



COMMUNITY ACHIEVEMENT AWARDS PARTNERSHIP PROPOSAL

- Build your brand with significant media exposure
- Increase and strengthen your networks
- Align with major brands and some of the big players
- Engage with community and your target audience
- Corporate social responsibility with real value

"The Seven Network are proud to be a Media Partner of the SA Community Achievement Awards and now 7Darwin have committed their support for the inaugural NT Awards. The level of professionalism and dedication of the team 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 a part of these Awards, which recognises individuals, businesses, organisations and groups involved in making our community a better place to live and work."

Margherita McAuliffe,
Sales Executive, Seven Network



WHY PARTNER

Are you interested in building your brand? This is an opportunity to take an innovative approach to marketing, by connecting your brand to positive, inspirational stories and community causes. Through a Gold Partnership, cement your brand's position as an expert in your field, whilst making a difference in the communities where you operate and are relevant to your target audience.

With 2020 being the inaugural year for the Community Achievement Awards in the NT, this is a special opportunity for you to be a founding partner of this proven and successful Awards program, which currently operates in every other state and territory of Australia. As a founding partner, you will be an integral element of our commitment to enriching all Northern Territory communities and shining a light on inspirational stories and positive role models.

Increase and strengthen your circle of influence, network with some of the big players such as our media partners, state government, corporate and not for profit partners right through to the grass roots community organisations we work with.

With four partnership levels, there will be an option relevant to your marketing and ROI objectives and budget. As an Awards partner, you will receive extensive branding and promotional value through wide-spread activity across a range of mediums. You will also significantly benefit from our close relationship with our media partners, 7Darwin and Mix 104.9.

Partners of the Community Achievement Awards receive:

- Opportunities to develop new relationships as well as collaborate and broaden networks with our partners and Award nominees.
- Extensive positive branding messages across all media platforms.
- Strategic social media exposure through the Awards digital marketing 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 that change lives and enrich communities.

BRAND BUILDING

We influence positive brand building through traditional media such as television, newspaper and radio exposure as well as quality digital and social media content.

By connecting your brand to social causes and engaging directly with the community, you will receive priceless goodwill and branding, plus ROI opportunities for you to leverage.

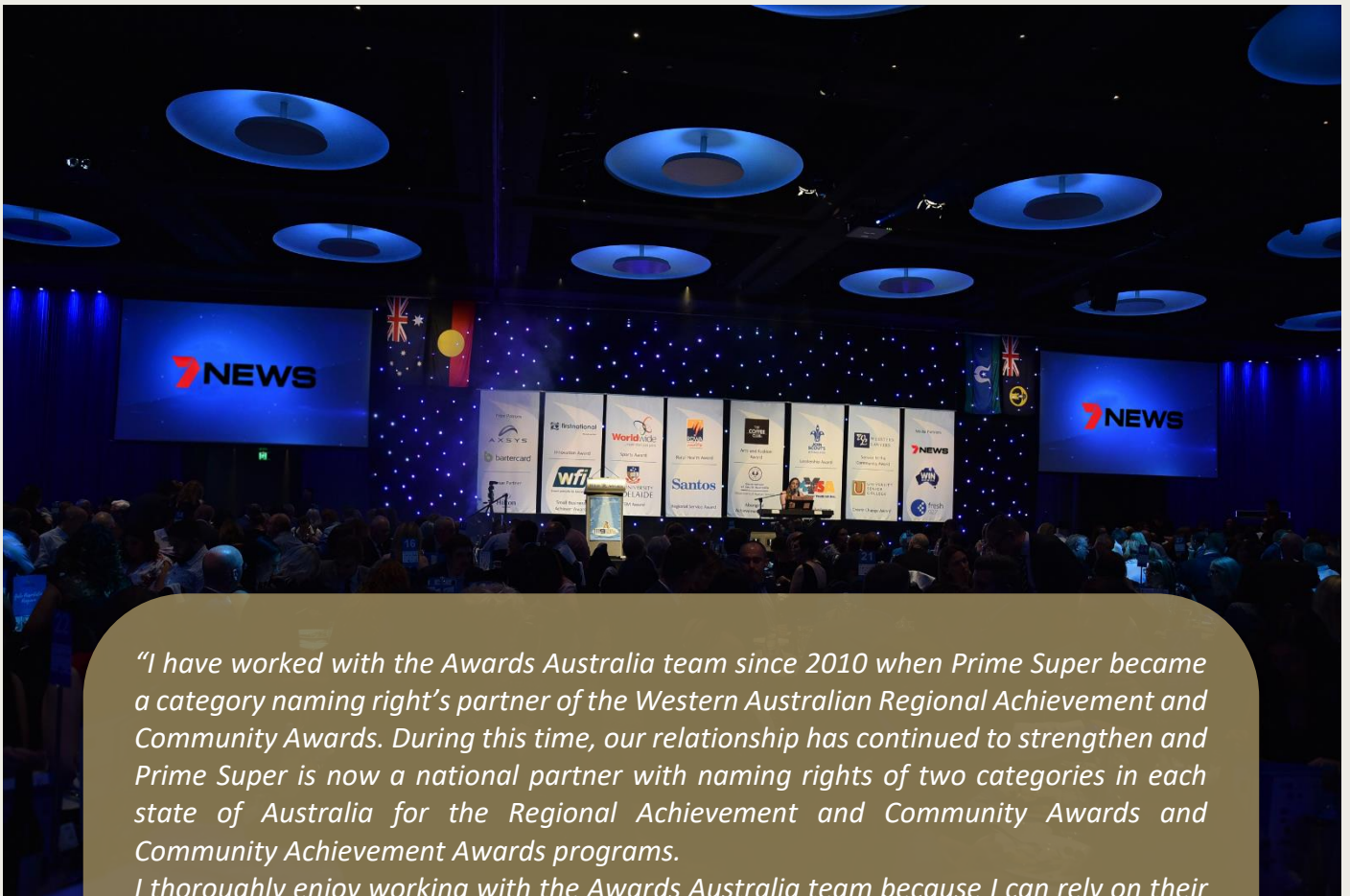
WHO WE ARE

Established in 1989, Awards Australia is a branding influencer and corporate social responsibility market leader. Specialists in delivering these outcomes through community awards programs on a state and national level, our clients, partners and the community receive win/win opportunities and benefits through established marketing, media and event management expertise. Awards Australia is committed to providing extraordinary investment value for our clients and partners whilst changing lives and enriching communities.

Awards Australia successfully works with businesses and organisations of all sizes, from large scale corporations, to small businesses, not-for-profits and government departments.

Some of our partners that trust us with their brand include 7Darwin, TIO, Northern Territory Government (across several Departments), Prime Super, Somerville Community Services and Charles Darwin University.

Our team consists of highly talented and dedicated professionals with skills in event management, digital marketing, design, brand building 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

The Northern Territory Community Achievement Awards will encourage, acknowledge and reward the valuable community contribution of a diverse range of participants including businesses, groups, organisations and individuals from across Northern Territory.

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 territory pride, unity and inspiration through their role modelling to the wider community.

The Northern Territory Community Achievement Awards;

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

NATIONAL KEY FACTS FROM 2019 AWARDS



168 JUDGES



59 CATEGORIES



1,996 NOMINATIONS



2408 GUESTS AT
GALA DINNER



1,235,234
IMPRESSIONS ON FACEBOOK



143,230 PEOPLE
REACHED VIA PEOPLES CHOICE
FACEBOOK POLL



582 PRINTED PIECES
OF EDITORIAL PRESS
COVERAGE
(NOT INCLUDING ADS PLACED)



11.8%
ENGAGEMENT RATE ON
FACEBOOK

PROGRAM OVERVIEW



Call for nominations – May 2020

Following the launch of the Awards, nominations are sought and received from groups/organisations, businesses and individuals in 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 – August 2020

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 across all of the Award categories.



Finalists Announced – September 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 – November 2020

Finalists are presented, and winners announced at the Awards Gala Presentation Dinner. The event attended by 300+ guests at Doubletree by Hilton Esplanade provides a platform to celebrate the finalists' community achievements. There is extensive media coverage of the event and the winners including a 30 second 7Darwin congratulations to the winners ad.



PARTNERSHIP BENEFITS

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

PARTNERSHIP PACKAGES

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

PLATINUM

(1 Available)

Price on application

The platinum partnership provides you with the opportunity to align with a credible and well supported community recognition program and sets you apart from the other partners. Our platinum partner will become synonymous with the Community Achievement Awards in NT. 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' of the NT Community Achievement Awards.

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 on application

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 (11 Available)

Price on application

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
- Community Sports Award
- Community Group of the Year Award
- Arts and Culture Award
- Small Business Award
- Indigenous Achievement Award
- Health and Wellbeing Award
- Community Service Award
- Environment and Sustainability Award
- Events and Tourism Award
- Business Achievement Award
- Cultural Diversity Award

BRONZE

(4 Available)

Price on application

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

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 Community Achievement Awards? [Click here](#)

CONTACT US

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