COMMUNITY ACHIEVEMENT AWARDS

2018 SPONSORSHIP PROPOSAL

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It gives me great pleasure to invite your organisation to join with Channel 7, Southern Cross Austereo, Fairfax Media and other community minded corporate partners to become a category naming rights sponsor of the 2018 South Australian Community Achievement Awards.

The aims and objectives of these prestigious Awards are to encourage, acknowledge and reward the valuable community contribution businesses, groups, organisations and individuals are making throughout South Australia.

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

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 South Australia for the nine month period.

COMMUNITY
ACHIEVEMENT 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 communities
- **Recognise** as role models the significant contribution individuals, businesses, organisations and communities are making throughout South Australia
- **Acknowledge** the valuable contributions that individuals, businesses, organisations and communities are achieving throughout South Australia
- **Reward** the valuable contributions that individuals, businesses, organisations and communities are making throughout South Australia
- **Promote** sponsors and presenters as responsible corporate citizens helping to build communities throughout South Australia

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 Channel 7, Southern Cross Austereo, Fairfax Media and local media, we are able to reach across South Australia providing many opportunities for exposure and branding for your organisation.

2018 CATEGORY OPTIONS

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

Volunteering Award
Sports Award
Community Group Award
Arts and Culture Award
Teaching Excellence Award
Environment and Sustainability Award
Senior Achievement Award
Business Achievement Award
Cultural Diversity Award
Trade and Career Achievement Award

You will be able 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.

OPERATIONS AND EVENTS

CALL FOR NOMINATIONS

Nominations will open in May 2018.

The Awards office will undertake an extensive ten week promotional campaign, including telemarketing, email, editorials, television commercials, radio and online 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 South Australian Community Achievement Awards is achieved through:

- 30 second Television commercials aired by Channel 7 and Southern Cross Austereo throughout South Australia
- Ad/coupon and editorials each week in all Fairfax Media newspapers and other supporting newspapers
- Supporting radio stations will run ads and interviews

2017 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 at the Hilton Adelaide.

AWARDS GALA PRESENTATION DINNER

The Awards Gala Presentation Dinner, attended by approximately 400 people, will promote and acknowledge the community contribution made by our outstanding South Australians. The winners and finalists will be announced and sponsor branded profiles produced 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.

Fairfax Media and other 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.

Channel 7 will produce a 'congratulations to winners' ad which will be aired after the Awards Presentation Dinner for four plus weeks. Your name and 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 a magnificent trophy and a $2,000 Award Prize from Commonwealth Bank.

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 all areas of South Australia.

The South Australian Community Achievement Awards will be supported by an extensive marketing and public relations campaign including:

- Television
- Press
- Radio
- Printed material
- E Marketing
- Interactive website
- Social Media
- Public Events

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 partners Channel 7 and Southern Cross Austereo are committed to a 'call for nominations' campaign of 30 second ads to seek nominations across South Australia. 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 Channel 7 and Southern Cross Austereo for approximately four weeks after the Awards Presentation Dinner.

2017 Call for Nominations Ad

PRESS

Fairfax Media will run regular nomination enquiry ad/coupons and editorials, calling for nominations during the nomination period, as will many supporting local newspapers. Your logo will feature on all ads. As a sponsor you will 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.

2017 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 be sought to promote the call for nominations and ultimately the winners.

PRINTED LITERATURE AND E-MARKETING

The Community Achievement Awards will be 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, 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 South Australia. 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.

2017 Promotional Material including A3 Poster, E-Flyer 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 Community Achievement 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 Community Choice Award is also conducted on Facebook, which received 2,000 votes to the poll last year.

Facebook post announcing the 2016 Community Choice Award

SPONSORSHIP BENEFITS TABLE

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	**$334,500**	**$154,000**	**$40,000**

SPONSORSHIP PROPOSAL

PROPOSAL

It is with great pleasure that we invite your organisation to become a category naming rights sponsor of the 2018 South Australian Community Achievement 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 South Australia	$115,000
Press Coupons, editorials	$110,000
Radio exposure and coverage	$30,000
Online and social media marketing	$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.

A 5% discount will apply to the 2018 sponsorship fee if confirmation for 2018 is provided by the 9th March 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).

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.

You may wish to consider the following options if your budget will not allow for category naming rights sponsorship in 2018, as follows:

Silver Support Sponsorship:	**Price upon request**
Bronze Support Sponsorship:	**Price upon request**

See page 11 table 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 2018, or one payment in August 2018
- Or two equal instalments in May 2018 and August 2018
- Alternatively, please advise the Awards office of your preference

For further information or to discuss the opportunities please contact the Awards office on 8132 0753.

CONCLUSION

It gives me great pleasure to present this proposal to become a category naming rights sponsor of the 2018 South Australian Community Achievement Awards.

Our promotional campaign utilises all areas of electronic and press media, online and social media marketing, email, 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, you will receive comprehensive coverage through all forms of the media throughout South Australia.

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

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 8132 0753. I would be delighted with no obligation, to discuss your potential involvement and the exciting opportunities available.

Thank you for your consideration.

Yours sincerely

Josh Griffin
Sponsorship Manager
Ph: 08 8132 0753
M: 0413 020 552
Email: josh@awardsaustralia.com

SPONSORSHIP AGREEMENT

Thank you for your confirmation of sponsorship for the 2018 South Australian Community Achievement Awards.

We look forward to working with you.

The Agreement, based on the sponsorship benefits outlined in the proposal, will be valid from the date of signing until 31st December 2018. You will have first right of refusal for sponsorship in 2019.

We look forward to partnering with you.

SIGNED for and on behalf of

Awards Australia

Signature

Print name

Print title

Date

SIGNED for and on behalf of

_____

(Please print organisation)

Signature

Print name

Print title

Date