QUEENSLAND YOUNG ACHIEVER AWARDS

SPONSORSHIP PROPOSAL

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A sponsorship that makes a difference

"Upon hearing about the Queensland Young Achiever Awards and being encouraged to submit my details, I'll be honest and say I was a little apprehensive. With so many impressive awards organisations and categories around, I've never really thought that my efforts justified a submission. I've been so focused on 'doing' the work over the past few years (and I've been fortunate to build a great little company in that time), but I also believe that many of us rarely stop to reflect on what we've achieved. However after taking a look at it, you only need to see the Queensland Young Achiever Awards partner brands and sponsors, the quality of the nominees and finalists, the ceremony, and then the flow on effect after the announcement of the winners.

It's also great to see big brands getting behind the Queensland Young Achiever Awards, and supporting the next generation. Industry awards such as these provide the bridge that humanises brands.

Since winning the award, I've been approached for speaking opportunities, and the award has provided an impressive amount of credibility. I've been amazed at the number of contacts that have surfaced to pass on congratulations (driving new conversations)."

Matt Kelly
Young Achiever Award Winner

EXECUTIVE SUMMARY

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 2018/19 Queensland 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 Queensland.

Our media partners 7NEWS and Hit105 along with other supporting media assist us to identify, recognise and acknowledge our young achievers and there will be enormous opportunities for exposure and branding for your company across Queensland.

The Awards, entering their 4th year, are our State's most prestigious youth Awards Program. The Hon Shannon Fentiman MP, Minister for Communities, Women and Youth, Minister for Child Safety is Patron of the Awards.

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

AIMS & OBJECTIVES

Each year the Queensland Young Achiever Awards aims to recognise, encourage and reward our State's most vital resource, its young people and to make them role models for others.

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 Awards Gala Presentation Dinner recognising the category finalists and the naming of the category winners and the overall State winner – The Queensland Young Achiever of the Year.

With the media support from 7NEWS and Hit105 and numerous local community media supporters, we are able to reach across the whole of Queensland providing many opportunities of exposure and branding for you.

OPERATIONS & EVENTS

CALL FOR NOMINATIONS

Nominations will open in September 2018.

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

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

- Television commercials aired by 7NEWS
- Ad/coupon displayed by supporting newspapers
- Hit105 and other supporting radio stations running ads and interviews throughout the State

JUDGING OF NOMINATIONS

A judging panel will meet to select the finalists and category winners for each Award. As a category sponsor 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 through our online system, hosted on our website. From the category winners, one is also selected to become the overall State winner – The Queensland 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 350 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 7NEWS for each of the finalists and will be shown on screen at the Presentation Dinner. A representative from each category sponsor 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.

Table Setting at the 2017 Awards Gala Presentation Dinner

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

To view photos from the 2017 Awards Gala Presentation, please **click here.**

PRIZES

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 from Auswide Bank. The overall state winner, the 'Queensland Young Achiever of the Year' will receive an additional $2,000 from Auswide Bank, and a State 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 & MEDIA CAMPAIGN

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 consists of television, online marketing, press, radio, printed material, interactive website, social media, and public events, enabling us to reach all of Queensland.

PRINTED LITERATURE & E-MARKETING

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

Significant exposure will be achieved across community and youth organisations/networks, State 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 Awards Gala Presentation Dinner. Sponsors are asked to display posters and make available nomination information brochures in branches and offices throughout Queensland. Design proofs will be supplied to you for approval prior to production.

To view the 2017/18 Promotional Material, please **click here.**

2017/18 Promotional Material including A3 Poster, E-flyer and letterhead

TELEVISION

Our Television partner 7NEWS is committed to a 'call for nominations' campaign of 30 second ads to seek nominations. The ads will feature your logo and commence immediately running 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 7NEWS for approximately four weeks after the Awards Presentation Dinner.

Current Program Call for Nominations Television Ad

Previous Program Winners Television Ad

PRESS

Supporting newspapers will run regular display advertisements during the call for nominations period. Your logo will feature on all ads. As a sponsor, your organisation will also feature in editorials where possible and will receive extensive press exposure throughout the marketing campaign. All local newspapers across Queensland will receive the opportunity to promote the Awards through regular media releases and ads also highlighting their involvement. Additionally, regular editorials featuring nominees and other interesting stories associated with the Awards Program are also promoted and obtained during this stage.

RADIO

A community service announcement will be produced and aired by Hit105. A CSA will also be made available to all regional and community radio stations throughout Queensland, 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.

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.

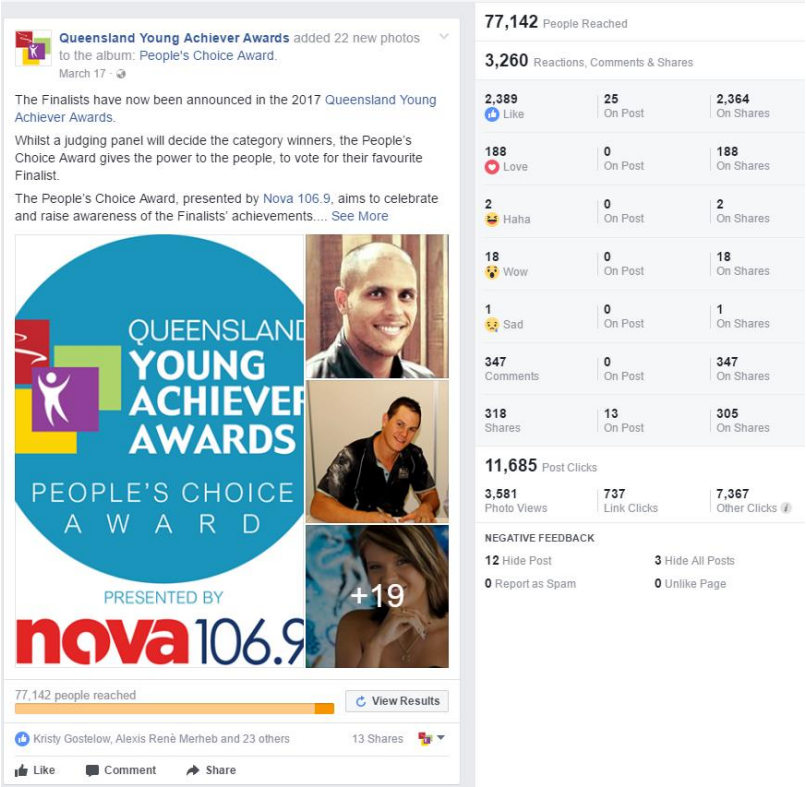
www.awardsaustralia.com

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 brings over 3,000 votes to our Poll per year.



Facebook post announcing the People's Choice Award

QUEENSLAND YOUNG ACHIEVER AWARDS

SPONSORSHIP BENEFITS

PROMOTION & MARKETING	Category	Silver	Bronze
Category Naming Rights	X		
Social media promotion and advertising	X	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	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 audio visual screens	X	X	X
Sponsored Category Presentation by Senior representative	X		
Awards Sponsor Category and Logo displayed as stage backdrop	X		
OTHER			
Senior representative for judging panel	X	X	
Sponsors End of Awards Program Report	X	X	
VALUE OF SPONSORSHIP	**$409,500**	**$194,000**	**$55,000**

The Marketing and Media exposure for category naming rights has been conservatively estimated at:

Television throughout Queensland	$180,000
Press Coupons, editorials	$75,000
Radio exposure and coverage	$75,000
Direct Mail	$17,000
Printed and Promotional material	$15,500
Public Events	$47,000
TOTAL:	**$409,500**

SPONSORSHIP

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 2018/19 (category naming rights sponsorship only) is provided by the 1st June 2018.

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).

2018/19 CATEGORY OPTIONS

Below are a variety of available category options you may wish to consider for naming rights sponsorship. Alternatively, we welcome your suggestions:

Research Impact Award
Arts Award
Youth Group Achievement Award
Health and Wellbeing Award
Sports Award
Young Educator Award
Career Achievement Award
Science and Technology Award
Innovation Award
Agriculture Award
Environment and Sustainability Award

You can 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 to help shape the nominations received for your category.

Alternate sponsorship packages are available if your budget will not allow for category naming rights:

Silver Sponsorship Package:	Price upon request

Bronze Sponsorship Package:	Price upon request

See table on page 8 for sponsorship benefits of Silver and Bronze options.

Sponsorship opportunities are also available in other states, and discounts will apply for multiple States and national sponsorship.

Please contact the Awards Sponsorship Manager Josh Griffin on Ph: 1300 055 096, Mob: 0413 020 552 or josh@awardsaustralia.com should you have any questions or require further information.