



YOUNG ACHIEVER AWARDS

SPONSORSHIP PROPOSAL



CONTENTS

EXECUTIVE SUMMARY	3
AIMS & OBJECTIVES	3
OPERATIONS & EVENTS	4
PRIZES	5
MARKETING & MEDIA CAMPAIGN	5
SPONSORSHIP BENEFITS	8
SPONSORSHIP	9
2018/19 CATEGORY OPTIONS	9

A sponsorship that makes a difference

"I have been involved in the Channel 9 Young Achievers for the past three years, making it to the semi-finals in 2014 and 2015 and finally winning in 2016. Each year, I have attended the Gala Presentation Dinner and have been overwhelmed by the incredible talent of the young people in South Australia. This year, I was humbled to be recognised for my work in cancer research and to be placed alongside a group of dedicated and hardworking people, all aiming to improve South Australia in their own unique way. It was also great to see two young females recognised in my category (Science and Technology), a usually male dominated area.

Since winning The University of Adelaide Science and Technology Award, I have been invited to mentor younger students within the University and have had opportunities made available to me that I would not have otherwise had.

In addition, the recognition that these awards receive has put a spotlight on my research allowing a better understanding and appreciation of this area of research. This has occurred not only in my close friendship circle, but also in the wider community which is very pleasing as my primary objective has always been to increase awareness about the side effects of chemotherapy, an often overlooked aspect of cancer care."

Hannah Wardill
Young Achiever Award Winner

To read more testimonials please click [here](#).



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 2019 South Australian 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 South Australia.

Our media partners Seven Network, WIN Television and Fresh 92.7 along with other supporting media assist us to identify, recognise and acknowledge our young achievers. These Awards provide enormous opportunities for exposure and branding for your company across South Australia.

The Awards, entering their 32nd year, are our State's most prestigious youth Awards Program. The Premier of South Australia is Patron of the Awards.

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

AIMS & OBJECTIVES

Each year the South Australian 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 Premier's South Australian Young Achiever of the Year.

With the media support from Seven Network, WIN Television, Fresh 92.7 and numerous local media supporters, we are able to reach across the whole of South Australia 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 if possible.

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

- Television commercials aired by Seven Network and WIN Television
- Ad/coupon displayed by supporting newspapers
- Fresh 92.7 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 initially reviewed through our online system, hosted on our website. From the category winners, one is selected to become the overall State winner – The Premier's South Australian 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 at the Hilton Adelaide, attended by approximately 430 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 Seven Network 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 will be available to you as part of your sponsorship.

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 as well as a \$1,000 Award prize courtesy of Axsys and a \$1,000 Bartercard account. The overall state winner, the ‘Premier’s South Australian Young Achiever of the Year’ will receive an additional \$2,000 from Axsys, an additional \$1,000 Bartercard account, a holiday package provided by Hilton Adelaide, and a State trophy.

MARKETING & MEDIA CAMPAIGN

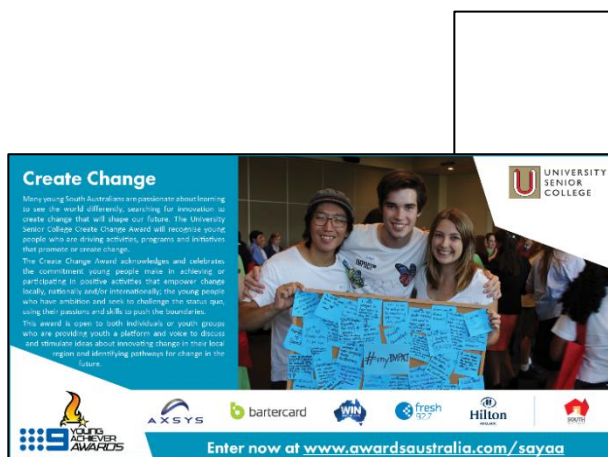
Our extensive marketing and public relations campaign assists us to generate interest in the Awards whilst promoting our sponsors as good corporate community citizens. The public and community support of the Awards will provide many positive opportunities for sponsors to be aligned with a wide range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

Printed Literature & E-Marketing

The Young Achiever Awards will be heavily promoted through E-Marketing to businesses, organisations and associations throughout South Australia. 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 and community 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 South Australia. A comprehensive list of the printed literature can be found in the sponsorship benefits table on page 11. 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 partners, Seven Network and WIN Television are 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 Seven Network and WIN Television for approximately four weeks after the Awards Presentation Dinner.



The Current Program Call for Nominations Television Ad



The Previous Program Winners Television Ad

Press

Supporting newspapers will run regular nomination enquiry ads and editorials calling for nominations during the nomination 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 South Australia 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 Fresh 92.7, and a script will be made available to all radio stations throughout South Australia, 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 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

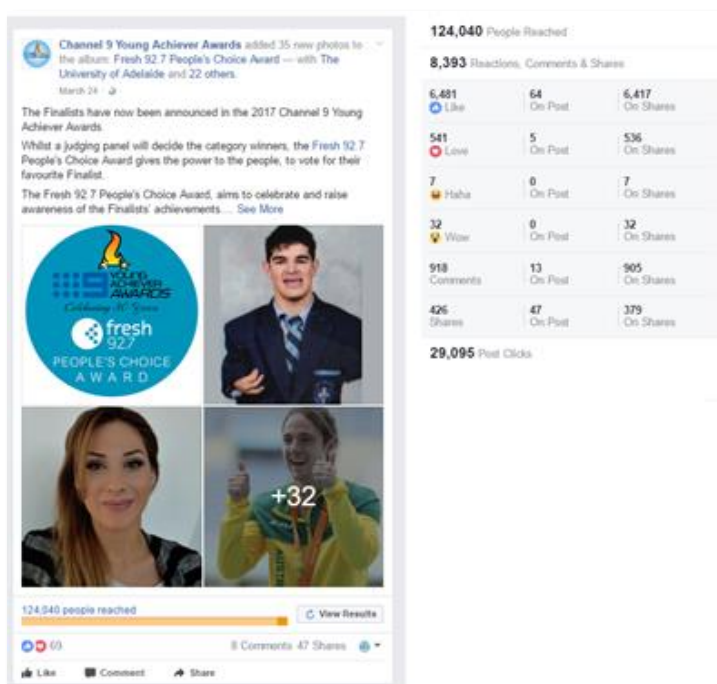
Social Media



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 increased promotion of all our sponsors.

A People's Choice Award is also conducted on Facebook, which brought 6,400 votes to the Poll last year and received significant social media engagement.



Facebook post announcing the 2017 People's Choice Award

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 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	\$362,500	\$135,000	\$47,000

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

Television throughout South Australia	\$150,000
Press Coupons, editorials	\$100,000
Radio exposure and coverage	\$40,000
Direct and e-mail and social media	\$19,000
Printed and Promotional material	\$11,500
Public Events	\$42,000
TOTAL:	\$362,500

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 is provided by the 18th May 2018. A further 5% discount off the annual sponsorship fee 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 alternate options for sponsorship if your budget will not allow for full category naming rights sponsorship:

2018/19 CATEGORY OPTIONS

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

- Online Achievement Award
- Arts Award
- Fashion Award
- Group Achievement in the Community Award
- Volunteer Excellence Award
- Teaching Excellence Award (Young Educator Award)
- Career Achievement Award
- Agriculture Award
- Environment Award and/or 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 Support Sponsor Fee:

Price Upon Request

Bronze Support Sponsor Fee:

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: 08 8132 0753, Mob: 0413 020 552 or josh@awardsaustralia.com should you have any questions or require further information.