



# 7 NEWS YOUNG ACHIEVER 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 Seven News Young Achiever Awards will establish you as an industry leader, whilst providing a high profile platform for you to demonstrate and amplify your Corporate Social Responsibility.

As a partner you would help to build the communities in which your customer audience lives and works, through showcasing stories that are meaningful to your key demographics.

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 promotional value through wide-spread advertising across a range of mediums associated with the Young Achiever Awards. You will benefit from our close relationship and support from our media partners, the Seven Network, PRIME7 and Nova 96.9.

Partners of the Young Achiever 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 youth 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

*“Being awarded the NSW/ACT Young Achiever of the Year was one of the most humbling moments of my life. Being attributed this prestigious award in front of my family, friends, honorary members of Parliament and fellow Young Achievers was something I will never forget.*”

*This award has challenged me to continue to reach out to those in need through volunteering, community service and has gone on to inspire other young people in this State to do more and put themselves out of their comfort zone.”*

**Michael Bonnici**  
**2018 NSW/ACT Young Achiever of the Year Award Winner**



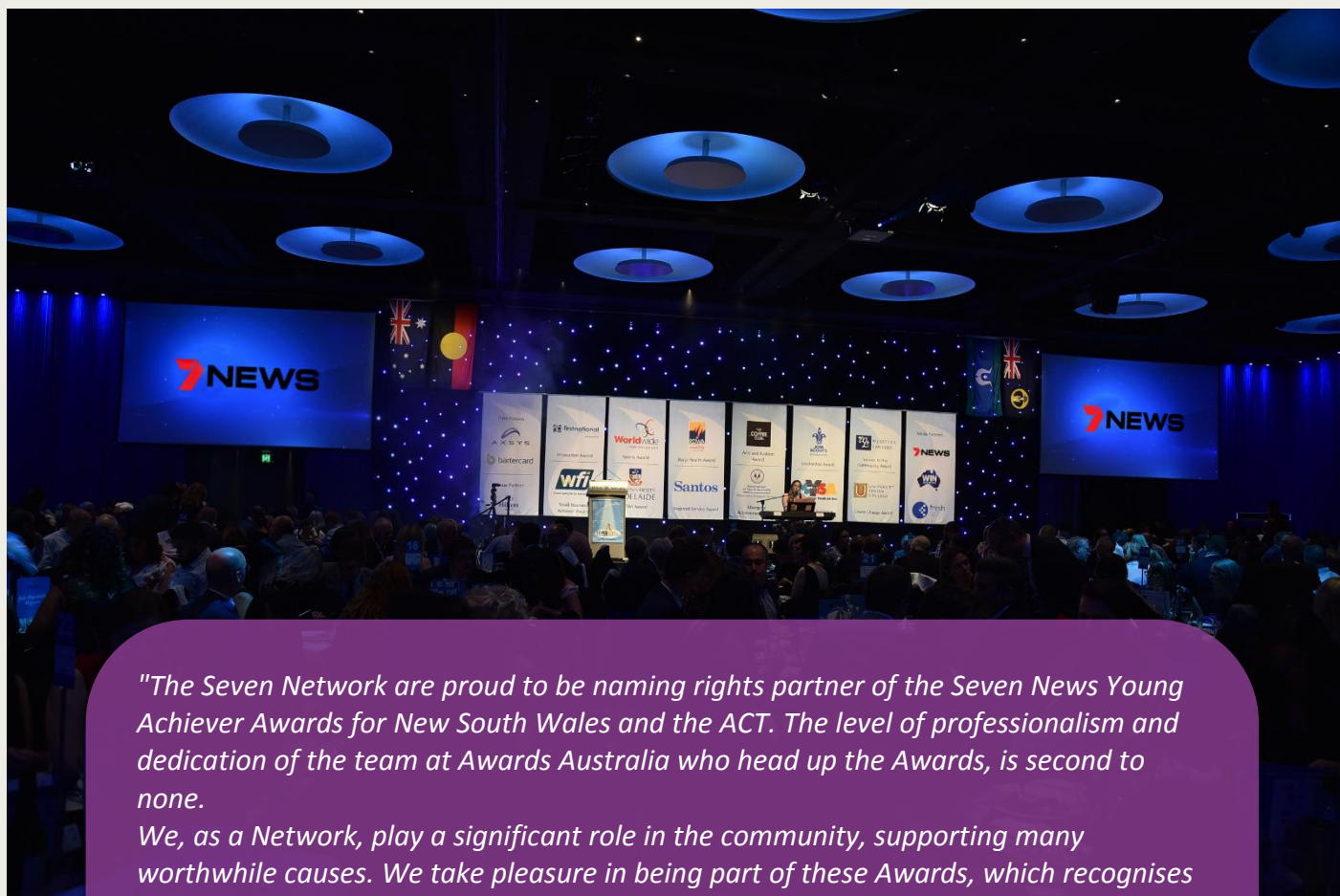
# WHO WE ARE

Established in 1989, Awards Australia is a Corporate Social Responsibility market leader. Specialising in awards 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 Seven Network, Western Sydney University, First National Real Estate, Freemasons NSW & ACT, Scouts Australia and Aboriginal Education Council.

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



*"The Seven Network are proud to be naming rights partner of the Seven News Young Achiever Awards for New South Wales and the ACT. The level of professionalism and dedication of the team at Awards Australia who head up the Awards, is second to none.*

*We, as a Network, play a significant role in the community, supporting many worthwhile causes. We take pleasure in being part of these Awards, which recognises the achievements of young individuals involved in making our community a better place to live and work."*

**Margherita McAuliffe**  
Sales Executive, Seven Network

# ABOUT THE AWARDS

Since 2014, the Seven News Young Achiever Awards in New South Wales and the ACT encourage and most importantly promote the positive achievements of all young people up to and including 29 years of age. The awards showcase the achievements of young people, and pay tribute to their vision, innovation and commitment. The Young Achiever Awards also run in each of the other states and territories of Australia.

The Awards are a nomination-based program and provide an opportunity to publicly acknowledge and showcase the incredible achievements of our young people; that create a sense of state pride, unity and inspiration through their role modelling to the wider community.

The Seven News Young Achiever Awards;

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

## KEY FACTS FROM THE 2018 AWARDS



25 JUDGES



7 CATEGORIES



337 NOMINATIONS



327 GUESTS AT  
GALA DINNER



226,360

IMPRESSIONS ON FACEBOOK



31,693 PEOPLE

REACHED VIA PEOPLE'S CHOICE  
FACEBOOK POLL



56 PRINTED PIECES OF  
EDITORIAL PRESS  
COVERAGE

(NOT INCLUDING ADS PLACED)



12% ENGAGEMENT

RATE ON FACEBOOK



# PROGRAM OVERVIEW

## Call for nominations – August 2019

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

## Judging Process – December 2019

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

## Finalists Announced – February 2020

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 – April 2020

Finalists are presented, and winners announced at the Awards Gala Presentation Dinner. The event attended by 350+ guests at Doltone House provides a platform to celebrate the finalists' achievements. There is extensive media coverage of the event and the winners including a 30 second Seven News 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 a credible and well supported youth recognition program and sets you apart from the other partners. Our platinum partner will become synonymous with the Young Achiever Awards. Along with the Gold benefit inclusions and your own Award category, you will be featured in the promotion of each Award category as the supplier of prizes to the winners and be listed as 'Presenting Partner'.

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 (3 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:**

- Online Achievement Award
- Research Impact Award
- Group Achievement in Community Award
- Health and Wellbeing Award
- Arts / Performing Arts Award
- Fashion Award
- Career Achievement Award
- Create Change Award
- Agriculture 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 Seven News Young Achiever Awards are outlined below.

	PLATINUM	GOLD	SILVER	BRONZE
Company featured as 'Presenting Partner'	✓			
Company name and logo featured in promotion of all Award categories as the supplier of prizes to winners	✓			
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 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 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	✓	✓		
Partners' 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 sponsored 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  
2020 Seven News Young Achiever Awards? [Click here](#)

## CONTACT US

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