



# Sponsorship

## Expression of Interest



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## EXECUTIVE SUMMARY

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It gives me great pleasure to invite you to join with other community minded corporate citizens and become a category naming rights sponsor of the prestigious 2017/2018 Northern Territory Young Achiever Awards.

The aims and objectives of the Awards are to encourage, acknowledge and reward the valuable contribution young people up to the age of 29 are making throughout the Northern Territory.

Our media partners Southern Cross Television, Sun Newspapers, Centralian Advocate and Hot100 along with other supporting media, assist us to identify, recognise and acknowledge our young achievers. There will be enormous opportunities for exposure and branding for your company across Northern Territory.

The Awards, entering their 24<sup>th</sup> year, are our Territory's most prestigious youth Awards Program. The Hon Dale Wakefield MLA, Minister for Territory Families is Patron of the Awards.

Our marketing and promotional campaign utilise all areas of the media, social media, direct mail, local government, corporate and community involvement. As a category naming rights sponsor, you can be assured of receiving extensive positive recognition and branding throughout the Northern Territory for the nine month period.



## AIMS & OBJECTIVES

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The Northern Territory Young Achiever Awards aims to recognise, encourage and reward our Territory's most vital resource, its young people and to make them role models for others.

Each year the Awards seek out and highlight the incredible achievements of young individuals that creates a sense of Territory pride, unity and inspiration, through their role modelling to the wider community.

The aims of the Awards are to:

- **Acknowledge** and highlight the achievements of young individuals
- **Educate** the general public with examples of youth achievement
- **Motivate** young people at all levels in their chosen field of endeavour
- **Develop** a sense of pride in being Australian
- **Build** self-confidence through rewards for excellence
- **Provide** role models and mentors for youth by highlighting their achievements and the pursuit of excellence
- **Encourage** leadership and life skills in young individuals

The Awards culminate at the Gala Presentation Dinner recognising the category finalists and the naming of the category winners and the overall winner – The Northern Territory Young Achiever of the Year.

With the media support from Southern Cross Television, Sun Newspapers, Centralian Advocate and Hot100 and numerous local media supporters, we are able to reach across the whole of Northern Territory providing many opportunities of exposure and branding for you.

## CATEGORY OPTIONS SPONSORSHIP

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Below are a variety of available category options you may wish to consider for naming rights sponsorship; alternatively we welcome you to discuss a different option with us:

Online Achievement Award  
Research Impact Award  
Group Achievement in Community Award  
Volunteer Excellence Award (Volunteering Award)  
Career Achievement Award  
Science and Technology Award  
Innovation Award  
Regional Service Award  
Create Change Award  
Agriculture Award  
Sustainability Award  
Cultural Diversity Award

You will have the option to work with us to create your own category, if you feel there is a more appropriately aligned category for your philosophy and mission. We will assist you to create a category description and judging criteria to help shape the nominations received for your category.

## OPERATIONS & EVENTS

### CALL FOR NOMINATIONS

Nominations will open in October 2017.

The Awards office will undertake an extensive three month promotional campaign, including telemarketing, digital marketing, direct mail, news editorials, television commercials, radio and social media marketing to encourage nominations. You will receive extensive exposure throughout the marketing campaign and will be encouraged to develop your own promotional leverage campaign.

Extensive media exposure of the Northern Territory Young Achiever Awards is achieved through:

- Television commercials aired by Southern Cross Television
- Ad/coupon displayed by supporting newspapers
- Hot100 and other supporting radio stations running ads and interviews throughout the Territory

#### PRIZES

Everyone that submits a nomination will go into the draw for a \$200 voucher from The Coffee Club. Category winners will each receive \$2,000 and a magnificent trophy, courtesy of Prize Patrol TIO. One of the twelve category winners will be chosen as the 2017 NT Young Achiever of the Year and will receive an additional \$2,000 and a Territory trophy from TIO.

#### HOW TO COMPLETE THE OFFICIAL ONLINE NOMINATION FORM

- Go to [www.ntiaustralia.com](http://www.ntiaustralia.com)
- Click on Northern Territory on the map of Australia and choose the Northern Territory Young Achiever Awards from the drop down box
- Or directly to [www.ntiaustralia.com](http://www.ntiaustralia.com)
- Select the 'Categories & Entry Criteria' button to determine the most suitable category by reading the category wording and guidelines. Nominees may enter in more than one category, however, we require a separate application for each nomination.
- Select the 'Nominate Now' button to enter your nomination. Read the nomination carefully before completing. The nomination should clearly demonstrate the achievements of the nominee and address all the questions and guidelines for the category.
- Upload into the nomination section copies of relevant newspaper articles, awards, certificates and photographs to support your nomination.
- Attachments must be no larger than 10MB and a maximum of 20 items is permitted for each category.
- Each category has a limit of 750 words.
- To view the Award categories and entry criteria please visit the website [www.ntiaustralia.com](http://www.ntiaustralia.com)
- If you do not have the ability to nominate online, please contact our Awards office on 1300 545 128 to be sent out the nomination entry criteria information and a nomination form.

#### AWARDS PROGRAM

The Northern Territory Young Achiever Awards aim to recognise and celebrate the positive achievements of young Territorians.

#### CONDITIONS OF ENTRY

- Entry is free. Eligibility for entry is open to all young people up to and including 24 years of age as of 31st December 2016.
- Nominees must be a resident of Northern Territory for a minimum of 2 years. If currently residing outside of Northern Territory, the nomination activity must be relevant to Northern Territory.
- All guidelines should be addressed in your online nomination. Supporting documents and photographs should be attached to your nomination if relevant.
- All nomination information, photos and supporting material submitted may be used and distributed by the Awards office for media and promotional purposes.
- Nominees agree to media publicity and promotion associated with the Award nomination, including the use of photos submitted, or taken at the Awards Presentation ceremony.
- Nominations close on Tuesday 12 December 2016.
- Finalists should be available and endeavour to attend the Awards Gala Presentation Dinner on Saturday 1 April 2017 (travel to attend does not qualify entry).
- Previous winners of the Northern Territory Young Achiever Awards are not eligible to nominate again in an Award category until they have already won.

#### KEY DATES

Nomination Close: Tuesday 12 December 2016  
Judging: Thursday 16 February 2017  
Gala Presentation: Saturday 1 April 2017

#### CONTACT US

If you have any questions about the Awards please do not hesitate to contact the Awards office staff.

Phone: 1300 545 128  
Email: [ntia@ntiaustralia.com](mailto:ntia@ntiaustralia.com)  
Website: [www.ntiaustralia.com](http://www.ntiaustralia.com)

Facebook: [NTIAustralia](https://www.facebook.com/NTIAustralia)  
Twitter: @NTIAustralia

#### NT Government Young Indigenous Educator Award

Indigenous Educators and Indigenous Support Staff have a significant role to play in the lives of their students and can make a real difference by giving them guidance, encouragement and support. The Young Indigenous Educator Award will recognise young Indigenous Teachers, Assistant Teachers, Support staff and young Indigenous students studying education and those currently undertaking placements throughout the Territory. It is important to recognise the Indigenous workforce and those young Indigenous people who have the leadership ability and skills to inspire students, other staff and their community creating future success for all Territorians. This award provides an opportunity for the broader community to nominate a high achieving Indigenous educator or support staff member and acknowledge their achievements and contribution to outstanding service in their local community.

#### NT Government Young Carers Award

Many young Territorians have successfully started or operated their own small business or freelance and are making important economic and social contributions to the Territory. Creative business, freelance and commercial ventures provide opportunities for growth, productivity, leadership, training and employment. Many are also giving back to the community or giving others an opportunity. Young small business, freelance owners and operators are rolling up their sleeves, developing and realising their corporate vision and mission. The NT Government Small Business Achievement Award promotes those who "give it a go" through determination, innovation, hard work and self-motivation, rewarding those who make their own luck and opportunities a reality.

#### NT Government Zip Hire Sport Award

Today's young athletes are tomorrow's sporting heroes. They've dedicated young Australians with a strong spirit of competition and love of the game. Encouraging and supporting the written and hard work of these focused individuals helps them to go further, faster, longer and higher than anyone before. Whether it's competing, coaching, administration or education, the Sports Award seeks to applaud their talents and recognise their commitment in the pursuit of excellence.

#### NT Government Young Indigenous Educator Award

Indigenous Educators and Indigenous Support Staff have a significant role to play in the lives of their students and can make a real difference by giving them guidance, encouragement and support. The Young Indigenous Educator Award will recognise young Indigenous Teachers, Assistant Teachers, Support staff and young Indigenous students studying education and those currently undertaking placements throughout the Territory. It is important to recognise the Indigenous workforce and those young Indigenous people who have the leadership ability and skills to inspire students, other staff and their community creating future success for all Territorians. This award provides an opportunity for the broader community to nominate a high achieving Indigenous educator or support staff member and acknowledge their achievements and contribution to outstanding service in their local community.

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2016/17 Nomination Brochure



## JUDGING OF NOMINATIONS

A judging panel will meet to select the finalists and category winners for each Award. A representative is invited to be on the judging panel along with representatives from other sponsors and partners of the program, community leaders and an expert/head judge for each category.

All nominations are reviewed through our online system, hosted on our website. From the category winners, one is also selected to become the overall Territory winner – The Northern Territory Young Achiever of the Year. This selection is made at the end of the judging day by the Executive Judging Panel who sit in on each category.

## AWARDS GALA PRESENTATION DINNER

The Awards Gala Presentation Dinner, attended by approximately 450 people, will promote your company and acknowledge the community contribution made by our outstanding young people. The winners and finalists will be announced with category sponsor branded profiles produced by Southern Cross Television for each of the finalists and will be shown on screen at the Presentation Dinner. A representative from category sponsors will be invited to make a speech, present the finalists in their category with a framed certificate and then present the winner with a trophy and their prize money.

Ten complimentary tickets to the event will be available to you as part of your sponsorship.



Gala Presentation Dinner – Table Setting

## PRIZES

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Presented at the Gala Presentation Dinner, the winners of each category will receive a magnificent trophy with your logo printed on it and a \$2,000 prize grant. The overall Territory winner, the 'Northern Territory Young Achiever of the Year' will receive an additional \$2,000 from TIO, and a trophy.

All nominees, semi-finalists, finalists and winners will receive a letter of congratulations and a certificate of achievement for their nomination. In addition to the finalists, all nominees and semi-finalists attending the Awards Gala Presentation Dinner will be personally presented with their framed certificate on stage.

## MARKETING & PUBLIC RELATIONS CAMPAIGN

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Our extensive marketing and public relations campaign assists us to generate interest in the Awards whilst promoting our sponsors as good corporate community citizens. The public and community support of the Awards will provide many positive opportunities for sponsors to be aligned with a wide range of community and individual activities. Our promotional campaign enables us to reach all of the Northern Territory.

The Northern Territory Young Achiever Awards will be supported by an extensive marketing and public relations campaign consisting of exposure covering all mass media:

- Television
- Press
- Radio
- Printed material and direct mail
- Interactive website
- Social Media
- Public events
- Digital Marketing

## EXPOSURE

Sponsors will find significant opportunities for exposure within:

- Leading corporations and businesses
- Local and Territory Government
- Special interest groups
- Community groups and associations
- Business networks and associations
- General public, through significant mass media exposure
- Farming and rural organisations
- Environment and conservation groups

## TELEVISION

Our Television partner, Southern Cross Television is committed to a 'call for nominations' campaign of 30 second ads to seek nominations. The ads will feature your logo and commence when nominations are launched and run for approximately 11 weeks until the close of nominations.

A profile of each of the finalists will be produced for the Awards Gala Presentation Dinner and shown on the large screens. Your company will feature in the profiles for your finalists which you have category naming rights for. Your logo will also feature in the 30 second 'congratulations to winners' ad aired by Southern Cross Television for approximately four weeks after the Awards Presentation Dinner.



2016/17 Call for Nominations Ad

## PRESS

Supporting newspapers will run regular display advertisements during the call for nominations period. Additionally regular editorials featuring nominees and other interesting stories associated with the Awards Program are also promoted and obtained during this stage. Your Company logo will appear on all coupons.



### NORTHERN TERRITORY YOUNG ACHIEVER AWARDS

Award Categories

 <b>Community Service Award</b>	 <b>Fashion Award</b>
 <b>Arts Award</b>	 <b>Sport Award</b>
 <b>Excellence in Youth Leadership Award</b>	 <b>Small Business Achievement Award</b>
 <b>Young Indigenous Educator Award</b>	 <b>Young Carers Award</b>
 <b>Indigenous Achievement Award</b>	 <b>Environment Award</b>
 <b>Regional and Rural Initiative Award</b>	 <b>Health and Wellbeing Award</b>

## \$26,000 IN PRIZES

We invite young people up to and including 29 years of age to nominate for the NT Young Achiever Awards.

The Awards recognise, encourage and reward the positive achievements of young Territorians.

Category winners each receive \$2,000 and a magnificent trophy from Prize Patron TIO.

The NT Young Achiever of the Year will receive an additional \$2,000 and a Territory trophy from TIO.

Nominations close: 13th December 2016

**www.awardsaustralia.com**

Send this coupon to receive a nomination brochure

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Send your contact details to:**

PO Box 2603, Darwin NT 0801

Email: ntyaa@awardsaustralia.com

Phone: 1300 148 228 Fax: 1300 884 648

Facebook.com/NTYoungAchiever








2016/17 Press Coupon



## RADIO

A community service announcement will be produced and distributed by Hot100, and will be made available to all radio stations throughout Northern Territory, allowing a three second tag acknowledging their local involvement.

A mail-out to all radio stations is undertaken before the open of nominations, resulting in the Awards receiving essential support from numerous metropolitan and regional radio stations and networks. Further to the radio CSA's, numerous interviews are also sought and conducted promoting the various stages of the Awards. These interviews include mention of our sponsors where possible.

## PRINTED LITERATURE & DIRECT MAIL

The Young Achiever Awards will be heavily promoted through direct mail and E-marketing to businesses, organisations and associations throughout Northern Territory. As category sponsor, your logo will be featured on all printed and advertising literature.

Significant exposure will be achieved across community and youth organisations/networks, Territory and Local government associations and commercial organisations who will be encouraged to become involved in the Awards Program through invitations calling for nominations and attending the Gala Awards Presentation Dinner. Sponsors' are asked to display posters and make available nomination information brochures in branches and offices throughout Northern Territory. A comprehensive list of the printed literature can be found in the sponsorship benefits table (on page 11) and design proofs will be supplied to you for approval prior to production.



**NOMINATE NOW!!!**  
www.awardsaustralia.com

**NORTHERN TERRITORY YOUNG ACHIEVER AWARDS**

**AWARD CATEGORIES**

<b>Somerby Community Service Award</b>	<b>The Coffee Club Fashion Award</b>
<b>Charles Darwin University Arts Award</b>	<b>Zip First Sport Award</b>
<b>Minister for Territory Families Excellence in Youth Leadership Award</b>	<b>NT Government Small Business Achievement Award</b>
<b>NT Government Young Indigenous Educator Award</b>	<b>NT Government Young Carers Award</b>
<b>Genesee &amp; Wyoming Australia Indigenous Achievement Award</b>	<b>ConocoPhillips Environment Award</b>
<b>Glennie McArthur River Mining Regional and Rural Initiative Award</b>	<b>PTTEP Australia Health and Wellbeing Award</b>

**AWARD SPONSORS**

**WIN A SHARE IN \$26,000**

Nominations close: Tuesday 13 December 2016



**NOMINATE NOW!**  
www.awardsaustralia.com

Seeking nominations for young people up to and including 29 years of age for the Northern Territory Young Achiever Awards.

**Award Categories**

<b>Somerby Community Service Award</b>	<b>The Coffee Club Fashion Award</b>
<b>Charles Darwin University Arts Award</b>	<b>Zip First Sport Award</b>
<b>Minister for Territory Families Excellence in Youth Leadership Award</b>	<b>NT Government Small Business Achievement Award</b>
<b>NT Government Young Indigenous Educator Award</b>	<b>NT Government Young Carers Award</b>
<b>Genesee &amp; Wyoming Australia Indigenous Achievement Award</b>	<b>ConocoPhillips Environment Award</b>
<b>Glennie McArthur River Mining Regional and Rural Initiative Award</b>	<b>PTTEP Australia Health and Wellbeing Award</b>

**WIN A SHARE IN \$26,000**

Nominations close: 13 December 2016 | Enquiries email: ntysa@awardsaustralia.com | Ph: 1300 148 228



**NORTHERN TERRITORY YOUNG ACHIEVER AWARDS**

PO Box 2603  
Darwin NT 0801  
Ph: 1300 148 228  
Fax: 1300 884 542  
ntysa@awardsaustralia.com

**AWARD SPONSORS**

**WIN A SHARE IN \$26,000**

Nominations close: 13 December 2016 | Enquiries email: ntysa@awardsaustralia.com | Ph: 1300 148 228

2016/17 Promotional Material – A3 Poster, Eflyer, Letterhead

## WEBSITE

The Awards website will feature you as a category naming rights sponsor of the Awards. The website offers a fully interactive service, providing comprehensive up to date information about the Awards. The Young Achiever Awards website will have links to your and other sponsors' websites.

The website explains all aspects of the Awards program, including the eligibility criteria with instructions on how to nominate, key dates and the process of nominations. The nomination application is a simple online process.

[www.awardsaustralia.com](http://www.awardsaustralia.com)

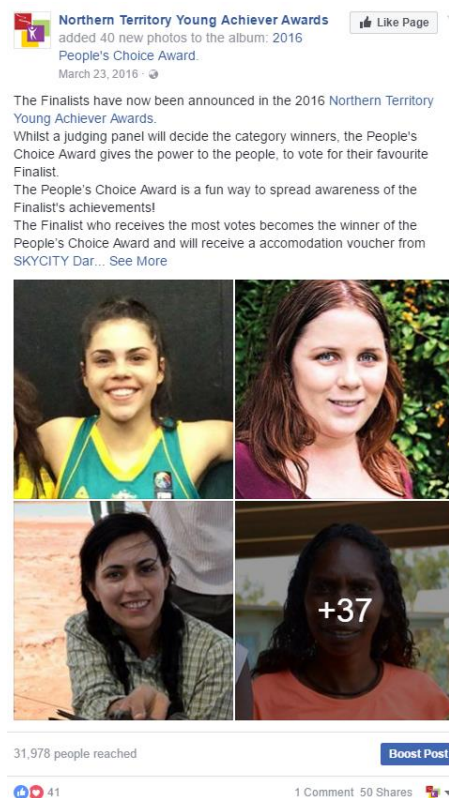
## SOCIAL MEDIA



We regularly promote and are heavily involved in the use of social media for the Young Achiever Awards, including Facebook, Twitter, Instagram, LinkedIn and YouTube.

Bringing awareness to the Awards is implemented by regular updates through the various phases of the awards, sharing and promoting our sponsors' posts and pages or websites, endorsing and encouraging all our nominees and those involved in the Awards. Through these Social Media avenues we spread and raise the awareness of the awards, receive more nominations and increase promotion of all our sponsors.

A People's Choice Award is also conducted on Facebook, which attracts over 2,600 votes per year.



## SPONSORSHIP BENEFITS TABLE

PROMOTION & MARKETING	Category	Silver	Bronze
Category Naming Rights	X		
Social media promotion and advertising	X	X	
Website – with links to your website	X	X	X
Value added promotion opportunities with Awards Manager	X	X	
Media Releases and Radio Interviews	X		
Press Advertisements and Editorials	X		
Press Coupons in Newspapers	X	X	
Logo on 'Call for nomination' and winners ad CSA's on TV	X	X	
Category feature in 'Call for nomination' and winners TV ads	X		
Acknowledgement during official Launch (if applicable)	X	X	
Nomination eMarketing	X	X	
Category specific Nomination eMarketing	X		
PROMOTIONAL PRINTED MATERIAL (LOGO PLACEMENT)			
Letterhead	X		
Event invitations	X	X	
Posters – A3 Colour	X	X	
Nomination information brochures	X	X	
Gala Awards Place Cards	X	X	X
Gala Program – A4 Colour booklet	X	X	X
Nominee Certificate of Achievement – A4 Colour	X		
Table Numbers	X		
Winners Trophy Plate	X		
GALA PRESENTATION			
Complimentary tickets for Gala Dinner	<b>10</b>	<b>4</b>	<b>2</b>
Acknowledgement of sponsorship by Master of Ceremonies	X	X	X
Sponsors Logo Loop on screens	X	X	X
Sponsored Category Presentation by Senior representative	X		
Awards Sponsor Silk Banner – stage backdrop	X		
Supply own Pull up banner for display at Gala	X	X	X
OTHER			
Senior representative for judging panel	X	X	
Sponsors End of Awards Program Report	X	X	
<b>VALUE OF SPONSORSHIP</b>	<b>\$350,000</b>	<b>\$145,000</b>	<b>\$53,000</b>

## SPONSORSHIP

It is with great pleasure that we invite you to become a category naming rights sponsor of the 2017/18 Northern Territory Young Achiever Awards. By becoming a category naming rights sponsor in the Awards you will receive prominent positioning and exposure.

The Mass Media exposure has been conservatively estimated at:

Television throughout Northern Territory	\$150,000
Press Coupons, editorials	\$75,000
Radio exposure and coverage	\$30,000
Direct Mail	\$30,000
Printed and Promotional material	\$20,000
Public Events	\$45,000
<b>TOTAL:</b>	<b>\$350,000</b>

### Category Naming Rights Sponsorship Fee:

Price upon request

No other costs are involved in the program.

Your sponsorship contribution will go towards promoting your category and facilitating a high quality Awards program. As a category naming rights sponsor you have the opportunity to tailor the Award to suit your marketing initiatives, aims and objectives.

A 5% discount will apply to the sponsorship fee if confirmation for 2017/18 (category naming rights sponsorship only) is provided by the 28<sup>th</sup> April 2017.

A further 5% discount off the annual sponsorship fee (category naming rights sponsorship only) will also apply for a three year sponsorship agreement (the discounted price will also be fixed for the three years).

Your Company may wish to consider alternate options for sponsorship if your budget will not allow for full category naming rights sponsorship:

### Silver Support Sponsor Fee:

Price upon request

### Bronze Support Sponsor Fee:

Price upon request

See page 11 - table for sponsorship benefits for Silver and Bronze.

## CONCLUSION

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It gives me great pleasure to invite you to become a category naming rights sponsor of the 2017/18 Northern Territory Young Achiever Awards and make a difference to young peoples' lives.

Our promotional campaign utilises all areas of electronic and press media, direct mail, government, corporate and community involvement and is a proven and successful marketing strategy. You can be assured that by association in the Awards, you will receive comprehensive coverage through all forms of the media throughout Northern Territory.

I strongly believe that you will significantly benefit from involvement in the Awards and share in the recognition, branding, success and community acceptance of this prestigious program through sponsorship as a category naming rights sponsor.

These commercial realities, coupled with the opportunity to recognise and acknowledge the valuable contribution of individuals throughout Northern Territory, will promote you as a responsible leading corporate citizen providing inspiration for all young individuals.

Should you require any further information or wish to see the printed promotional materials, media files, Television ads or discuss the exposure opportunities and benefits available, please do not hesitate to contact me on 1300 148 228. I would be delighted with no obligation to discuss your potential involvement and the exciting opportunities open to you.

Thank you for your consideration.

Kind Regards



Josh Griffin

Sponsorship Manager

Mobile: 0413 020 552

Website: [www.awardsaustralia.com](http://www.awardsaustralia.com)