



SPONSORSHIP, MARKETING AND MEDIA ENGAGEMENT WITH ICON FOODS

Icon Foods launched in Australia in 2008, with key products Puregg and Life Plus offering quality and convenient options to the market. We are happy to work with partners for a mutually beneficial outcome.

WHAT ICON FOODS IS LOOKING FOR

- Partnerships which can contribute to a growing brand awareness rating and consumer recall & brand loyalty.
- Partnerships which provide significant event or community engagement leverage in QLD, VIC and NSW.
- Strong alignment with health and wellbeing.
- Offer opportunities for Icon Foods staff to be involved in structured projects
- Significant social media networks exposure which can assist Icon Foods currently and in the launch of a future social media presence.
- Opportunity to reach relevant a audience within a relevant environment.
- Advertising and signage opportunities.

A Icon Foods sponsorship is a contractual agreement for Icon Foods to supply cash and/or ongoing products/discounted products (athlete, event, ambassador, organization, venue or media) in return for benefits which allow Icon Foods to achieve their sponsorship objectives.

These benefits allow Icon Foods to leverage within their own brand and corporate guidelines and will normally include:

1. Community engagement opportunities
2. Database access
3. Event promotional activity
4. Social media
5. Lead generation

6. Branding and signage
7. Tickets, Hospitality and money-can't-buy experiences
8. IP and image usage rights across Icon Foods marketing
9. Appearances by key personalities and ambassadors

SUBMITTING A SPONSORSHIP PROPOSAL

Please advise where we could receive partner promotionally –

- Branding opportunities – Uniforms, Signage, Equipment, promotional events
- Communication – social media channels, websites, newsletters etc. Please advise numbers across each channel.
- Key target market – who you target across your channels / events
- Support – How you will engage your membership database to use either and or Puregg and Life Plus.

Please also advise –

1. All postal details and contact details
2. Bio about yourself and what you want to achieve in 2016
3. Why you think you would be a good fit for our brands
4. Sponsorship requirements and opportunities
5. Any awards won
6. Images
7. Special achievements to note

All submissions need to be sent through to – info@iconfoods.com.au

As we receive a large amount of requests please allow 4-6 weeks for a reply.