

Sponsorship Prospectus 2025





MESSAGE FROM WA FOOD AMBASSADOR DON HANCEY



As WA Food Ambassador, I am proud to support the Kids in the Kitchen initiative, which is making a profound impact on the culinary and nutritional knowledge of youth across Western Australia. This program fosters a deeper understanding of where our food comes from, strengthening community ties and increasing cultural appreciation through hands-on learning experiences.

By promoting local ingredients and showcasing the talents of WA's chefs, we not only elevate our state's culinary landscape but also open pathways for young people to explore careers in hospitality and tourism. As Kids in the Kitchen expands across WA, it will continue to highlight the incredible diversity of our food culture, contributing significantly to the social and cultural fabric of our communities.

This initiative is shaping the future of food in WA, one young chef at a time.



WHY SPONSOR?



Community connection

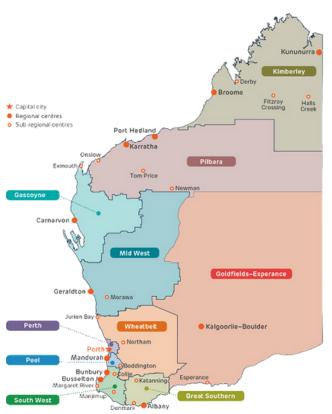


Career pathways



Support regional producers

Key priorities & outcomes for the Kids in the Kitchen initiative as it expands statewide:



- Enhancing culinary and nutritional knowledge by empowering youth across WA with essential skills in cooking and healthy eating, improving long-term nutritional outcomes.
- Understanding food origins by educating about where their food comes from, promoting sustainable practices, and connecting them with local food producers.
- Fostering community connections by bringing together students, families, and local businesses through foodfocused activities and events.
- Celebrating WA's diverse food culture and supporting the inclusion of Indigenous ingredients and cooking traditions.
- Providing job opportunities and pathways into the hospitality and tourism industries, encouraging the next generation of culinary professionals.
- Statewide expansion of the program to reach communities across WA, fostering a broader appreciation for local produce and the state's unique culinary talents.





SPONSOR OPPORTUNITIES & BENEFITS

EVENT PARTNER

Investment \$5,000

Benefits Brand Exposure:

- · Media wall photo opp with chefs and participants
- Prominent signage at the event *
- · Acknowledgement in media releases
- · Verbal acknowledgement at the event
- Logo recognition on all promotional collateral print, digital, advertising
- Radio mentions on Don Hancey's fortnightly "Food Tourism What's Hot" 6PR chat show about all things food in WA
- Radio interview guest opportunity
- Invitation to be one of three competition judges on the day
- Food producer sponsors have the exclusive opportunity to prioritise their produce for inclusion in the recipes.

EVENT CHAMPION

Investment \$2,500

Benefits Brand Exposure:

- Media wall photo opp with chefs and participants
- Signage at the event *
- · Acknowledgement in media releases
- Verbal acknowledgement at the event
- Logo recognition on all promotional collateral print, digital, advertising
- Radio mentions on Don Hancey's fortnightly "Food Tourism What's Hot" 6PR chat show about all things food in WA
- Presentation of Certificates to participants





SPONSOR OPPORTUNITIES & BENEFITS

EVENT SUPPORTER

Investment \$1,000

Benefits Brand Exposure:

- Signage at the event *
- Acknowledgement in media releases
- · Verbal acknowledgement at the event
- Logo recognition on all promotional collateral print, digital, advertising
- Radio mentions on Don Hancey's fortnightly "Food Tourism What's Hot" 6PR chat show about all things food in WA

EVENT FRIEND

Investment \$500

Benefits Brand Exposure:

- Acknowledgement in media releases
- Verbal acknowledgement at the event
- Logo recognition on all promotional collateral print, digital, advertising

Shaping the future of food in WA, one young chef at a time

*This is subject to negotiation with the main event holders

info@downsouthcreative.com.au



SPONSOR OPPORTUNITIES & BENEFITS

Boab fruit salad wins prize

said.

Junior MasterChef host and judge Anna Gare, who was also in town for the Kimberley Kitchen, said some of the dishes in the competition were as good as she had seen on the hit television series and in restaurants are and town. "It hink they made the mest of all the ingredients on offer and did a stunning job," she said.

"You grow fabulous fresh produce here and you have the younger geoceration growing up with an increst in food, so it think Kinusuarra on a culinary scale will become a big food region."

Fellow judge and celebrity chef Don Hancey said Judy's dish met the standard to claim the prize. "You were judged on presentation, tavour and taste, local content and health, and she ticked the box—sin all of those areas," he said.

"The competition went well and we will be back... hopefully we can stimulate some more interest."

Ar Hancey said the Kids in the Kitchen concept will now be rolled out across a number of regional areas with winner to compete for the State title. ior MasterChef host and

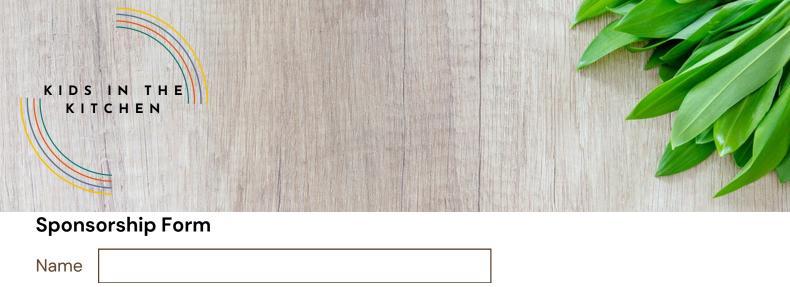




Kimberley cook-off for young chefs







Sponsorship Form		
Name		
Position	Mobile	
Company Name		
Address		
Email		
Sponsor Package	Terms & Conditions	
All prices are exclusive of GST. For other options please contact Down	Receipt of a sponsorship form confirms your intention to sponsor	

South Creative directly via info@downsouthcreative.com.au

Event Partner
Event Champion
Event Supporter
Event Friend

Payment Method

An invoice will be sent to the listed contact upon receipt of a signed sponsorship form.

Please email this form to:

info@downsouthcreative.com.au Tel: +61 400216026

- confirms your intention to sponsor
- Payment must be made within 30 days of invoice

Cancellation Policy

- Cancellation 30+ days prior to the event will incur payment of 25% of contracted amount
- Cancellation 0-30 days prior to the event will incur payment of 100% of the contracted amount
- · All cancellations must be made in writing to info@downsouthcreative.com.au

Signature	
Date	

