



2018 PARTNERSHIP OPPORTUNITIES

"First we eat, then we do everything else"

M.F.K. Fisher



OVER 50 YEARS OF GOLD PLATE EXCELLENCE TO CULMINATE IN A 2018 TO REMEMBER

The Gold Plate Awards is an annual awards program initiated by the Catering Institute of Australia (WA) to recognise and reward excellence in the hospitality industry throughout Western Australia. For over fifty illustrious years, the Gold Plate Awards have been a highlight of the Western Australian hospitality calendar. Synonymous with excellence, the awards program allows restaurants, cafes, venues and the like in Western Australia to showcase their culinary forays and hospitality skills.

Each year, a wide variety of restaurant and catering industry businesses (small and large, new and established, formal and casual) participate in The Gold Plate Awards, all striving to win the prestigious award in their chosen categories.

After 50 years, we are proud to launch a refreshed program for 2018 and beyond.

We invite you to participate in the 2018 Kleenheat Gold Plate Awards program and look forward to your involvement as we make preparations for an exciting 52nd year of The Gold Plate Awards in Western Australia.

About The Gold Plate Awards

Establishments from across metropolitan and regional Western Australia can self-nominate in up to 30 different categories ranging from cuisine specific, licensed, unlicensed, casual, fine dining or regional & metro.

Entrants are judged by an independent panel travelling the state to anonymously assess finalists in their chosen category. A Gold Plate finalist will be judged several times throughout the process so winning a Gold Plate is truly a pursuit of sustained excellence by both the establishment and the Catering Institute.



"The secret of success in life is to eat what you like and let the food fight it out inside"
Mark Twain



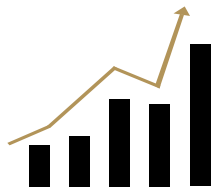
GOLD PLATE AWARDS

2018 Awards Program

Why be involved?

The Gold Plate Awards dinner is a highlight on Western Australia's hospitality industry calendar and is a night of black tie prestige and glamour as a room full of industry luminaries assemble for an amazing matched food and wine five course menu as we crown the Gold Plate winners. The 2018 Gold Plate Awards provides a unique opportunity to meet and network with a wide cross-section of industry peers across Western Australia's hospitality industry.

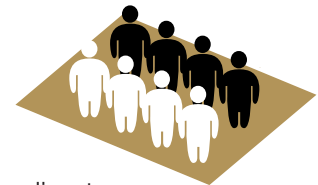
The Benefits



Network, strengthen and build new or existing relationships across the industry



Profile your company and increase awareness of your organisation through targeted messaging



Have direct exposure to over 800 guests at the Awards dinner, plus a wider audience via promotions and media coverage



Promote your products and services to a strong group of purchase influencers in the hospitality industry



Demonstrate your commitment to supporting the hospitality industry



Associate your brand with the Awards promoting excellence in the industry

"I cook with wine. Sometimes I even add it to the food"

W.C. Fields



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The Categories

The Gold Plate Awards has over 30 categories available for establishments to enter, with entries permitted over multiple categories. The categories available include:

1. Formal Contemporary
2. Licensed Dining – Metro
3. Licensed Dining – Regional
4. Licensed Casual Dining – Metro
5. Licensed Casual Dining – Regional
6. Unlicensed Café
7. Restaurant within a Tavern/Pub
8. Restaurant/Café within a Winery – Perth/Surrounds
9. Restaurant/Café within a Winery – Country
10. Modern Australian
11. Mexican Restaurant
12. European/Mediterranean Dining
13. Licensed Thai
14. Licensed Indian
15. Licensed Chinese
16. Licensed Asian
17. Unlicensed Asian
18. Seafood Dining
19. Licensed Café – Metro & Regional
20. Best Pizza
21. Coffee Shop
22. High Tea
23. Family Dining
24. Steakhouse/BBQ or Grill
25. Buffet
26. Breakfast
27. Tapas/Small Plate
28. Restaurant within a Training Establishment
29. New Restaurant
30. Tourism Restaurant – Metro & Regional
31. The CIA Gold Plate Venue Caterers Award
32. The 'Excellence in Health' Award
33. Catering Institute (W.A.)
Wine List of the Year Award
34. Fresh Produce Award

2018 Events

- Finalist Cocktail Party
- Gold Plate Awards





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2017 Highlights





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Gold Sponsor

The Gold Sponsor is a much sought after sponsor package, with a host of benefits to ensure you get first class exposure throughout the Awards program. Benefits include:

- Naming rights to three Awards categories
- Opportunity to present the awards for your sponsored categories
- Acknowledgement in speeches by CIA representatives and the MC
- Opportunity for product placement, showcasing or giveaways
- Logo on AV presentation for your chosen category
- Half page ad in event program (artwork to be provided)
- Company logo to appear on all electronic and print promotional material and communications including newsletters
- Company logo and link to your organisations website from the Awards page
- 6 x targeted message via the Gold Plate Awards Facebook page
- One promotion to the full Gold Plate email database (sponsor to provide artwork to specifications)
- Access to the 2018 Gold Plate Awards entrants database with contact details of event nominees, finalists and winners (subject to compliance with privacy legislation)
- Access to all professional images of the event for marketing purposes
- Logo placement in the Gold Plate liftout to appear in major media publication (subject to confirmation)
- Complimentary table of 10 to the 2018 Gold Plate Awards dinner
- 10 x passes to the VIP Champagne Bar at the 2018 Gold Plate Awards Dinner
- 6 x tickets to the finalist announcement cocktail party
- 4 x pull up banners at the finalist announcement cocktail party and at the Awards dinner (company to provide)
- Use of the CIA and Gold Plate logos for your own marketing purposes
- Post event marketing and promotional report including all media clippings, releases, logo placements and photographs of the event
- Your company will be included on the CIA website as one of our preferred and recommended suppliers

"People who love to eat are always the best people"

Julia Child



Silver Sponsor

Our Silver package provides excellent bang for your buck but still provides some excellent exposure throughout the program. Benefits include:

- Naming rights to two Awards categories
- Opportunity to present the awards for your sponsored categories
- Acknowledgement in speeches by CIA representatives and the MC
- Logo on AV presentation for your chosen category
- One third page ad in event program (artwork to be provided)
- Company logo to appear on all electronic and print promotional material and communications including newsletters
- Company logo and link to your organisations website from the Awards page
- 3 x targeted message via the Gold Plate Awards Facebook page
- One promotion to the full Gold Plate email database (sponsor to provide artwork to specifications)
- Access to the 2018 Gold Plate Awards entrants database with contact details of event nominees, finalists and winners (subject to compliance with privacy legislation)
- Access to all professional images of the event for marketing purposes
- Logo placement in the Gold Plate liftout to appear in major media publication (subject to confirmation)
- Complimentary table of 8 to the 2018 Gold Plate Awards dinner
- 4 x passes to the VIP Champagne Bar at the 2018 Gold Plate Awards Dinner
- 6 x tickets to the finalist announcement cocktail party
- 2 x pull up banners at the finalist announcement cocktail party and at the Awards dinner (company to provide)
- Use of the CIA and Gold Plate logos for your own marketing purposes
- Post event marketing and promotional report including all media clippings, releases, logo placements and photographs of the event
- Your company will be included on the CIA website as one of our preferred and recommended suppliers

"I am not a glutton. I am an explorer of food"

Erma Bombeck



Bronze Sponsor

Our Bronze package provides excellent bang for your buck but still provides some excellent exposure throughout the program. Benefits include:

- Naming rights to one Awards category
- Opportunity to present the awards for your sponsored category
- Acknowledgement in speeches by CIA representatives and the MC
- Logo on AV presentation for your chosen category
- Company logo to appear on all electronic and print promotional material and communications including newsletters
- Company logo and link to your organisations website from the Awards page
- 1 x targeted message via the Gold Plate Awards Facebook page
- One promotion to the full Gold Plate email database (sponsor to provide artwork to specifications)
- Access to the 2018 Gold Plate Awards entrants database with contact details of event nominees, finalists and winners (subject to compliance with privacy legislation)
- Access to all professional images of the event for marketing purposes
- Logo placement in the Gold Plate liftout to appear in major media publication (subject to confirmation)
- 4 x tickets to the 2018 Gold Plate Awards dinner valued at \$400
- 2 x passes to the VIP Champagne Bar at the 2018 Gold Plate Awards Dinner
- 2 x tickets to the finalist announcement cocktail party
- 2 x pull up banners at the finalist announcement cocktail party and at the Awards dinner (company to provide)
- Use of the CIA and Gold Plate logos for your own marketing purposes
- Post event marketing and promotional report including all media clippings, releases, logo placements and photographs of the event
- Your company will be included on the CIA website as one of our preferred and recommended suppliers

"What I say is that, if a man really likes potatoes he must be a pretty decent sort of fellow"

Erma Bombeck



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Categories Available for Sponsorship

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| 1. | Formal Contemporary |
| 2. | Licensed Dining – Metro |
| 3. | Licensed Dining – Regional |
| 4. | Licensed Casual Dining – Metro |
| 5. | Licensed Casual Dining – Regional |
| 6. | Unlicensed Café |
| 7. | Restaurant within a Tavern/Pub |
| 8. | Restaurant/Café within a Winery – Perth/Surrounds |
| 9. | Restaurant/Café within a Winery – Country |
| 10. | Modern Australian |
| 11. | Mexican Restaurant |
| 12. | European/Mediterranean Dining |
| 13. | Licensed Thai |
| 14. | Licensed Indian |
| 15. | Licensed Chinese |
| 16. | Licensed Asian |
| 17. | Unlicensed Asian |
| 18. | Seafood Dining |
| 19. | Licensed Café – Metro & Regional |
| 20. | Best Pizza |
| 21. | Coffee Shop |
| 22. | High Tea |
| 23. | Family Dining |
| 24. | Steakhouse/BBQ or Grill |
| 25. | Buffet |
| 26. | Breakfast |
| 27. | Tapas/Small Plate |
| 28. | Restaurant within a Training Establishment |
| 29. | New Restaurant |
| 30. | Tourism Restaurant – Metro & Regional |
| 31. | The CIA Gold Plate Venue Caterers Award |



GOLD PLATE AWARDS

— 2018 Awards Program —

Sponsorship Manager

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