



# TASMANIAN 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 Tasmanian 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 Southern Cross Austereo, Hit 100.9, The Advocate and The Examiner.

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

*"Since being named Premier's Young Achiever of the Year, I have spent some time visiting the schools of Reggio Emilia Italy to see what aspects of their approach could compliment the amazing work we already do in the birth - 8 sector. I am lucky enough to be leading a team of dedicated early childhood teachers at Windermere's new Early Learning Centre. I love working with children and families in their very first years at our school. I have also gone back to complete further study through the University of Tasmania which is keeping me busy!*

*I would certainly recommend that people nominate for the Young Achiever Awards. Not only is it great to celebrate young people making a difference in our community but it gives people a chance to connect with like-minded people."*

**Kirby Medcraft**  
**2018 Premier's Young Achiever of the Year 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 Southern Cross Austereo, Tasmanian Government, University of Tasmania, St.LukesHealth, Dental South and First National Real Estate.

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



*"Southern Cross Austereo are proud to be a long-term Media Partner of the Tasmanian Young Achiever Awards. The level of professionalism and dedication of the Awards Australia team who run the program, is second to none.*

*We as a Network, play a significant role in the community and our partnership with the Young Achiever Awards allows us to engage with members of the community throughout Tasmania and to share the stories of our young people."*

**Ally Bradley**  
**General Manager Tasmania**  
**Southern Cross Austereo**

# ABOUT THE AWARDS

Since 1989, the Tasmanian Young Achiever Awards 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 Tasmanians, 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 Tasmanian Young Achiever Awards;

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

## KEY FACTS FROM THE 2018 AWARDS



29 JUDGES



9 CATEGORIES



264 NOMINATIONS



390 GUESTS AT  
GALA DINNER



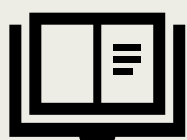
306,323

IMPRESSIONS ON FACEBOOK



26,087 PEOPLE

REACHED VIA PEOPLE'S CHOICE  
FACEBOOK POLL



22 PRINTED PIECES  
OF EDITORIAL PRESS  
COVERAGE

(NOT INCLUDING ADS PLACED)



12% ENGAGEMENT

RATE ON FACEBOOK

# PROGRAM OVERVIEW

## Call for nominations – September 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 – March 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 – May 2020

Finalists are presented, and winners announced at the Awards Gala Presentation Dinner. The event attended by 400+ guests at Wrest Point provides a platform to celebrate the finalists' achievements. There is extensive media coverage of the event and the winners including a 30 second 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 (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:**

- Science and Technology Award
- Research Impact Award
- Arts Award
- Fashion Award
- Small Business Achievement Award
- Career Achievement Award
- Youth Group Achievement Award
- Online Achievement Award
- Agriculture Award
- Create Change Award
- Environment and/or Sustainability 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 Tasmanian Young Achiever Awards are outlined below.

	PLATINUM	GOLD	SILVER	BRONZE
Company name and logo always listed first on promotional and marketing material	✓			
Additional 2 complimentary tickets on the Head (VIP) Table for Gala Dinner	✓			
Opening category presentation at Gala Dinner	✓			
Opportunity to supply guest gift at Gala Dinner	✓			
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 during Gala Dinner acknowledging your partnership	✓	✓	✓	✓
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 (company name and logo align with category at all times)	✓	✓		
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 partners, 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 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	10	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  
2020 Tasmanian Young Achiever Awards? [Click here](#)

## CONTACT US

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