

# The Australia and New Zealand baking apprentice of the year competition

## Sponsorship prospectus

Competition 7-9 May 2024  
Gala Dinner Thursday 9 May 2024

For over 55 years the LA Judge Award has promoted excellence in young bakers and sought to identify future industry leaders.

There are many examples of past competitors and winners who have gone on to make their mark in the baking industry.

We warmly encourage you to support this legacy and the talented apprentice bakers as they represent their state or New Zealand. It is only with your ongoing support that the LA Judge Award can continue.

For more information contact  
[danielle.whitfield@aegic.org.au](mailto:danielle.whitfield@aegic.org.au)



**L A JUDGE  
AWARD**

# Why sponsor?

Your organisation can benefit from supporting the LA Judge Award in the following ways:

## Brand positioning

Increase your brand exposure and strengthen your point-of-difference to your competitors through event branding, marketing, media and social media.

## Community

Create a more lasting community legacy and demonstrate your company's values to the baking community by supporting the leaders of tomorrow.

## Impact

Your employees want to be part of something meaningful and personal and look to you for leadership. Supporting a youth award like the LA Judge Award increase employee wellbeing, team engagement and workplace pride.

## Engagement

Strengthen networks, build on established relationships, or access a new, highly engaged audience.

## Team building

An opportunity to source and appraise future employees among job-ready graduates.

**We aim to provide all sponsors with the best opportunity for brand exposure and networking in the Australian grains and baking industries.**

# Where does your sponsorship money go?



Competitor expenses for the three-day competition e.g. flights, accommodation, transportation, meals.



Gala dinner management e.g. venue and audio-visual equipment hire, entertainment, catering.



Miscellaneous e.g. photography, graphic design, printing, awards and medals.



Marketing and media exposure to increase visibility of your organisations brand.

# Sponsorship categories

Sponsorship level	Major sponsor and prize sponsor*	Dinner sponsor	Major sponsor	Supporting sponsor	Competition breaks
	\$8,500 (+GST) plus prizes	\$12,000 (+GST)	\$8500 (+GST)	\$5000 (+GST)	\$1250 (+GST)
	Only one available	Only one available			Only three available (one per day)
<b>Gala Dinner</b>					
Joint naming rights - logo recognition on all promotional material at the dinner	X	X			
Acknowledgment of your sponsorship by the dinner MC	X	X			
Complimentary tickets	10 tickets	10 tickets	10 tickets	4 tickets	2 tickets
NEW: Promotional display (pull-up banner, trestle table)	X	X	X		
Opportunity for a two minute address to dinner attendees		X			
Presentation to competitors		X			
Announce the winner and runner up	X				
Plaque of appreciation presented	X	X	X		
Banner positioned on stage	X	X			
Banner positioned at the entrance to the event		X			
<b>Competition</b>					
Banner in the bakery for the duration of the competition	X				
Prominent branding on competition materials including competition manuals and exam papers	X				
Opportunity to supply ingredients for the competition	X		X		
<b>Media, publicity and marketing</b>					
Unconditional use of the LA Judge logo to promote the competition and gala dinner	X	X	X	X	
Your company's logo and profile featured prominently on AEGIC's website (with link)	250 word profile	250 word profile	250 word profile	250 word profile	
Tagging in social media before, during and after the competition in line with the level of sponsorship – Facebook, Instagram and LinkedIn	X	X	X	X	
Spotlight posts across all social media	Minimum of 4	Minimum of 4	Minimum of 2	Minimum of 1	
Branding on all email campaigns before, during, and after the competition	7	7	7	4	
Company spotlight in two email campaigns	X	X	1		

## \*Major sponsor and prize sponsorship

EXPRESSIONS OF INTEREST (EOIs) are sought for the provision of prizes for the winner and runner-up in conjunction with the major sponsor package. The prizes deemed to be of the most value to the competitor will be selected and will be presented by the successful company. Sponsorship applications are sought by Friday 23 February 2024. Please submit your EOI to [danielle.whitfield@aegic.org.au](mailto:danielle.whitfield@aegic.org.au).

# LA Judge: sparking the passion of baking for life

Established in 1967, the LA Judge Award is named after Les Judge, a much-admired baker who entered the industry at 14 and dedicated most of his life to raising the quality of Australian bread.

As an industry advocate throughout his career, spanning 60 years, Les was known as a great communicator and diplomat who helped to bridge the gap between bakers, millers and growers around the country.

Les' passion for baking has been tenderly preserved and still has an impact on competitors after all this time.

We asked our four 2023 competitors what impact the LA Judge Award has had on their passion for baking. This is what they said about the experience your sponsorship dollars will help to create.



**Bjarke Svendsgaard**  
Tasmania (2023 winner)

"Competing in LA Judge made me feel more passionate about baking and made me want to improve my skills. While the practical was nerve-wracking, the relief and feeling of success

when we finished really made the experience worth it. The whole competition has been awesome and memorable."



**Jackson Kiely**  
Western Australia (Runner-up)

"My passion has increased dramatically. I love the industry and all it has to offer and this has just boosted it. Just meeting the other competitors and the judges and making new friends."



**Damien Witting**  
Victoria

"I believe that the LA Judge Award has impacted me in terms of passion and my skill so much. I have a new-found passion for the wider baking community and would love to pursue

baking in other areas. I'll never forget meeting a whole new group of like-minded and passionate bakers, who I can proudly call my friends."



**Daniel Blackburn**  
Queensland

"I believe it has sealed my passion for baking and developed my skill set even more, learning different techniques and using different mixes. It has been a blast. Just the friendships I have made and

seeing other passionate bakers who love their trade and industry. I thoroughly enjoyed the experience and encourage other passionate bakers to have a go."

## Other ways to get involved:

Know somebody who would benefit from competing? [Click here.](#)

Interested in becoming a judge for the competition? Email: [sabrina.lim@aegic.org.au](mailto:sabrina.lim@aegic.org.au)

The LA Judge Award is hosted by the Australian Export Grains Innovation Centre