



# FOOD SAFETY SUMMIT 2023

## COCKTAIL EVENING SPONSOR – 1 Available

ZAR 50 000 Excl VAT

### Your Sponsorship Benefits will include:

Summit tickets for 2 delegates to the 2-day Summit and to the Cocktail Evening on Day 1.

- Two additional guests of their choice to attend only the Cocktail Evening
- Exclusive benefits:
  - o Naming rights i.e. it becomes the sponsoring company's Cocktail Evening
  - o Welcoming of guests and speech
  - o Network and make direct contact with delegates

### PRE-SUMMIT MARKETING

- Half page Advert in Food and Beverage Reporter (FBR\*)
- Half page Editorial in FBR\*\*
- Three newsletter banner(s) in regular Summit e-newsletters
- Company Logo on delegate confirmation email
- Summit website Sponsor Profile Page (SPP) including:
  - o Company Name + Logo + Link
  - o Company Overview + PDF Brochure + Contact Info
- One Social Media Exposure (SME) per month **from month that payment is received:**
  - o On Food Safety Summit (FSS) accounts
  - o Shared on Food Focus (FF) and Anelich Consulting (AC) social accounts
- Sponsor dedicated mailshot - one per month **from month that payment is received**
- 1 x podcast
  - o A maximum of 10 minutes on a topic that is suitable for the Summit, and it would be subject to our team's approval. It is in the form of a conversation around a specific topic where an interviewer from the FSS would be asking questions on that topic to start the discussion and the sponsor would then discuss it further, with possible prompts from the interviewer in case it's needed.
  - o A link to the podcast will be added to our Summit webpage
- 2 x Short TOPICAL articles on Summit website
- Summit Specials Page - Special offers/discount vouchers

### ON THE DAY MARKETING

- Full page advert in Summit handout (PDF on website. Will not be printed due to our commitment to sustainability)
- Company Logo and mention in handout
- 250 Inserts or gifts for Summit Bags (supplied by sponsor)
- Company Logo screened during Summit, at tea and lunch breaks
- Banners + Table at Cocktail Evening



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## **POST-SUMMIT MARKETING**

Thank you email blast with email links.

### **Note:**

\* A full page is designed to be equivalent to an A4

\*\* Editorial content needs to be relevant to a topic on the Summit Programme