



# COMMUNITY ACHIEVEMENT AWARDS PARTNERSHIP PROPOSAL

Corporate Social Responsibility

Positive branding and media exposure

Engagement with your target audience

Connect with community stories aligned to your brand



# WHY PARTNER

Partnering with the Community Achievement Awards will enable you to demonstrate and amplify your Corporate Social Responsibility commitment to the Tasmanian community, whilst targeting your demographic. Our partners are seen as responsible corporate citizens helping to build the communities in which their customer audience lives, works and strives.

With varying partnership levels available, there will be an option relevant to your budget and needs. As an Awards partner, you will benefit from and receive extensive branding and promotion value through wide-spread advertising across a range of mediums associated with the Community Achievement Awards. Your partnership will benefit from our close relationship and support from our media partners, Southern Cross Austereo, Triple M 107.3 Hobart, The Advocate and The Examiner.

Partners of the Community Achievement Awards receive:

- Opportunities to develop new relationships, as well as collaborate and broaden existing networks with our nominees and partners of the Awards
- Positive branding messages across all media platforms
- Strategic social media exposure through the Awards digital channels
- Alignment with the most prestigious community awards program in the State
- Engagement in meaningful corporate social responsibility that provides real value
- Connection with positive social causes, changing lives and enriching communities

*Nearly 400 people from around Tasmania came together to eat, drink and be merry for the Tasmanian Community Achievement Awards Gala. The Awards night is a unique opportunity to celebrate people and organisations who are making our Tasmanian community healthier as well as more resilient, inclusive and sustainable.*

*As a platform to celebrate excellence, leadership and community spirit, the awards night highlighted community-driven solutions and moving stories of overcoming disadvantage.*

## **Matthew Etherington**

**2018 Innovation in Mental, Social and Emotional Wellbeing Award Winner**



# WHO WE ARE

Established in 1989, Awards Australia is a Corporate Social Responsibility market leader. Specialising in awards recognition programs on a state and national level, clients and the community receive win/win opportunities and outcomes through established marketing, media and event management expertise. Awards Australia is committed to the client brief and positive outcomes.

Awards Australia has successfully worked with organisations of all sizes, from large scale corporations, to small businesses, not-for-profits and government departments. Some of our clients include the Southern Cross Austereo, EPA Tasmania, Prime Super, University of Tasmania, Fonterra and Rural Health Tasmania.

Our team is made up of highly talented and dedicated professionals with skills in event management, marketing, design and community engagement.

*"I have worked with the Awards Australia team since 2010 when Prime Super became a category naming right's partner of the Western Australian Regional Achievement and Community Awards. During this time, our relationship has continued to strengthen and Prime Super is now a national partner with naming rights of two categories in each state of Australia for the Regional Achievement and Community Awards and Community Achievement Awards programs.*

*I thoroughly enjoy working with the Awards Australia team because I can rely on their commitment to excellence and delivering outstanding and consistent branding, networking and community engagement benefits not only for Prime Super, but for the community members that nominate or are nominated for these impressive Awards."*

**Rod Stewart, National Sales Manager, Prime Super**



# ABOUT THE AWARDS

Since 2007, the Tasmanian Community Achievement Awards have encouraged, acknowledged and rewarded the valuable community contribution of a diverse range of participants including businesses, groups, organisations and individuals from across Tasmania.

The Awards are a nomination-based program and provide an opportunity to publicly acknowledge and showcase 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 Tasmanian Community Achievement Awards;

- **Encourage** involvement in local communities
- **Recognise** role models and their significant contribution
- **Acknowledge** the valuable contributions achieved
- **Reward** dedicated Tasmanians
- **Promote** our corporate partners as responsible corporate citizens

## KEY FACTS FROM THE 2018 AWARDS



30 JUDGES



11 CATEGORIES



697 NOMINATIONS



382 GUESTS AT  
GALA DINNER



181,989

IMPRESSIONS ON FACEBOOK



19,694 PEOPLE

REACHED VIA PEOPLE'S CHOICE  
FACEBOOK POLL



34 PRINTED PIECES OF  
EDITORIAL PRESS  
COVERAGE

(NOT INCLUDING ADS PLACED)



9.9% ENGAGEMENT

RATE ON FACEBOOK

# PROGRAM OVERVIEW

## Call for nominations

Following the launch of the Awards, nominations are sought and received from groups/organisations, businesses and individuals in both metropolitan and regional areas. Extensive promotion is carried out during the call for nominations; including advertisements across TV, radio and press, along with social media campaigns.

## Judging Process

The judging process is carried out by a collective of experts in the field for each Award category, as well as government, partners and community representatives. An Executive Judging Panel will meet to assist in the selection of finalists and winners for each Award category.

## Finalists Announced

Once judging has been completed, the finalists are announced. Social media, including a People's Choice Award, plays a big part in promoting the finalists, resulting in significant social media engagement. Newspapers, community publications and radio stations run stories on finalists in their town/region.

## Gala Presentation Dinner

Finalists are presented, and winners announced at the Awards Gala Presentation Dinner. The event attended by almost 400 guests at the Hotel Grand Chancellor Hobart provides a platform to celebrate the finalists' community achievements. There is extensive media coverage of the event and the winners including a 30 second Southern Cross Austereo congratulations to the winners ad.



# PARTNERSHIP PACKAGES

With varying partnership levels available, there will be an option relevant to your budget and needs.

## PLATINUM

(1 Available)

Price upon request

The platinum partnership provides you with the opportunity to align with the most prestigious, credible and well supported community recognition program the State has to offer and sets you apart from the other partners. Along with the Gold benefit inclusions, we can further tailor this package to suit your specific needs.

There are also partnership opportunities available in other states, and discounts will apply for multiple States and national partnerships. Flexible payment options are available on request.

In addition to the partnership benefits outlined below, our team will work with Platinum, Gold and Silver partners to explore avenues to leverage your involvement, so you can maximise value and ROI opportunities.

## SILVER (4 Available)

Price upon request

The silver partnership package is open to all organisations who wish to help support the Awards. Excellent option to provide positive branding across all media platforms for the duration of the Awards, networking and aligning with community causes and stories.

## GOLD (2 Available)

Price upon request

The gold partnership is our most popular; complete with a category naming rights to ensure significant branding and engagement with your target audience. This level provides the unique opportunity to tailor the partnership to align with your vision and values to truly make it a partnership with real relevance and impact. Includes all benefits of the Silver and Bronze packages.

**Available categories include but are not limited to:**

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

## BRONZE

(4 Available)

Price upon request

The bronze partnership provides branding during the Awards Gala Dinner period.

# PARTNERSHIP BENEFITS

Benefits of partnering with the Community Achievement Awards are outlined in the pages below.

	PLATINUM	GOLD	SILVER	BRONZE
Company name and logo always listed first on promotional material	✓			
Additional 2x complimentary tickets on the VIP Table for Gala Dinner	✓			
Opening category presentation at Gala Dinner	✓			
Opportunity to supply guest gift at Gala Dinner	✓			
Partners recognised and featured on Awards social media channels	✓	✓	✓	✓
Company logo displayed on Awards website homepage, with direct link to your website	✓	✓	✓	✓
Company logo featured in electronic Gala Dinner invitation (Sent to 4,000+ people incl. Government, corporate and community leaders)	✓	✓	✓	✓
Company logo featured on Place cards personalised for every guest at Gala Dinner (full colour)	✓	✓	✓	✓
Company logo featured on the looped partners reel, played numerous times during Gala Dinner	✓	✓	✓	✓
Company name mentioned at the Gala Dinner to acknowledge your partnership and support	✓	✓	✓	✓
Value added promotion opportunities with Awards Manager	✓	✓	✓	
Company logo with category feature in 'Call for nomination' TV ads aired by our television partner	✓	✓	✓	
Company logo with category feature in 'Congratulations to Winners' TV ad along with visual of your onstage presentation	✓	✓	✓	
Company logo featured in coupon ads used by supporting newspapers (full colour)	✓	✓	✓	
Receive an End of Awards Program Report	✓	✓	✓	
Company name and logo featured in Gala Program (full colour)	✓	✓	Logo	Logo
Company name and logo featured on Nomination poster (full colour)	✓	✓	Logo	
Company name and logo featured on Nomination information brochures (full colour print and electronic versions)	✓	✓	Logo	
Company name and logo featured on Nomination E-marketing flyers	✓	✓	Logo	
Category naming rights (with company name and logo branding)	✓	✓		
Company name mentioned in all media releases and radio interviews	✓	✓		
Personalised media release for seeking nominations with quote from company to distribute through own media channels	✓	✓		

	PLATINUM	GOLD	SILVER	BRONZE
Personalised media release announcing finalists from company to distribute through own media channels	✓	✓		
Contact database of nominees in category made available to company	✓	✓		
Awards social media schedule made available to partner, along with graphics, easy guide to leverage for your own promotion	✓	✓		
Brief company description along with logo displayed on 'meet our partners' on Awards website, along with link to your nominated social media account/website	✓	✓		
Invitation for company to create video promoting their involvement and category partnership which is used on Awards social media	✓	✓		
Access for company to use all TV ads and promotional videos created by Awards TV partner	✓	✓		
Company logo on Awards Media Wall banner (full colour)	✓	✓		
Company logo featured on banners displayed as stage backdrop (full colour)	✓	✓		
Company logo featured on Awards Letterhead (full colour)	✓	✓		
Company logo featured on Table Numbers at Gala Dinner (full colour)	✓	✓		
Company logo on Nominee's Certificate of Achievement	✓	✓		
Company logo alongside partnered category name on Winner's trophy	✓	✓		
Company logo featured on screen during the Gala Dinner during relevant category presentation (finalist profiles)	✓	✓		
Representative from partner invited to make a speech at the Gala Dinner	✓	✓		
Representative from partner invited to present category finalists and announce category winner, presenting trophy onstage	✓	✓		
Personalised media release and onstage presentation photo sent to partner morning following the Gala Dinner for distribution	✓	✓		
Partner's Certificate of Appreciation	✓	✓		
Preferential seating at the Gala Dinner at the front of the room	✓	✓		
Complimentary tickets for Gala Dinner	20	10	4	2
Opportunity to meet, network and take a photo with your category finalists and winner at the Gala Dinner	✓	✓		
Representative from partner invited to join judging panel for category	✓	✓		
Email signature graphic supplied to company for use, showcasing their support	✓	✓		
Representative from partner invited to join all day judging panel	✓		✓	



# EXPRESSION OF INTEREST

## Company Information

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Preferred Partnership Package (please select)

Platinum

Gold

Silver

Bronze

Want to stay in touch and receive updates about the  
2019 Community Achievement Awards? [Click here](#)

## CONTACT US

Josh Griffin, Partnerships Manager

6234 9677 | 0413 020 552 | [josh@awardsaustralia.com](mailto:josh@awardsaustralia.com)

[www.awardsaustralia.com](http://www.awardsaustralia.com)

