

REGIONAL ACHIEVEMENT & COMMUNITY AWARDS

2017 SPONSORSHIP PROPOSAL





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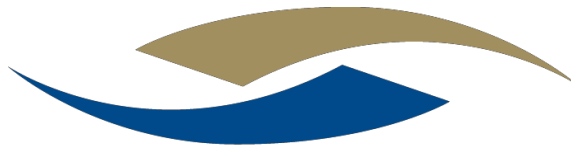
REGIONAL ACHIEVEMENT & COMMUNITY AWARDS

It gives me great pleasure to invite you to join with PRIME7 and other community minded corporate partners to become a category naming rights sponsor of the 2017 Regional Achievement and Community Awards.

The aims and objectives of these prestigious Awards are to encourage, acknowledge and reward the valuable contribution businesses, groups, organisations and individuals are making throughout regional and rural New South Wales and the ACT.

Our media partner PRIME7, along with other supporting media assist us to identify, recognise and acknowledge our community contributors.

Our marketing and promotional campaign utilises 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 regional New South Wales and the ACT for the nine month period.



REGIONAL ACHIEVEMENT & COMMUNITY AWARDS



AIMS & OBJECTIVES

Each year the Awards seek out and highlight the incredible achievements of individuals, groups and businesses that create a sense of state pride, unity and inspiration through their role modelling to the wider community.

The aim of the awards is to:

- **Encourage** individuals, organisations, groups, businesses and community involvement in large and small regional and rural communities
- **Recognise** as role models the significant contribution individuals, businesses, organisations and communities are making throughout regional and rural areas of New South Wales and the ACT
- **Acknowledge** the valuable contributions that individuals, businesses, organisations and communities are achieving throughout regional and rural New South Wales and the ACT
- **Reward** the valuable contributions that individuals, businesses, organisations and communities are making throughout regional and rural New South Wales and the ACT
- **Promote** sponsors and presenters as responsible corporate citizens helping to build communities throughout regional New South Wales and the ACT

The Awards culminate at the Awards Gala Presentation Dinner recognising the category finalists and the naming of the category winners.

With the media support from PRIME7 and local media supporters, we are able to reach across New South Wales and the ACT providing many opportunities for exposure and branding for your organisation.

2017 CATEGORIES OPTIONS

Below are a variety of available sponsorship category options you may wish to consider naming rights for:

Community Service Award
Community Group of the Year Award
Agriculture Award
Health and Wellbeing Award
Sports Award
Arts and Culture Award
Teaching Excellence Award

If you become a category naming rights sponsor, you will have the option to work with us to create your own category and criteria for judging. If you feel there is a more appropriately aligned category (other than those listed above), we will assist you to create a category description and judging criteria, helping shape the nominations received for your category.

REGIONAL ACHIEVEMENT & COMMUNITY AWARDS

OPERATIONS AND EVENTS

CALL FOR NOMINATIONS

Nominations will open in June 2017.

The Awards office will undertake an extensive eleven week promotional campaign, including telemarketing, direct mail, editorials, television commercials, radio and social media marketing to encourage nominations. Category naming right sponsors will receive extensive exposure throughout the marketing campaign and will be encouraged to develop their own social media and promotional leverage.

Extensive media exposure of the NSW/ACT Regional Achievement and Community Awards is achieved through:

- 30 second Television commercials aired by PRIME7 throughout regional New South Wales and ACT
- Ad/coupon and editorials each week in local supporting newspapers
- Supporting radio stations will run ads and interviews



The 2016 Nomination Brochure is a comprehensive document detailing the Regional Achievement & Community Awards. It features a variety of logos for sponsors and partners, including the NSW Government, Department of Primary Industries, Prime Super, and others. The brochure is divided into several sections: 'PRIZES' (listing seven categories with prize amounts), 'INFORMATION AND CONDITIONS OF ENTRY' (providing detailed rules and eligibility criteria), 'HOW TO COMPLETE THE OFFICIAL ONLINE NOMINATION FORM' (a step-by-step guide), 'KEY DATES' (listing nomination, judging, and presentation dates), and 'CONTACT US' (providing contact information for the Awards office). The brochure also includes a section for 'AWARDS PROGRAM' and a '2016 Nomination Brochure' title at the bottom.

2016 Nomination Brochure

JUDGING OF NOMINATIONS

A judging panel will meet to select the finalists and category winners for each Award. You will be invited to nominate a representative to join 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 by our judges through our online system, hosted on our website, prior to getting together for the final judging day.



GALA AWARDS PRESENTATION

The Awards Gala Presentation Dinner, attended by approximately 200 people, will promote and acknowledge the community contribution made by our outstanding regional and rural achievers. The winners and finalists will be announced and category sponsor branded profiles produced by PRIME7 for each of the finalists and will be shown on screen at the Presentation Dinner. Your senior representative will be invited to make a speech, present the finalists of your category with framed certificates and then present your winner with a trophy and their prize money.

Ten complimentary tickets to the event are included as part of your sponsorship.

Supporting newspapers will promote the Awards with coverage about the finalists in the lead up to the Awards Presentation Dinner and afterwards with winners' editorials.

PRIME7 will produce a 'congratulations to winners' ad' which will be aired after the Awards Presentation Dinner for four plus weeks. Your logo will feature in the TV ad.



Table setting at the Gala Presentation Dinner



PRIZES

Presented at the Gala Presentation Dinner, the winners of each category will receive either \$2,500 from the Commonwealth Bank or a television airtime package comprising of 20 x 30 second commercials on PRIME7 (conditions apply) along with a magnificent trophy.

All nominees, semi-finalists, finalists and winners will receive a letter of congratulation 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 certificate on stage.

MARKETING & PUBLIC RELATIONS

PUBLIC RELATIONS

Our extensive marketing and public relations campaign assists us to generate interest in the Awards whilst also providing branding and promoting our sponsors as good corporate citizens. The public and community support for the Awards will provide many opportunities for sponsors to be aligned with a wide range of community and individual activities. Our promotional campaign enables a broad reach into the regional and rural areas of New South Wales and the ACT.

The NSW/ACT Regional Achievement and Community Awards will be supported by an extensive marketing and public relations campaign including:

- Television
- Press
- Radio
- Printed material and direct mail
- Interactive website
- Social Media
- E Marketing

EXPOSURE

Sponsors will find significant opportunities for exposure within:

- Leading corporations and businesses
- Local and State Government
- Special interest groups and educational institutions
- Community groups and associations
- Business networks and associations
- General public, through significant media exposure
- Farming and rural organisations
- Service clubs and Community Groups
- Environment and conservation groups

TELEVISION

Our Television partner PRIME7 is committed to a ‘call for nominations’ campaign of 30 second ads to seek nominations across regional New South Wales and the ACT. The ads will feature your organisation’s logo and commence when nominations open 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 logo will also feature in the 30 second ‘congratulations to winners’ ad aired by PRIME7 for approximately four weeks after the Awards Presentation Dinner.

PRESS

Regular nomination enquiry ad/coupons and editorials, calling for nominations during the nomination period by our supporting newspapers. Your logo will feature on all ads.

As a sponsor you will also feature in editorials where possible and will receive extensive press exposure throughout the marketing campaign.

All local newspapers across regional and rural New South Wales and the ACT will receive the opportunity to promote the Awards through regular media releases and ads also highlighting their involvement.



REGIONAL ACHIEVEMENT & COMMUNITY AWARDS

Celebrating 15 Years

\$17,500 IN PRIZES

Award Categories



Community of the Year - Population Under 15,000 Award



Volunteering Award



Crown Reserve Trust Corporate Manager's Award



Community of the Year - Population Over 15,000 Award



Employer Excellence in Aged Care Award



Crown Reserve Trust Community Manager's Award



Events and Tourism Award

We invite people to nominate for the NSW/ACT Regional Achievement and Community Awards.

The awards recognise, encourage and reward the positive achievements in your community.

Seven category winners will be presented with \$2,500 from Commonwealth Bank and a trophy and the other category winner will receive Television exposure on PRIME7 and a trophy.

Nominations close: 19th August 2016

www.awardsaustralia.com

Send this coupon to receive a nomination brochure

Name: _____

Address: _____

Phone: _____

Email: _____

Send your contact details to:

PO Box 817, Concord NSW 2137

Email: nswactraca@awardsaustralia.com

Phone: 1300 735 445 **Fax:** 02 9643 1733

[Facebook.com/NSWACTRACA](https://www.facebook.com/NSWACTRACA)






2016 Press Coupon

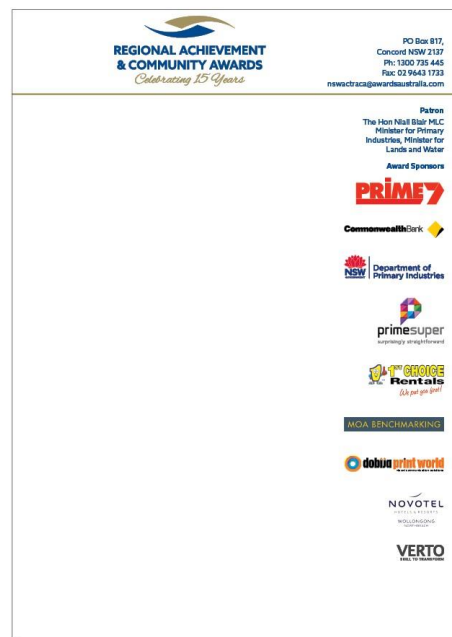
RADIO

A Community Service Announcement will be produced and made available to each supporting radio station throughout the state allowing a three second tag, acknowledging their local involvement. Radio interviews will also be sought to promote the call for nominations and ultimately the winners.

PRINTED LITERATURE AND DIRECT MAIL

The Regional Achievement and Community Awards will be promoted through direct mail and E-marketing to businesses, organisations and associations throughout regional and rural New South Wales and the ACT. As a category sponsor, your logo will be featured on all printed and advertising literature.

Significant exposure will be achieved across community, Government and corporate networks who will be encouraged to become involved in the Awards Program through the call for nominations and attending the Awards Gala Presentation Dinner. Sponsors' are invited to display posters and make available nomination brochures in branches and offices throughout NSW/ACT. A comprehensive list of the printed literature can be found in the sponsorship benefits table. Design proofs will be supplied to you for approval prior to printing.



2016 Printed Material including A3 Poster, certificate and letterhead



WEBSITE

The Awards website will feature the category naming rights sponsors of the Awards. The website offers a fully interactive service, providing comprehensive up to date information about the Awards. The Regional Achievement and Community Awards website will have links to our 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. Website: www.awardsaustralia.com

SOCIAL MEDIA



We regularly promote and are heavily involved in the use of social media for the Awards, including Facebook, Twitter, 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, and endorsing and encouraging all our nominees and those involved in the Awards. Through Social Media avenues we aim to spread 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 brought more than 1,500 votes to last year's Poll.

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 E-Marketing	X	X	
Category specific Nomination E-Marketing	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	10	4	2
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	
VALUE OF SPONSORSHIP	\$334,500	\$154,000	\$40,000



SPONSORSHIP PROPOSAL

PROPOSAL

It is with great pleasure that we invite you to become a category naming rights sponsor of the 2017 NSW/ACT Regional Achievement and Community Awards.

By becoming a category naming rights sponsor in the Awards you will receive prominent positioning and exposure throughout the Awards.

Exposure has been conservatively estimated at:

Television throughout New South Wales	\$115,000
Press Coupons, editorials	\$110,000
Radio exposure and coverage	\$30,000
Direct Mail	\$20,000
Printed and Promotional material	\$17,500
Public Events	\$42,000
TOTAL	\$334,500

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, directly targeting community contributors throughout regional New South Wales and the ACT the aim to increase local community and state pride.

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 (category naming rights sponsorship only) is provided by the 3rd February 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).



You may wish to consider the following options if your budget will not allow for category naming rights sponsorship in 2017, as follows:

Silver Support Sponsorship:	Price upon request
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Bronze Support Sponsorship:	Price upon request
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See the table on page 11 for sponsorship benefits for Silver and Bronze.

Sponsorship opportunities are also available in other states.

The following sponsorship payment terms are available:

- Payments may be made in one payment in May 2017, or one payment in August 2017
- Or two equal instalments in May 2017 and August 2017
- Alternatively, please advise the Awards office of your preference.

For further information or to discuss the opportunities please contact the Awards office on 1300 735 445.



CONCLUSION

It gives me great pleasure to present this proposal to become a category naming rights sponsor of the 2017 NSW/ACT Regional Achievement and Community Awards.

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, as a sponsor, will receive comprehensive coverage through all forms of the media throughout regional New South Wales and the ACT.

You will share in the recognition, branding, success and community acceptance of this prestigious program through sponsorship.

These commercial realities, coupled with the opportunity to recognise and acknowledge the valuable contribution individuals, businesses and communities are making throughout regional New South Wales and the ACT; will promote your organisation as a responsible corporate citizen providing inspiration for all community contributors.

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 735 445. I would be delighted with no obligation, to discuss your potential involvement and the exciting opportunities available.

Thank you for your consideration.

Yours sincerely

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