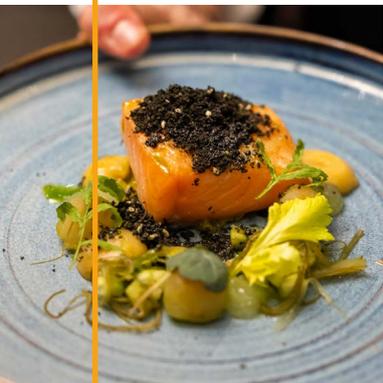
Awards ceremony **1 November**
KINGSMILLS HOTEL, INVERNESS

Winner release/social media **w/c 4 November**

* Best Eatery, Restaurant of the Year and Street Food



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