

SYDNEY
FISH
MARKET



SYDNEY FISH MARKET

**SEAFOOD
EXCELLENCE
AWARDS 2026**

SPONSORSHIP
PROSPECTUS

Owned equally by the harvest and post-harvest sectors of the NSW seafood industry - the Catchers Trust of NSW and Sydney Fish Market Tenants and Merchants Pty Ltd - Sydney Fish Market is the economic and cultural heart of Australia's seafood industry.

In January 2026, Sydney Fish Market opened the doors to its new, world-class facility - one of the most iconic new buildings on Sydney Harbour, representing one of the most significant seafood infrastructure investments globally. Key features of the new Sydney Fish Market include:

- A state-of-the-art wholesale auction and trading floor
- Expanded commercial wharf facilities
- Enhanced cold-chain logistics and handling infrastructure
- A purpose-built Sydney Seafood School and event space
- A vibrant retail and dining precinct showcasing Australian seafood

Our new facility gives us an even greater platform to promote the consumption of Australian seafood, support industry innovation, and safeguard the sector for generations to come.

We are the southern hemisphere's largest fish market - and now, a global benchmark for seafood excellence.





The Sydney Fish Market Seafood Excellence Awards, held biennially, celebrate the outstanding individuals and businesses that drive the NSW seafood industry forward.

In 2026, the Awards take on added significance with the event being held at the new Sydney Seafood School - marking the first Awards cycle in our new home.

This event honours:

- Innovation across the seafood supply chain
- Leadership in sustainability and safety
- Business growth and market development
- Research, education and workforce development
- Excellence in seafood hospitality and retail

Finalists, industry leaders, government representatives and sponsors will gather for an exclusive, invitation-only event within the new Sydney Fish Market - an environment that reflects the ambition, resilience and professionalism of our industry.

BECOME A SPONSOR

Sydney Fish Market invites you to sponsor this event, and in turn benefit from the outstanding commercial and promotional opportunities presented by the Awards and the strong interest in Sydney Fish Market.

Benefits of Becoming a Sponsor:

- Heightened brand awareness, through access to the diverse audience at the event, as well as through associated PR and media activity.
- The opportunity to attend the awards event and network with key decision makers and leaders in the seafood industry.
- Recognition as an industry leader and a supporter of the professional fishing industry in NSW (worth in excess of \$400 million to the economy).
- The chance to support local seafood producers, retailers and restaurateurs.



Gold Sponsorship Package

\$20,000 (+ GST)

Pre-Event

- You will receive recognition as Gold Sponsor of the event in **all press materials** sent out to the media.
- Your **logo and website link** included on the Sydney Fish Market Seafood Excellence Awards **webpage**.
- Your organisation profiled in a **minimum of 3** pieces of social media content and email marketing in the lead-up to the Awards, reaching an **engaged and highly targeted audience** of seafood professionals and seafood consumers.

At Event

- Your organisation will receive **5** invitations to the exclusive, invitation-only Sydney Fish Market Seafood Excellence Awards event.
- Your organisation's logo will appear on **all sponsor acknowledgement signage** at the event.
- **A full-page advertisement** of your organisation will be placed in the Awards Program.
- Your representative will be invited to present the awards alongside Sydney Fish Market's CEO.
- The **MC will provide thanks** to your organisation as a Gold Sponsor throughout the evening.
- You will have the opportunity to **address guests** at the Awards event.
- You will receive a framed certificate of appreciation from Sydney Fish Market.
- Your organisation will have the opportunity to **contribute to product/promotional material in guest goodie bags** distributed at the event.

Post-Event

- **Event photographs** featuring your organisation's representatives will be displayed on the Awards website and supplied to you.
- You will receive recognition as a Gold Sponsor in the **post-event media release** announcing the winners.



Award Sponsorship Package

\$3,500 (+ GST) per award sponsored

Pre-Event

- Your **logo and website link** included on the Sydney Fish Market Seafood Excellence Awards **website**.
- Your organisation highlighted, where possible, in PR activity in the lead-up to the Awards.
- Your organisation tagged in a **minimum of 3** pieces of social media content and email marketing in the lead-up to the Awards, reaching **an engaged and highly targeted audience** of seafood professionals and seafood consumers.

At Event

- Your organisation will receive **2** invitations to the exclusive, invitation-only Sydney Fish Market Seafood Excellence Awards event.
- Your organisation's name will be **mentioned alongside the sponsored award category**. For example, "Best Seafood Restaurant Award – sponsored by John Smith's Seafood Pty Ltd".
- Your organisation will receive **recognition in the Awards Program**, and wherever the award is mentioned in print or mentioned by the MC.
- Your organisation's logo will appear on **sponsor acknowledgement signage** at the event.
- You will receive a **framed certificate of appreciation** from Sydney Fish Market.
- Your organisation will have the opportunity to **contribute to product/promotional material in guest goodie bags** distributed at the event.

Post-Event

- **Event photographs** featuring your organisation's representatives will be displayed on the Awards website and supplied to you.



Welcome Drinks Sponsorship Package

\$5,000 (+ GST)

This package offers the exclusive opportunity to sponsor the Welcome Drinks at the Sydney Fish Market Seafood Excellence Awards event. This reception takes place prior to the Awards and is open to all attendees, providing an opportunity for networking, sharing ideas, and connecting over a few social drinks.

This is an excellent opportunity to have your brand showcased to our esteemed attendees.

Entitlements

- You will receive **naming rights** to the Welcome Drinks – “Welcome Drinks, brought to you by...”
- The opportunity to **showcase your product as canapes** during the Welcome Drinks (if applicable).
- Your **organisation’s logo displayed on a banner** during the Welcome Drinks (banner provided by sponsor).
- You will receive acknowledgement of your sponsorship in **all promotional materials** produced for the event.
- Your organisation will receive **4** invitations to the exclusive, invitation-only Sydney Fish Market Seafood Excellence Awards event.
- Your organisation will have the opportunity to **contribute to product/promotional material in guest goodie bags** distributed at the event.



Seafood Excellence Awards Categories

The following awards will be presented, showcasing industry professionals who have performed outstandingly in the past two years.

BUSINESS AWARD

Presented to a NSW seafood business involved in any segment of the supply chain that has demonstrated business growth, innovation, excellence in product, service and marketing, and that has contributed substantially towards a positive public profile for the seafood industry.

ENVIRONMENT AWARD

Presented to a NSW entity that has demonstrated excellence in developing and undertaking an environmental activity that has contributed substantially towards protecting or rehabilitating aquatic environments, or reducing adverse seafood industry impacts on the environment.

PEOPLE DEVELOPMENT AWARD

Presented to an NSW entity that has demonstrated excellence in developing and undertaking a people development activity that has contributed substantially towards a higher performing workforce for the seafood industry.

PRIMARY PRODUCER AWARD (INTERSTATE OR OVERSEAS)

Presented to a seafood primary producer that has demonstrated excellence in the sustainable production of quality seafood through innovation in fishing or aquaculture practices, and that has contributed substantially towards a positive public profile for the seafood industry.

PRIMARY PRODUCER AWARD (NSW)

Presented to a seafood primary producer that has demonstrated excellence in the sustainable production of quality seafood through innovation in fishing or aquaculture practices, and that has contributed substantially towards a positive public profile for the seafood industry.

PROMOTION AWARD

Presented to a NSW entity that has demonstrated excellence in developing and undertaking a promotion activity that has contributed substantially towards improving the public profile of seafood and/or the seafood industry.

RESEARCH, DEVELOPMENT AND EXTENSION AWARD

Presented to a NSW entity that has demonstrated excellence in developing and undertaking a research, development and extension activity that has contributed substantially towards a sustainable and profitable seafood industry.

RESTAURANT AWARD

Presented to a NSW restaurant that has demonstrated excellence in consistently serving customers with quality seafood and providing them with an overall positive seafood dining experience.

SAFETY AWARD

Presented to an entity that has demonstrated excellence in developing and maintaining a culture of safety that has contributed substantially towards improving the safety record of the seafood industry.

YOUNG ACHIEVER AWARD

Presented to a NSW-based person, under 35 years of age, who has demonstrated that he or she has made a positive difference to the seafood industry and has the potential to continue to develop as an effective and respected seafood industry leader.

STAR OF THE SEA

This highly prestigious award is presented to a person who has demonstrated that he or she has made a substantial positive difference to the seafood industry over at least twenty years, and who has been a highly effective and respected seafood industry leader.



GET IN TOUCH

If your organisation is interested in sponsoring the 2026 Sydney Fish Market Seafood Excellence Awards, please reach out to Sydney Fish Market Communications Manager, Stephanie Margrain to discuss which package is right for you.

If none of the above packages meet your needs, Sydney Fish Market will work with you to tailor a suitable sponsorship package to suit your business.

For more information, please contact:

Stephanie Margrain

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