

A large-scale event held in a grand hall with high ceilings and ornate architectural details. The room is filled with round tables covered in white cloths, where guests are seated and engaged in conversation. In the background, a stage is visible with a large screen displaying a presentation. The overall atmosphere is professional and celebratory.

**RETAIL  
DRINKS  
AUSTRALIA**

**2023 RETAIL DRINKS INDUSTRY SUMMIT & AWARDS  
4TH OCTOBER 2023 | DOLTONE HOUSE DARLING ISLAND, SYDNEY**

RETAIL DRINKS INDUSTRY

**SUMMIT 23**

RETAIL DRINKS INDUSTRY

**AWARDS 23**

**SPONSORSHIP PACKAGES**

**THE FUTURE OF LIQUOR RETAILING**

[retaildrinks.org.au](http://retaildrinks.org.au)

## ABOUT RETAIL DRINKS

Retail Drinks is a national industry body representing the needs and interests of Australia's \$18 billion retail liquor sector.

Our vision is to "enhance the freedom to retail responsibly" by nurturing a stable political, social and commercial environment in which our industry grows sustainably.

We complement our advocacy by delivering a broad range of member services, including trusted advice and support, resources, discounts and exclusive deals, as well as professional development opportunities like annual the Retail Drinks Industry Summit and Awards, to improve knowledge, competence and skills ensuring that together we lead by example through responsible retailing and are at the cutting edge of industry trends.



## MEMBERS & INDUSTRY PARTNERS

Our members represent some of the industry's most recognised and trusted companies and brands, including:



SPONSORSHIP PACKAGES: 2023 RETAIL DRINKS INDUSTRY SUMMIT & AWARDS

## ABOUT THE EVENTS



RETAIL DRINKS INDUSTRY  
**SUMMIT 23**

The Retail Drinks Industry Summit and Awards are the key annual events for Australia's retail liquor industry, bringing together 500+ delegates across all sectors, and all corners of the country.



RETAIL DRINKS INDUSTRY  
**AWARDS 23**



The **Retail Drinks Industry Summit** sees business experts and industry leaders come together to share their knowledge and expertise to reveal key insights and strategies so together we continue to succeed in liquor retailing and help grow business and profits responsibly and sustainably.

The **Retail Drinks Industry Awards** are the peak national awards for Australia's retail liquor industry, saluting the year-round efforts made by people and companies in our industry to succeed in business, through superior customer service, product knowledge and professionalism.



### EVENT PROGRAM OVERVIEW

- 10:30am:** Registration Open
- 11:00am:** Retail Drinks Industry Summit:
  - Keynote: Regulatory Insights
  - Keynote: Economic Insights
  - Keynote: Market, Category & Shopper Insights
- 12:30pm:** FY23 Annual General Meeting
- 1:00pm:** Networking Lunch
- 2:00pm:** Summit Close
- 6:30pm:** Retail Drinks Industry Awards
  - Pre-Dinner Drinks & Canapes
  - Awards Presentation Dinner
  - Networking & Entertainment
- 11:30pm:** Awards Close



### WHO ATTENDS?

Independent liquor store owners and managers; online liquor retailers; senior representatives from Retail Banner Groups like Cellarbrations, The Bottle-O, Porter's Liquor, Bottlemart, Local Liquor, Liquor Legends, Liquor Stax and more; senior representatives from chain retailers including Endeavour Drinks and Coles Liquor; small and large beverage producers, suppliers and wholesalers; service providers; and other liquor industry leaders.

**2019**  
**390**  
DELEGATES

**2021**  
**1,023**  
DELEGATES  
(VIRTUAL)

**2022**  
**507**  
DELEGATES

**2023**  
**500+**  
DELEGATES  
EXPECTED

## SPONSORSHIP PACKAGES

For companies wanting to align their brand with and promote their products and services directly to Australia's retail liquor industry, the Retail Drinks Industry Summit and Awards offer an ideal platform and opportunity.



**Market Exposure & Brand Awareness:** Gain exposure to Australia's \$18 billion retail liquor industry, and over 500 delegates to position yourself above your competitors.

**Thought Leadership:** Position your company as thought leaders amongst our industry, your peers, and competitors.

**Customer Engagement:** Multiple opportunities throughout the Summit (day) and Awards (evening) to build and strengthen relationships with key industry stakeholders.

**Demonstrated Commitment to Liquor Retailing:** Reinforce a positive image for your brand and company among influential industry representatives by aligning with the peak national body, and its flagship annual events.



## SPONSORSHIP PACKAGES & INCLUSIONS

Inclusions	GOLD PARTNER \$12,000 + GST 8 available	SILVER PARTNER \$6,000 + GST	BRONZE PARTNER \$3,000 + GST
Logo & link on event website	Yes	Yes	Yes
Logo in printed <b>Summit</b> Program (Event Partners page)	Yes	Yes	Yes
Logo in printed <b>Awards</b> Program (Event Partners page)	Yes	Yes	Yes
Ability to showcase products & services at events	Yes	Yes	Yes
<b>Summit</b> delegate registrations	8	4	2
<b>Awards</b> dinner tickets	8	4	2
<b>Summit</b> 'Opening Montage' video	Logo + video ~12 seconds	Logo + video ~8 seconds	Logo ~4 seconds
<b>Awards</b> 'Opening Montage' video	Logo + video ~12 seconds	Logo + video ~8 seconds	Logo ~4 seconds
Advertisement in printed <b>Awards</b> Program	Full page	Half page	
Promotional video/TVC featured during <b>Awards</b>	30 seconds Min 1 play	15 seconds Min 1 play	
Exclusive sponsorship of an <b>Award</b> , including ability to present the Award	Yes Up to 2.5 mins		
Delegate list details	Yes		

If you have a unique promotional/exposure opportunity that's not listed in the above packages, please contact us to discuss.

**GET IN  
TOUCH**

Thank you for your interest in becoming an Event Partner of the 2022 Retail Drinks Industry Summit and Awards. For more information or to discuss specific opportunities for your company, please contact us on



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