COMMUNITY ACHIEVEMENT AWARDS

2018 SPONSORSHIP PROPOSAL

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SPONSORSHIP AGREEMENT Error! Bookmark not defined.

It gives me great pleasure to invite your organisation to join with Southern Cross Television, 107.3 Triple M Hobart, The Advocate, The Examiner and other community minded partners and become a category naming rights sponsor of the 2018 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 Tasmania.

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 Tasmania 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 Tasmania
- **Acknowledge** the valuable contributions that individuals, businesses, organisations and communities are achieving throughout Tasmania
- **Reward** the valuable contributions that individuals, businesses, organisations and communities are making throughout Tasmania
- **Promote** sponsors and presenters as responsible corporate citizens helping to build communities throughout Tasmania

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 Southern Cross Television, 107.3 Triple M Hobart, The Advocate, The Examiner and other local media supporters, we are able to reach across Tasmania providing many opportunities for exposure and branding.

2018 CATEGORY OPTIONS

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

Volunteering Award
Leadership and Innovation
Arts and Culture Award
Events and Festivals Award
Teaching Excellence Award
Carer Achievement
Road Safety Award
Sports Award
Cultural Diversity Award
Customer Service Award

You can create your own category. 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 early June 2018.

The Awards office will undertake an extensive nine 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 Tasmanian Community Achievement Awards is achieved through:

- 30 second Television commercials aired by Southern Cross Television throughout Tasmania
- Ad/coupon and editorials each week in The Examiner, The Advocate and supporting newspapers
- 107.3 Triple M Hobart and 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.

AWARDS GALA PRESENTATION DINNER

The Awards Gala Presentation Dinner, attended by approximately 350 people, will promote and acknowledge the community contribution made by our outstanding Tasmanians. The winners and finalists will be announced and category sponsor branded profiles produced by Southern Cross Television 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.

The Advocate, The Examiner and 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.

Southern Cross Television 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 $1,000 from Bentleys Accountants, Auditors, Advisors or television exposure on Southern Cross Television 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 all areas of Tasmania.

The Tasmanian 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, Community Groups and 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 across Tasmania. 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 feature in the 30 second 'congratulations to winners' ad aired by Southern Cross Television for approximately four weeks after the Awards Presentation Dinner.

2017 Call for Nominations Ad

PRESS

Regular nomination enquiry ad/coupons and editorials, calling for nominations during the nomination period will run in The Advocate, The Examiner and many supporting 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 Tasmania 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 aired by 107.3 Triple M Hobart and also 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 E-MARKETING

The Community Achievement Awards will be promoted through E-marketing to businesses, organisations and associations throughout Tasmania. 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 Tasmania. 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 Printed Material including A3 Poster, E-Flyer and letterhead

WEBSITE

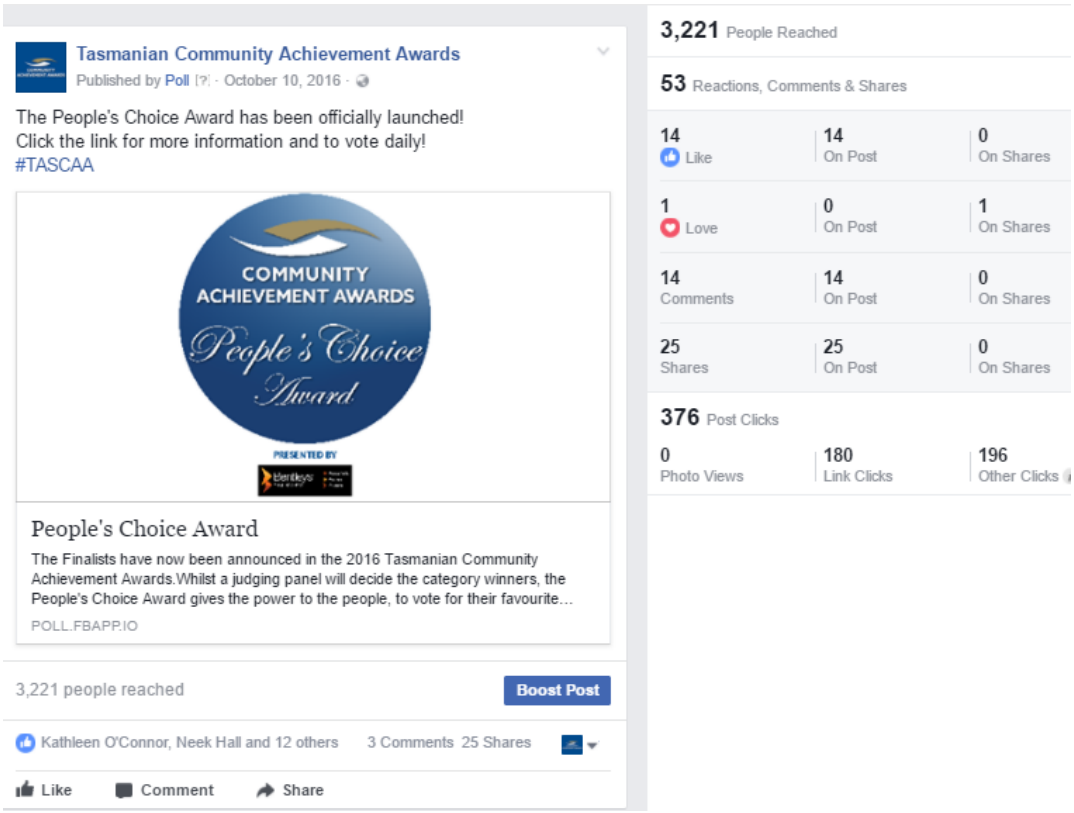
The Awards website will feature the category naming rights sponsors of the Awards. The website offers a fully interactive service, providing comprehensive up to date information about the Awards. The Community Achievement Awards website will have links to our sponsors' websites.

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 People's Choice Award is also conducted on Facebook, which received more than 4,600 votes to the poll last year.



Facebook post announcing the 2016 People's 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	**$359,500**	**$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 Tasmanian 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 Tasmania	$150,000
Press Coupons, editorials	$100,000
Radio exposure and coverage	$30,000
Online and social media marketing	$20,000
Printed and Promotional material	$17,500
Awards Gala	$42,000
TOTAL:	**$359,500**

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 23rd 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, directly targeting community contributors throughout Tasmania with the aim to increase local community pride.

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

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

For further information or to discuss the opportunities please contact the Awards office on 6234 9677.

CONCLUSION

It gives me great pleasure to present this proposal to become a category naming rights sponsor of the 2018 Tasmanian 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 Tasmania.

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

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 6234 9677. 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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