

Category Sponsorship



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

In 2024, our campaign delivered:

- 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.



Award Category Sponsor

Shine a spotlight on industry excellence in your chosen category.

On the Night:

- Table of 10 for the awards dinner.
- Exclusive presentation of your sponsored award on stage.
- Logo featured across digital screens, slides, banners, and printed materials.
- Full-page advert in the digital awards booklet.
- On-stage photo opportunity with your category winner.
- Branding on table signage and priority seating.

Pre-Event:

- Sponsor announcement shared via SF&D's digital channels.
- Logo and website link featured on the official event site.
- Sponsorship toolkit including visuals, messaging, and social media assets.
- Inclusion in all relevant press materials.
- Direct introduction to your category finalists prior to the event (optional).

Post-Event:

- Award presentation photo for your marketing and PR use.
- Full access to professional event photography library.
- Inclusion in a post-event highlights video with visible branding.
- Dedicated mention of your sponsored category in post-event content with tailored messaging.

Award Category Sponsor Categories _AND FOOD &

Tasted Categories (12)

- Bakery Product of the Year
- Beer & Cider Product of the Year
- Savoury Accompaniments
- Sweet Accompaniments
- Dairy Product of the Year
- Fish and Seafood Product of the Year
- Meat Product of the Year
- Scotch Brand Product of the Year
- Distilling Product of the Year (Dark)
- Distilling Product of the Year (Light)
- Healthy or Free From Product of the Year
- Artisan Product of the Year

Product of the Year is awarded to the highest-scoring product from the tasted categories above.

Business Categories (10)

- Best for Scottish (Independent)
- Best for Scottish (Multiple)
- Farm to Fork Producer of the Year
- Employer of the Year
- Young Talent Award
- Sustainability Award
- Food Tourism Business Award
- Business Innovation Award
- Organic Business of the Year
- Food and Drink Campaign of the Year



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 world-class 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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