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“The bar awards truly acknowledge excellence and sheer hard work. Every year they inspire us to climb to higher levels.”

David McHugh, Managing Director (Shore Club, Kinsellas, The Colombian Hotel)

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8th annual bar awards™

- Bartender of the Year ☞
- New Bar of the Year ☞
- Nightclub of the Year ☞
- Cocktail Bar of the Year ☞
- Best Drinks Selection ☞
- Hotel of the Year ☞
- Registered Club of the Year ☞
- Bar Manager of the Year ☞
- Operator of the Year (Multiple Venues) ☞
- Operator of the Year (Single Venue) ☞
- Best Music Offering ☞
- Best Specialty Beer Venue ☞
- Bar of the Year ☞
- Outstanding Contribution ☞
- Bar Team of the Year ☞
- Cocktail List of the Year ☞
- Wine Bar of the Year ☞
- New Hotel of the Year ☞
- Best New Venue Design ☞
- Best Bar Food Selection ☞
- New Nightclub of the Year ☞



WHERE. Hilton Hotel Grand Ballroom, Sydney
WHEN. Wednesday 17 September, 2008
TIME. 6pm until late
GUESTS. 700 capacity

brought to you by

Bartender
AUSTRALIAN
THE OFFICIAL VOICE OF BARTENDERS

Industry
INNOVATIONS FOR THE BAR OPERATOR

2008 MEDIA KIT



2008 Sponsorship package

- Official sponsor of chosen award category
- Logo on relevant award finalists page in July edition of *Bartender*
- Logo on relevant award winners page in November edition of *Bartender*
- Photo of award being presented by company representative on award winners page in November edition of *Bartender*
- Logo on finalists certificate
- Table at *bar awards* gala dinner (valued at \$2,500 pre-GST)
- Logo on trophy handed to winner
- Logo in *bar awards* brochure given to each guest at the *bar awards*
- Logo on screens as award is being announced
- Representative to hand out award to winner

✂ **Total cost \$8,500 (pre-GST)**

“It was truly an honour to be surrounded by such stand-out company. The bar awards provides an amazing opportunity for us within the industry to recognise all the hard work that goes on behind the scenes.”

Benny Roney, Owner, Elsewhere, Surfers Paradise



Enhancements

Various extras can be added to the base awards package to enhance the sponsorship package both before and during the event.

Pre-awards drinks sponsor

Sponsor the pre-awards drinks with the opportunity to serve your drinks to the guests as they arrive. We will provide everything; drink creation, the bar, staff and glassware.

Sponsor supplies stock only.

✂ **Total cost \$1,200 pre-GST**

Dinner drinks sponsorship

Throughout the meal guests will be served wine, beer and soft drinks, giving a captive audience of industry figures primed to enjoy your premium product and appreciate its unique appeal. Bottles will also be placed on the tables to help branding opportunities.

✂ **Total cost \$2,000 pre-GST**



Official drinks sponsor of post-awards party

The exclusive post-awards party at Zeta bar has become an event in its own right, with the guests heading into Zeta once the *bar awards* have ended to party the night away and celebrate.

Official drinks sponsorship will give you exclusive opportunities within Zeta including complimentary drinks to guests on arrival, discount brand drinks throughout the evening and a reserved VIP area to entertain guests.

✂ **Total cost \$5,000 pre-GST**

Package as above with additional full page of party photos branded with your logo and a full page advert in the November edition of *Bartender* magazine.

✂ **Total cost \$8,000 pre-GST**

Brochure/flyer at each guest setting

The opportunity to target each individual at the *bar awards* through placing company or product information at their table setting. This is a unique opportunity to ensure your information is targeted directly at the industry's leading influencers.

✂ **Total cost \$1,500 pre-GST (a maximum of three will be allowed)**

Holiday/prize giveaway/distillery tour

This is a fantastic opportunity to give one lucky guest the holiday of a lifetime and ensure that everyone is talking about your company before and after the winner is announced. Perhaps a trip to your distillery or home of a particular brand.

✂ **POA**

Advert within July edition of Bartender (finalists edition)

A full page advert opposite your sponsored *bar awards* nominees' editorial page within *Bartender* magazine.

✂ **Full page \$3,500 pre-GST (sponsors rate)**

Advert within November edition of Bartender (winners edition)

A full page advert opposite your sponsored awards winners' editorial page within *Bartender* magazine.

✂ **Full page \$3,500 pre-GST (sponsors rate)**

Extra table at the awards (limited availability)

A table to entertain 10 guests.

✂ **Total cost \$2,500 pre-GST**