# SCOTLAND FOOD & DRINK Excellence Awards 2025 Drinks Reception Sponsor



## Event Details

Thursday 4 September 2025 DoubleTree by Hilton, Glasgow 6pm - 12.30am Hosted by Edith Bowman





## A Celebration of Scottish Excellence

Running for over two decades, the Excellence Awards stands as Scotland's most prestigious celebration of the food and drink sector - a landmark event where passion, innovation, and outstanding achievement are honoured. Welcoming over 500 influential guests - including leading industry figures, renowned producers, key buyers, retailers, and media - the awards offer a powerful platform to connect with the very heart of Scotland's vibrant food and drink community. For sponsors, it's a rare and valuable opportunity to align your brand with excellence and gain visibility among the sector's most respected voices.





## Why Partner with The Excellence Awards?

#### **Strategic Brand Positioning**

Align your brand with the very best of Scotland's world-class food and drink industry. Sponsorship positions your business at the forefront of excellence, innovation, and sustainability - values that resonate powerfully with modern consumers, trade buyers, and key industry stakeholders.

#### **Extended Brand Reach**

- 35M+ media impressions across 40+ trade and national titles
- 107,000+ social media impressions and 30,000+ video views
- Featured content shared with a targeted network of over 400 businesses • Each sponsorship brand benefits from weeks of high-impact visibility leading up to, during, and after the awards.

#### **Direct Engagement with Key Stakeholders**

Connect with over 500 influential figures from across the sector- including buyers, producers, retailers, policymakers, and media. Gain insights and build partnerships in a setting designed for meaningful exchange.

#### **Tangible Marketing Assets**

Receive a library of professional photography, video content, branded collateral, and press coverage - ready for repurposing in your marketing campaigns, reports, or internal communications.

#### Lasting Impact Beyond the Event

Sponsorship is not just a one-night affair. Through collaborative storytelling, bespoke content and tailored experiences, sponsors enjoy a sustained platform to amplify brand visibility and showcase thought leadership in the months that follow.

In 2024, our campaign delivered:



# **Drinks Reception Sponsor**

### Raise a glass and welcome guests to an unforgettable evening.

#### **Pre-Event:**

- Collaborate with the events team to showcase preferred drink producers.
- Brand featured in all relevant communications and PR materials.
- Dedicated social media promotion spotlighting your role.
- Spotlight feature in the pre-event newsletter and a drinks producers' round-up across SF&D social channels.

### **On the Night:**

- Five tickets to the awards dinner.
- High-impact branding in the reception area and throughout the event.
- Full-page advert in the digital awards booklet.
- Co-branded drinks menu (both digital and printed).
- Brand mention and name-check in host's welcome speech.
- Optional activation space during the reception—for product sampling, storytelling, or audience engagement.

#### **Post-Event:**

- Access to professional event photography for your marketing use.
- Brand featured in post-event PR coverage and social media acknowledgement.



# Partner with Purpose

Sponsorship is more than just a marketing opportunity - it's a powerful alignment with Scotland's globally celebrated food and drink sector. As a partner, your brand becomes part of a platform that champions innovation, sustainability, provenance, and worldclass quality. It's a chance to stand alongside the people and products shaping the future of the sector, while reinforcing your own commitment to its continued success.

To secure your sponsorship or explore bespoke opportunities tailored to your objectives, please get in touch:

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