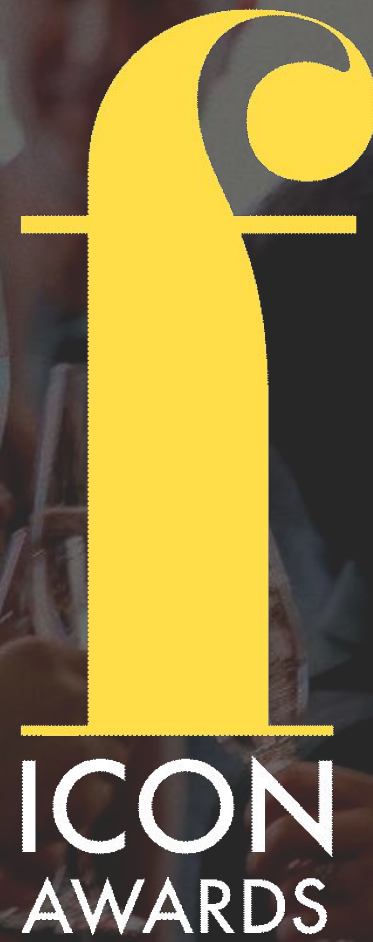




The 2026 foodism ICON Awards

10 awards. 10 industry titans. One incredible night.

What are The foodism ICON Awards?

Launched in 2024, the **foodism ICON** Awards is our annual awards event that recognizes 10 of the most innovative and impactful individuals in the local hospitality industry in the following categories:

DEI ICON



INNOVATION ICON



SUSTAINABILITY ICON



MENTORSHIP ICON



CULINARY ICON



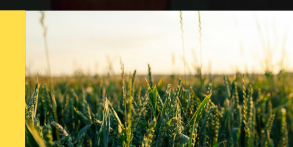
RISING ICON



WINE ICON



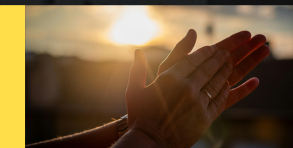
LOCAL ICON



MIXOLOGY ICON



LEGENDARY ICON



2025 highlights



2025 collective reach

6.4m
total event reach

200k
print impressions

2.5m
broadcast impressions

3.7m
social media impressions



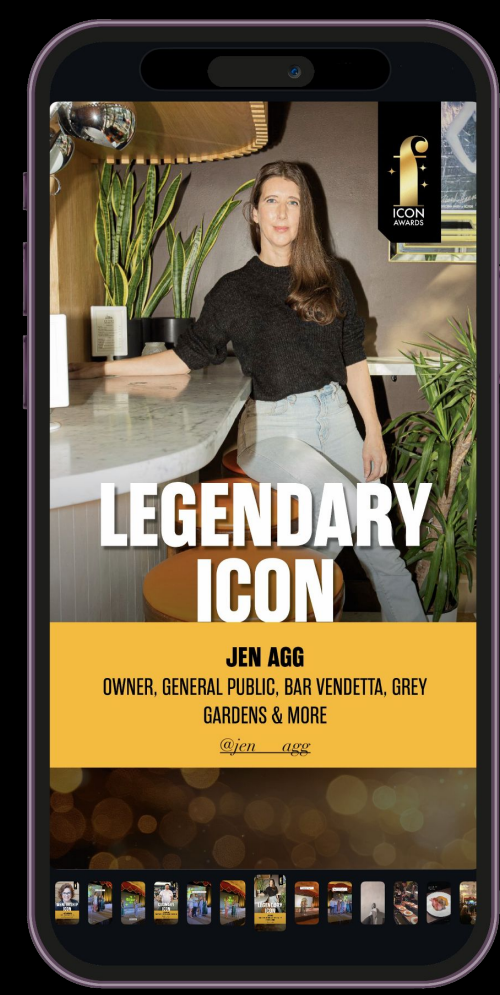
broadcast & social coverage



CP24 Breakfast



CP24



Instagram Highlights

the 2026 event

Where: The Imperial Room at Fairmont Royal York

When: November 17, 2026

Who: 250 invite-only guests including:

- The **foodism ICON** Awards recipients
- Hospitality industry VIPs
- The city's iconic chefs, mixologists and restaurant owners
- Media and influencers
- Foodism readers

What to expect: Get dressed up and enjoy a night unlike any other as we announce our 2026 **ICONS** live. It's **foodism**, so you know the bites and sips will be top notch. Eat, imbibe and mingle with the city's biggest players in the local food scene.



sponsorships

Our sponsorships offer category exclusivity coupled with unmatched exposure on site, aligning your brand with culinary excellence and innovators.

The partnership includes extensive event coverage coupled with media value to use across **foodism** channels in Q3 and/or Q4.

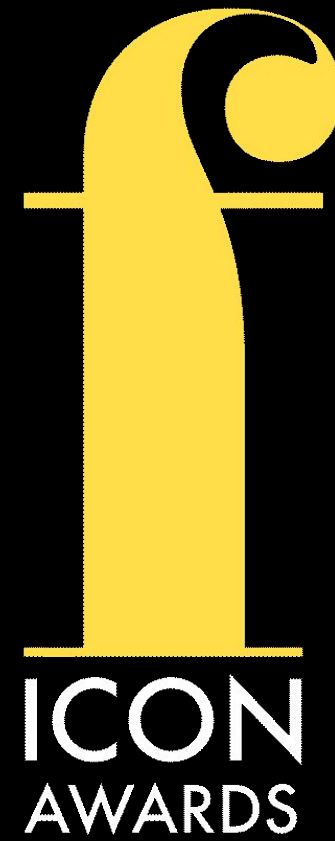
Sponsorship inclusions:

- ★ Category exclusivity
- ★ On stage presentation of 1 x ICON Award
- ★ Activation space at the event
- ★ Main bar incorporation
- ★ Logo included on all marketing materials
- ★ Inclusion and logo on all pre, during, post-event coverage across **foodism** channels
- ★ Gift bag inclusion
- ★ Tickets to event

+ **Q3 or Q4 foodism media value included**
We'll work with you to craft a bespoke print/digital/social campaign to meet your objectives

Total Sponsorship Reach:
6,000,000

POA



thank you

Help us raise a glass to some of the brightest lights in our local culinary and hospitality scene