



HOME COOKING SHOW

Inspire Those in Love with Cooking
Join Australia's Passion for Cooking

MCEC, Melbourne
5-7 July 2024

ICC Darling Harbour, Sydney
27-29 September 2024

SPONSORSHIP OPPORTUNITIES

homecookingshow.com.au

OPTIMIZE YOUR OBJECTIVES FOR 2024

PACKAGE	EXCLUSIVITY	BRAND BOOST	INCREASED SALES
Show Sponsor	●	●	●
Demo stage & Feature Sponsor	●	●	●
World Food Championship Australia	●	●	●
Goodie Bag Inclusions		●	●
Onsite Sampling		●	●
Venue Signage		●	●
Digital Promotions		●	●



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Engage with an online **home cooking audience of over 3 million** and **connect with 30,000+ attendees** at the Home Cooking Show 2024. Our tailored options and carefully curated packages are crafted to elevate your business, ensuring enhanced visibility throughout the event and beyond. Don't miss this chance to captivate an enthusiastic community of home cooks and propel your brand to unparalleled heights.

ELEVATE YOUR PRESENCE:



Secure a prime position at the leading Home Cooking Show, positioning your brand at the forefront of this influential event for home cooks.

CULTIVATE BRAND RECOGNITION:



Build broad recognition and strive to be a household name.

LAUNCH YOUR LATEST PRODUCTS:



Unveil your newest and most innovative products, from food ingredients to cutting-edge cooking equipment.

ENGAGE WITH ENTHUSIASTIC HOME COOKS:



Connect and establish loyalty within this vibrant community.

POSITION YOURSELF AS A TRENDSETTER:



Showcase your brand as a trendsetter in the home cooking space.

NETWORK WITH INDUSTRY LEADERS:



Form valuable connections and collaborations that can contribute to the ongoing success of your brand.

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REACHING THE HOME COOKS



89,340

Subscribed Audience
(My Creative Kitchen)



120,854

Total Audience (Social Media,
Programmatic, Other)

AUDIENCE BREAKDOWN

Key Demographics



68.17%

Women



31.83%

Men



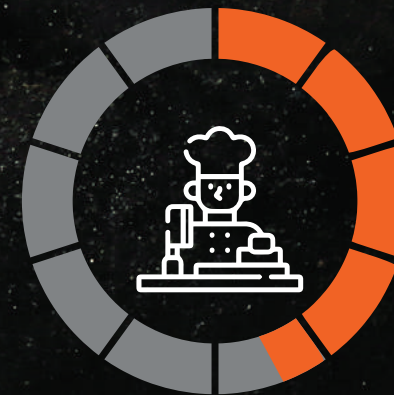
18-60

Age Range



55.69%

Home Cooks



44.31%

Amateur Cooks

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TITLE SPONSOR

Elevate your brand by becoming the **TITLE SPONSOR** of the Home Cooking Show, gaining the distinction of being the official sponsor. This exclusive sponsorship ensures a strong brand association with extensive corporate branding featured in pre-show, post-show marketing campaigns, and a prominent onsite presence.

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WHAT'S INCLUDED IN THE TITLE SPONSORSHIP?

- 🍳 Develop a 7-month marketing plan in collaboration with your team for the Home Cooking Show (HCS) Title Sponsorship.
- 🍳 Official naming rights for the Home Cooking Show in both Melbourne and Sydney.
- 🍳 Ensure product usage visibility across all shows, leveraging exposure through celebrity chefs and social media influencers.
- 🍳 36 sqm standard stand build, with any additional costs covered by the sponsor. We offer design assistance to bring your stand vision to life.
- 🍳 Strategically place logos/branding throughout the event, choosing optimal areas for maximum impact.
- 🍳 Display flags at or near the show entrance.
- 🍳 Create live video content and audience interviews around the show, emphasizing feedback and promoting the product.
- 🍳 VIP Goodie bag inclusion (products, leaflets or vouchers) for added brand exposure.
- 🍳 Offer a 45-minute session on the Creative Kitchen Stage.
- 🍳 Ensure signage on all relevant stages and product placement.
- 🍳 Incorporate logos on the main TV with regular 'callouts' on the MC stage.
- 🍳 Collaborate closely with the HCS team to bring the vision to life and ensure optimal brand visibility and engagement.

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DEMO STAGES

At the Home Cooking Show (HCS), every stage and feature is thoughtfully designed to cater to Home Cooks and culinary enthusiasts. This intentional design ensures a seamless connection with your target audience and objectives. Reach out to our team to discover features that align perfectly with your requirements. Our personalized sponsorships are tailored to ensure your brand achieves maximum impact at every turn. Dive into the extensive possibilities and let's create a sponsorship strategy that resonates uniquely with your brand at the Home Cooking Show.



Super Theatre:

Experience the limelight with big stars and even bigger crowds at the Super Theatre—the most sought-after stage at the show. Showcasing culinary superstars and pastry chefs, this stage is your gateway to massive exposure. Partner with us for impactful product activation, strategic product placement, and effective product callouts.

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Enquire today to learn more about the sponsorship perks.

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CREATIVE KITCHEN STAGE

Grab the Opportunity to have top chefs and experts in culinary arts, cocktail making and international cuisine endorse and use your products. Let your brand stand out as a vital part of the creative process, spotlighted on the Creative Kitchen Stage at the Home Cooking Show. Additionally, bring in your own brand ambassadors to demonstrate how to use your products and equipment, engaging and educating the audience.

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SPECIALTY FEATURES

Each demo stage and specialty feature at the Home Cooking Show is designed around our audiences specific areas of interest for maximum effectiveness and engagement. Tell us who you are targeting to reach and what you're trying to achieve, and our expert event team will happily identify, and tailor make the right sponsorship that fits within your budget.

Healthy Food Market

A plant powered journey. Goodness comes in various flavors and this one for free-from, plant based and herbal products.



Wine & Cheese Alley

Home Entertainers Paradise. Specialty customers for your premium products.



Lads Lounge

Reach out to the dads and lads in a lively atmosphere of beer and whiskey tastings, BBQ competitions, games, and savory snacks.



VIP Lounge

Influence those who loves the finest in life. Engage and connect the with premium customers and elevate your products.



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FEATURE SPONSORSHIPS: VIP LOUNGE

Elevate your brand by becoming a VIP sponsor and gaining unparalleled exposure. Enjoy prominence through VIP signage, exclusive product displays at the VIP lounge, and the unique opportunity for thousands of VIP attendees to experience and endorse your products firsthand.



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WORLD FOOD CHAMPIONSHIPS AUSTRALIA

Become A Title Sponsor

Maximise your brand's visibility and engagement with Australia's home cooks by becoming the exclusive title show sponsor for WFCFA. Seize the chance to influence the audience throughout the event, from pre-show anticipation to post-event reflection. Collaborate with our team to co-create impactful campaigns aligned with your brand objectives, delivering measurable results. Explore out-of-the-box ideas and consult with us today to make your mark in the world of skilled home cooks.

Become A Category Sponsor

Discover exclusive sponsorship opportunities within our five exciting championship categories: BBQ, Dessert, Burger, Seafood, and Vegetarian. Elevate your brand's visibility by becoming a category sponsor and establish direct connections with passionate contestants.



Ultimate visibility and year-long engagement for your brand with Australia's home cooks. Recognized as the exclusive title show sponsor, this is your opportunity to influence the audience before, during and after the event.

Co-create campaigns and activities around your brand objectives with measurable results. Consult our team for out of the box ideas!

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WHAT'S INCLUDED IN THE SPONSORSHIP PACKAGES?

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Elevate your digital presence and channel traffic to your online platforms throughout the year. Cultivate meaningful connections with your niche market through a diverse range of digital opportunities offered by HCS. Engage with your audience and establish a lasting presence in the online landscape.

SOCIAL MEDIA EXPOSURE

Unlock the advantages of our comprehensive social media campaigns spanning across Facebook, Instagram, and TikTok.



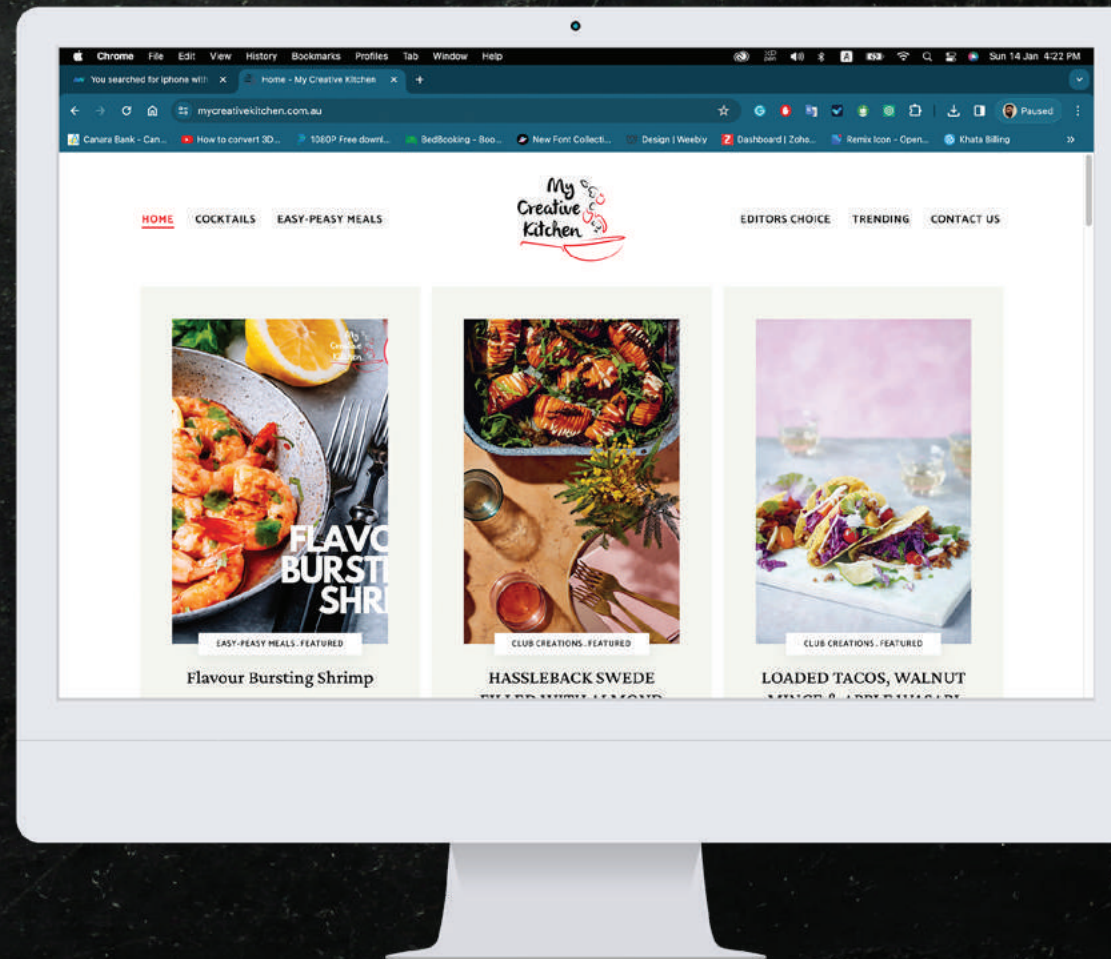
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MY CREATIVE KITCHEN ONLINE PORTAL

Explore the Power of Email Marketing with **MY CREATIVE KITCHEN ONLINE** Portal! Dive into our vast database of over 89,340 Subscribed Audience (My Creative Kitchen) contacts, including passionate home cooks and culinary enthusiasts. Seize the exclusive opportunity to broaden your marketing horizons through our tailored eDMs, reaching beyond your current contact list. Engage effortlessly with our highly qualified baking industry audience, enhancing your brand's influence. Unleash the potential of digital advertising with our focused and expansive email campaigns, ensuring optimal impact within a pertinent and influential buyer demographic.



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EDM OPPORTUNITIES

SOLUS EDM

Share your brand updates and products directly with our 89K+ database through our Solus EDMs. Maximise impact with exclusive, undivided attention from our engaged subscribers

ENGAGING NEWSLETTER FEATURES

Be part of our fortnightly newsletters by incorporating your recipes, tips & tricks, and exclusive product offers. Connect with our audience, making your brand an integral part of their culinary journey in a concise and impactful manner.

SEASONAL SPOTLIGHT

Elevate your brand during Seasonal Edm Inclusions, showcasing your seasonal recipes, special offers, and significant updates. Capture attention during major holidays and product releases with a commitment to a minimum of six strategic placements throughout the year.



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Not sure where to start?

Reach out to our friendly and knowledgeable sales staff. We're here to assist you.

CONTACT US TODAY

sales@glexhibitions.com

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