

Sydney Royal Easter Show 2017

What is a Daily Session?

Each day we host 11 individual, live cooking demonstration sessions at the Theatre Kitchen. The sessions are the same every day for the 14 days of the Show. Each session lasts for approximately 25 minutes (no longer than 30 minutes). Being a 'sponsor' of the Theatre Kitchen means we would dedicate one daily session exclusively to preparing a meal (or meals) using **certified organic** produce.

What ingredients are we looking for?

Ideally we are looking for fresh meat, vegetables and/or fruit however we can use pre-packaged ingredients to add to other organic ingredients to create a meal from. In terms of beverages, we have pre-existing sponsorship agreements with Dairy Farmers and Coca Cola Amatil so this limits the range of beverages we are able to promote.

What promotion will brands (sponsors) receive?

If you wanted to sponsor a session exclusively, the session would be named after your business/brand. Here is the list of benefits you'd receive for being the exclusive sponsor:

- 25 minute daily session at a fixed time each day.
- Daily live reads by the MC to promote the time and content of your session.
- Your logo and/or TVC displayed on 3x screens in the Theatre Kitchen area.
- Your logo displayed on the walls of the Theatre Kitchen.
- Your pull up banners displayed in the Theatre Kitchen (during demonstration only).
- Product placement on Theatre Kitchen shelving.
- MC and presenter wearing branded aprons for your session.
- Category exclusivity across all sessions.
- Complimentary SRES tickets to use for staff and as incentives.
- Opportunity to provide recipes, prizes and product samples to audience.
- MC can direct people to your exhibition stand for more product/information (if purchased).
- Additional opportunities can be tailored for you. This includes advertising on the Big Screen, Website, Official Guide, signage in the Main Arena (additional costs apply).

The above benefits are based on one company sponsoring a daily session. If multiple companies want to share a daily session, these benefits and the payment will be shared between them. Contact Stewart Hopper for inclusive rates.

RSVP by 31 January 2017.

Contact:

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