



THE INDIES 2022

Supporting
the Celebration
of Australian
Independent Beer



ABOUT THE INDIES

The Indies is a national competition organised by the IBA to celebrate and reward the quality and innovation of the Australian independent brewing industry.

Through this celebration, brewers and the greater industry can build improved consumer awareness of the excellence within our industry.

The competition is an invaluable opportunity for brewers to benchmark their beers and with over 1,400 entries assessed by a respected panel of Australian beer judges in 2021, it is growing in stature and relevance each year.

We are pleased to offer opportunities for partners to assist with the delivery of the annual Awards, which will be driven by a newly formed Advisory Committee. This is an invaluable prospect to promote your goods or services to the Australian indie beer community and its stakeholders.

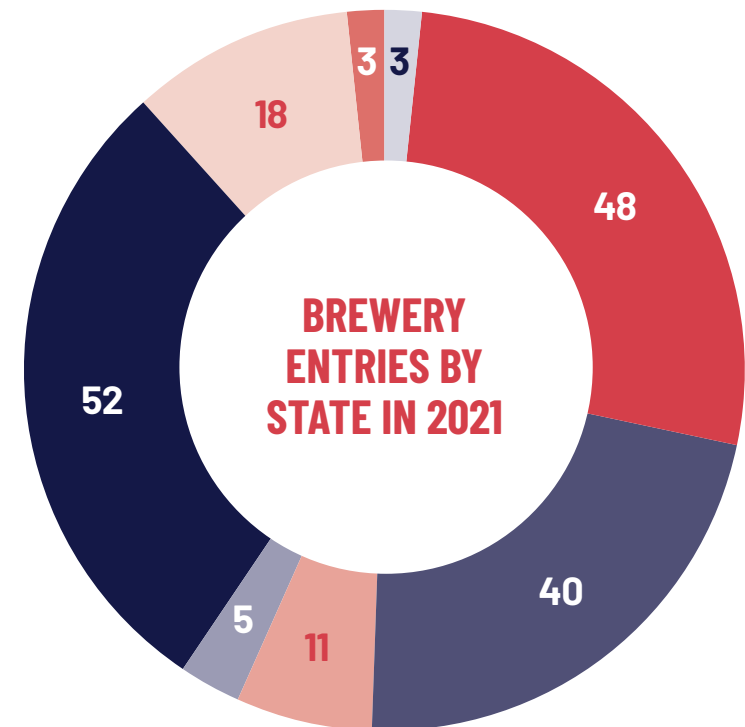
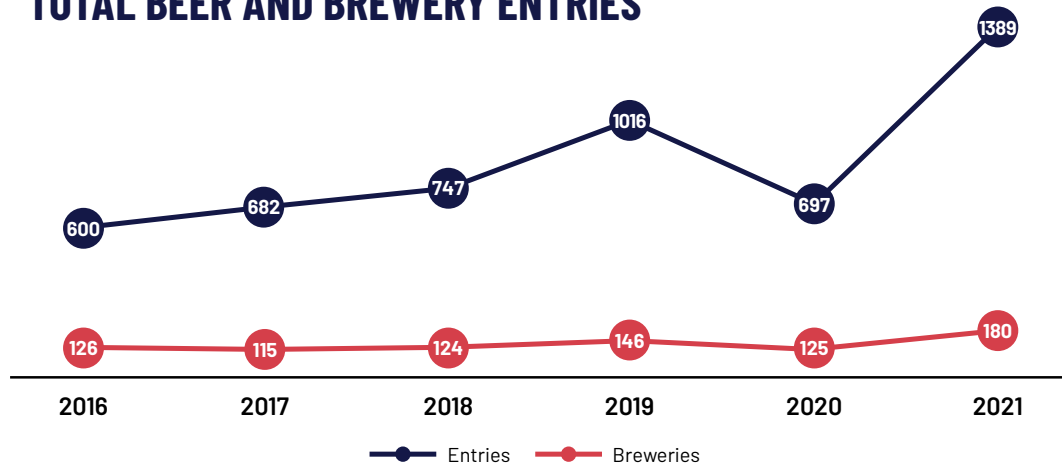


The Independent Brewers Association Constitution defines an Independent Brewer as any brewery based in Australia:

- Which has aggregate beer sales <40M litres per calendar year;
- In which a brewer with aggregate beer sales of 40M+ litres per calendar year does not own more than a 20 per cent share; or
- Which does not itself hold more than a 20 per cent share in the brewery with aggregate beer sales of 40M + litres per calendar year.

ABOUT THE INDIES – A GROWING COMPETITION

TOTAL BEER AND BREWERY ENTRIES



- ACT - 3
- NSW - 48
- QLD - 40
- SA - 11
- TAS - 5
- VIC - 52
- WA - 18
- NT - 3

THE INDIES AWARDS NAMING RIGHTS PARTNER

Offered for the first time, this is a premium opportunity to support the Indies Awards. The Naming Rights Partner secures exclusive naming rights to the Indies Awards e.g. The Indies Awards supported by << Your Company Name here>>, along with recognition on all communications regarding the Awards, feature promotion at the Awards ceremony and Trophy Partner ownership of a Champion Trophy.

INVESTMENT – \$40,000 (EXC GST)
PER ANNUM WITH MULTIYEAR
OPPORTUNITIES AVAILABLE

INDIES AWARDS NAMING RIGHTS PARTNER: BENEFITS MATRIX

Dedicated social media and PR campaign promoting the new partnership.

Promotion of the partnership through the IBA emails sent to all Member brewers and entrants throughout Australia.

Your logo on a new joint branded Award logo, to be used on all relevant collateral and at the event.

Your company name on all communication regarding the Awards.

Includes a Champion Trophy Sponsorship and all associated benefits outlined below.

Double page advertisement in PDF Entry Guidelines and PDF Catalogue of Results.

TOTAL VALUE EXCLUDING TAX

\$40,000

TROPHY PARTNERSHIP

This opportunity sees your brand as the Trophy Partner of the Award, as well as being able to offer a prize to the winner. All promotion of the Award will include your company name, for example – Champion IPA supported by << Your Company Name here>>.

INDIES AWARDS TROPHY PARTNER: BENEFITS MATRIX

Dedicated social media campaign promoting the Awards prize, including your name on all mentions of the prize.
Promotion of the partnership and prize/s through the IBA emails sent to all Member brewers and entrants throughout Australia.
Your nominated spokesperson will announce the winner.
Your logo included on our social media when announcing the winner, including access to our creative for your use.
Your logo included on the name plate graphic when presenting the top 5 nominees.
Your logo included on name plate graphic when presenting the winner.
We'll tag you on winner's social posts.
Your company name will be mentioned in the winner's media release.
You'll be listed on the Indies Awards website promoting the prize, sponsorship and short bio (supplied by partner).
You'll receive 5 tickets to the state-based party – if relevant/available to your state.
Your company name on the physical trophy and complete results downloadable PDF with hyperlink to you.
Sponsors and winner testimonials used throughout the year up until the 2023 Indies Awards.
Full page advertisement in PDF Entry Guidelines and PDF Catalogue of Results for Champion Trophies.

INVESTMENT PER TROPHY



CHAMPION TROPHIES – \$7,500 (EX GST) PER AWARD

- Champion Australian Independent Beer
- Champion Australian Independent Large Brewery
- Champion Australian Independent Medium Brewery
- Champion Australian Independent Small Brewery
- Champion Australian Independent Contract Brewery

CHAMPION CLASSES – \$5,700 (EX GST) PER AWARD

- Champion Pale Ale
- Champion Amber-Dark Beer
- Champion Juicy-Hazy
- Champion Specialty Beer
- Champion Lager
- Champion IPA (India Pale Ale)
- Champion European-Style Ale
- Champion NoLo (No and Low Alc)
- Champion Strong Beer
- Champion Fruit and Funk

STATE CHAMPION BREWERIES – \$5,000 (EX GST) PER AWARD

- State Champion Brewery- Victoria
- State Champion Brewery- Tasmania
- State Champion Brewery- New South Wales
- State Champion Brewery- Western Australian
- State Champion Brewery- South Australian
- State Champion Brewery- Queensland
- Territories Champion Brewery- ACT & NT

PEER NOMINATED AWARDS – \$5,500 (EX GST) PER AWARD

- Lifetime Achievement Award
- Service to the Industry Award
- Young Gun Award
- Community Initiative Award
- True Indie Supporter Award

STATE PARTY SPONSORSHIPS

The Awards live crosses will take the same format as 2020 and 2021. Don't worry, we'll be back in one room in 2023 with BrewCon. This means 2022 will look like this:

- Live-cross viewing parties will be hosted in each state / territory by supporting partners.
- MCs hosting in the Melbourne studio.
- MCs announce all gold medals / nominees in each category.
- The top three gold medal winners in each category will be linked virtually on a split screen to hear the announcement live.
- The Trophy Partner will present the winner.
- Trophy winners will be announced at their closest live cross party.
- Class and peer nominated trophy announcements will be pre-recorded video.
- The winner will go to full screen to chat with the MCs about their win.
- As per 2021, we would like to see as many nominees at each live cross party as possible.

STATE PARTY SPONSOR: BENEFITS MATRIX

Naming rights to the live cross party and logo inclusion referenced on all promotion.	
Work with IBA team to choose venue for the live cross party.	
Product placement on screen during the live broadcast, if appropriate, and Onsite branding within the live cross party venue.	
Opportunity to place a co-branded media wall at the rear of the screen during the live broadcast.	
Consideration into product pourage on the night with both the chosen venue and the IBA team.	
Social media promotion of the live cross party with your company logo and tagged mention.	
Your company name mention and logo on iba.org.au event listings of all live cross parties.	
Co-host with IBA's Facebook event page promoting the party. Shared with venue host and the IBA.	
Your logo included on live cross lower third title graphics.	
Your logo and name included on email invites sent to your relevant states Indies entrants mailing list.	
Opportunity to host a talk prior to the live broadcast. Talk to be recorded by professional camera person to be used as content post event. IBA to have access to the recording to be available on the IBA YouTube channel.	
TOTAL VALUE EXCLUDING TAX	\$5,000



CONTACT US

We hope you are excited by the opportunities available to support the Indies! We look forward to another big year in 2022 and can't wait to see you back in one room in 2023.

Please contact Kylie to discuss:

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