

Newcastle
FOOD
month

**EVENT
REGISTRATION KIT**



Be on the NFM menu

“Our aim is to drive more people into Newy venues and along with you, give them reasons to increase their spend”

Event Organisers



Newcastle Food Month is all about raising the profile of the food mecca that Newcastle is fast becoming. With exposure to over 1 million food lovers throughout Newcastle, the Hunter, Sydney & other adjacent regions, this is your chance to showcase your unique offerings.

The hero elements of course need to be FOOD and Newcastle!

The festival runs from 1 – 30 April 2024, and we are inviting all cafes, restaurants, bars, producers and event organisers to dish up something special to celebrate the Newcastle culinary scene.

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How to get involved



PLATE DATE

- A special meal and beverage offer for \$30 eg; a main course & wine/beer/cocktail or breakfast with coffee.
- The idea is to offer something enticing AND value for money.
- You can stipulate the time and days available eg; breakfast, lunch or dinner, daily or certain days of the week.



FEATURE EVENT

- A chance to do something **unique** at your restaurant, café, venue or outdoor space
- Showcase the talents of your Chef and team.
- Collaborate with your industry mates, producers or suppliers eg; a chef, winemaker, brewer, muso or artist for a pumped up lunch or dinner event.

WHAT IT COSTS



	PLATE DATE	FEATURE EVENTS
	<p>One Plate Date \$150+gst for venues in City/Darby St* \$300+gst other areas (or agreed pricing)</p> <p>2nd Plate Date - \$75+gst</p>	<p>Small Event under 100 \$300+gst for venues in City/Darby St* \$600+gst other areas (or agreed pricing)</p> <p>Events over 100 or multi-day \$500+gst for venues in City/Darby St* \$1,000+gst other areas (or agreed pricing)</p>
INCLUSIONS	READ MORE	READ MORE
Use of NFM branding (marketing toolkit)	✓	✓
NFM Website	Meal tile & venue listing (incl link to business)	Event page with links to ticketing & inclusion in event calendar
NFM Brochure inclusion	Page 'tile'	Small Events – ¼ page + 1 image/Large Events – ½ page + 2 images
NFM Facebook & Instagram	Precinct or group post & story	Page & Grid post + Story (incl link)
Inclusion in NFM consumer eDM newsletter	Precinct or group article	Event article & image (incl link)
Paid social media campaigns – Meta & HUNTERhunter	NFM Plate Date (concept) Meta campaign + Hh article listing	NFM Feature Event (concept) Meta campaign + Hh article
Media opportunities	Listing as a NFM Plate Date venue	Opportunities for media stories for compelling events
	*Please note: NFM is partly funded by the City of Newcastle - Special Business Rate Program (SBR) for City & Darby Street, with a discount applying to venues in this precinct.	

Why be involved?

Be seen

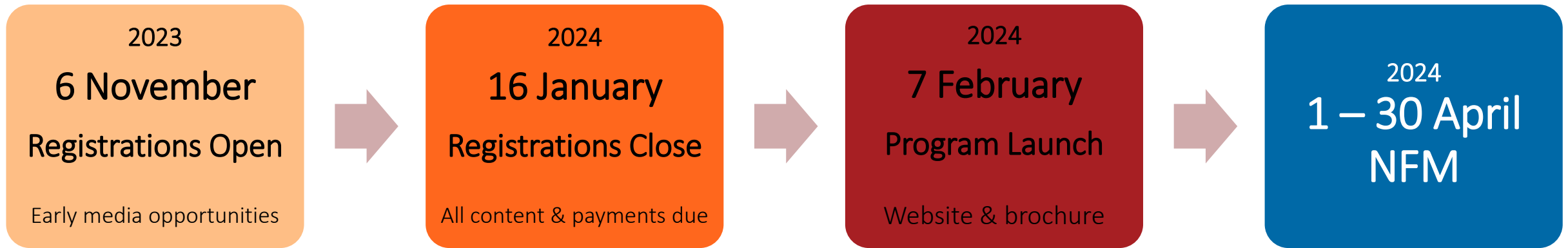
- **Visibility** - Your offering will be promoted in both the NFM event brochure and website, reaching a wide audience.
- **Social Media Spotlight** - Benefit from exposure on NFM's social media platforms and digital marketing campaigns, expanding your reach and engagement.

Be talked about

- **Media Opportunities** – your most exciting, compelling and creative submissions will be offered to a wide range of media, for them to feature in their promotion of NFM.
- **Early registrations will be used for 'long lead time' media to use at their discretion, so another reason to book early, even if finer details are not yet available.**



KEY DATES



HOW TO REGISTER



You will need the following details to complete your registration:

- Business name, contact details and website
- Venue name, address and consumer contact phone number.
- Plate Date or Event name. Give it a catchy title to grab the attention of consumers.
- Description of your Plate Date or Event for website listing and brochure. Make it sound enticing, delicious, fun. This copy will be edited by NFM to adapt for our use.
- Price and inclusions eg; 3 course with matched wines. Plate Dates – are set at \$30 unless you are offering for less.
- Plate Date available days/time of day. Event date and time.
- Dietaries that can be accommodated
- Other information regarding your venue or event (accessibility, child-friendly, dress code and so on);
- Social media handles
- High resolution 'eye-catching' images as per the specs on the registration form. The higher the quality image, the more appealing your offer will look/sell and the better chance it has of being picked up by media.
- **When you are ready click on the link below**, this allows you to **create your NFM profile** and start your registration, save and come back to it at any time before submitting and paying.

[CREATE YOUR NFM PROFILE](#) to start your registration



EVENT ORGANISERS

Newcastle Events is the event creator, promoter and producer of NFM.

Principals Louise & Gus Maher have over 25 years experience in events and tourism marketing.

For further information please contact;

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