



**MELBOURNE  
ROYAL**  
AUSTRALIAN INTERNATIONAL  
BEER AWARDS

# Sponsorship Opportunities



## Be seen alongside excellence.

The Melbourne Royal Australian International Beer Awards has been celebrating excellence in brewing for over 30 years. Recognized as the largest annual beer competition globally, the award program evaluates both draught and packaged beer, along with beer packaging design.

Featuring 24 category trophies and 11 champion trophies, the Australian International Beer Awards draws over 2,800 entries from 405 different breweries. Sponsoring this renowned awards program provides an excellent opportunity to connect with a broad and highly-engaged brewing audience, not only from Australia but also across the globe!

2,829

Beers entered

2087 Australian Entries &  
742 International Entries

405

Breweries  
represented

268 Australian &  
137 International Breweries

21

Countries

75

Industry  
Judges

950

Trophy Awards  
Presentation  
attendees

36

Trophies  
awarded

1,876

Medals  
awarded

220

Media stories  
reaching 7.5 million  
views in Australia

## Through sponsorship, your brand has the potential to:

- Generate new sales leads
- Build business relationships
- Have positive brand association and increase brand trust
- Expose and promote products and/or services
- Network and engage with an industry specific audience
- Increase overall brand awareness

## This will be done through:

- Unique networking opportunities
- Invitations to the awards presentation function (950 guests attend!)
- Advertising & signage opportunities
- Activation & branding rights
- Trophy presenting rights
- Logo & brand recognition across several platforms (approx. 25 brand touch-points over a 4 month period)



## Find out more:

Sponsorship & Partnerships Team

[partnerships@melbourneroyal.com.au](mailto:partnerships@melbourneroyal.com.au)

[melbourneroyal.com.au/australian-international-beer-awards](https://melbourneroyal.com.au/australian-international-beer-awards)

Melbourne Royal also has opportunities to put your brand front and centre through the Melbourne Royal Australian Food Awards, Australian Distilled Spirits Awards, Melbourne Royal Wine Awards, the Melbourne Royal Show and the suite of Show Livestock Competitions.