

CELEBRATE YOUR RELATIONSHIP WITH LOCAL COMMUNITIES

Partnership with the Community Achievement Awards can be an incredibly effective marketing strategy that connects you to the community in a meaningful way.

This is a unique opportunity because:

- You choose your ideal target audience, as well as engaging with the broader community
- Your brand and values are aligned to an award category that we tailor specifically for you
- You will receive guaranteed positive media exposure
- You will be part of a social media campaign that garners incredible reach and engagement
- Your brand will be seen as supporting the community and sharing inspirational stories of community champions, which is more important now, than ever before



WHY THESE AWARDS?

The Community Achievement Awards encourage, acknowledge and reward the valuable community contributions and achievements of a diverse range of participants, including businesses, groups, organisations and individuals from regional communities.

Since beginning in 2002, the Awards have shared the thousands of inspirational stories, of everyday people who have made a difference in their communities.

The Awards are a nomination-based program and provide an opportunity to publicly acknowledge and showcase the incredible achievements of those who create a sense of pride in their community, unity and inspiration through their actions.

With our fantastic media partners, as well as the support of numerous media outlets throughout the state, we are able to promote positive role models for the community and highlight the stories of regional achievers in places that often don't receive the media spotlight or attention.

The Community Achievement Awards:

1. Encourage involvement in local communities
2. Recognise role models and their significant contribution
3. Acknowledge the valuable contributions achieved
4. Reward dedicated regional Australians
5. Promote our partners as responsible corporate citizens





This is a fantastic opportunity to align your brand and values to your very own award category, to achieve your marketing objectives and reach your target audience, whilst making a significant impact in the community.



"It has been such an amazing opportunity to be nominated and announced the winner of the Prime Super Agricultural Innovation Award! It was particularly humbling to listen to all the amazing stories and meet the amazing people that were nominated for the awards. Each and every one was so deserving.

I wanted to thank you for giving me this amazing opportunity and for all the hard work that went in to setting up that fantastic awards night! It was an excellent evening. I also want to thank all the judges for all their time and effort to review the applications."

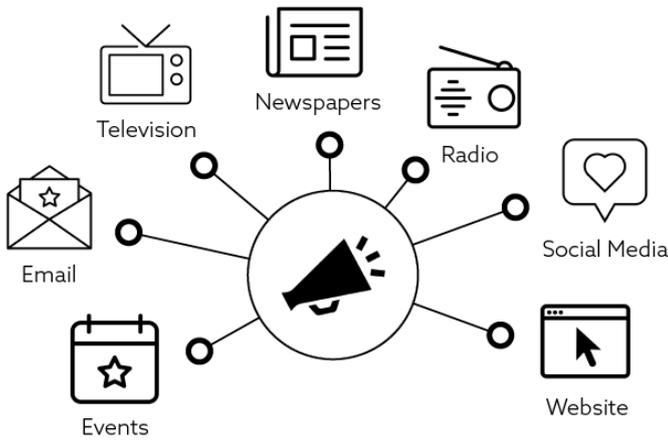
Dr Amy Moss
2019 Prime Super Agricultural Innovation Award Winner

Stand up for what you believe in

Should you choose to take naming rights of your own category, it will be a reflection of your organisation's goals and ideals. An opportunity to link your brand to the things you care about. Many of our partners have gone on to own their Award category for years, enabling it to become a founding piece of their identity.

Uncover the stories in your community

Each year we receive hundreds of Award nominations about people from all walks of life. These honest stories about Australians working hard for their communities are emotional, engaging and ready-made for sharing.



Tap into an established marketing network

Grow your existing audience and reach new markets. Leverage our close relationship with various media outlets such as major media partner PRIME7, as well as numerous media outlets throughout the state along with a highly engaging social media campaign to benefit from multi-channel marketing initiatives.

Join like-minded organisations

The Awards allow organisations, big and small, to join together and recognise our most inspirational Australians. You will stand alongside the likes of brands such as PRIME7, Prime Super, Ricoh and Woolworths.



“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, National Partner



Partnering with the Community Achievement Awards will enable you to convey your support and celebration of the regional communities, whilst aligning your brand with positive stories that reflect your values.

Our partners are seen as responsible organisations, helping to build the communities in which their customer audience lives, works and strives..

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 with media partners PRIME7 and many other supporting media organisations across Australia, as well as leverage our incredible engagement with the community across email, social media, telephone and at the Gala Dinner event.

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



[Find more videos on our Facebook page](#)

As a partner, you will receive and benefit from:

- 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 state-based community awards program in Australia
- Engagement in meaningful corporate social responsibility that provides real value
- Connection with positive social causes that are changing lives and enriching communities



BE INVOLVED AT ANY STAGE

The Awards program spans an eight month period, from the date nominations open to the Awards Gala Presentation Dinner where we celebrate and award the Winners and promotion following the event. This provides you with multiple points at which you can participate and have your partnership promoted.

Call for nominations

Over a two-three month period we invite individuals, groups, organisations and businesses to submit nominations for the Awards. During this time our major partners are featured in television ads, newspapers, across social media and on the radio.

We also approach various Government departments, community groups, city councils, educational institutions and other social influencers to help spread the word.

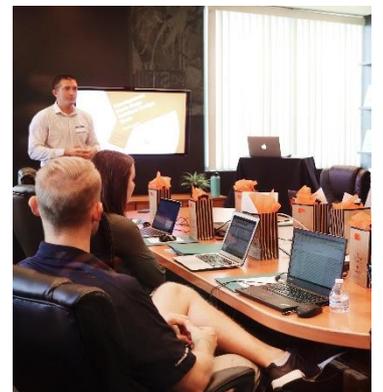
Each nomination received is converted into a media release and distributed to our media network. We regularly see the positive, local stories of our nominees featured in news coverage.



Judging process

Judging begins as soon as nominations close, with a collective of industry experts, government officials, community representatives and our Award partners all participating in the process.

Once the semi finalists have been selected, a special "Judging Day" is held to determine the final selection and winners. On this day we gather our partner representatives, industry experts and executive panel to network and discuss the merits of each Award category's semi finalists.



Finalists Announcement and People's Choice Award

Following judging, Finalists are announced across our social channels and in media releases sent to our network of newspapers and radio stations.

A 100 word profile is written for each Finalist and made available to partners and media, as well as being shared across our social media channels and on the website.

We also open a "People's Choice Award". Conducted on Facebook, the poll enables our community to vote on their favourite Finalist. This content always proves popular as people engage with and share the results, providing another opportunity to recognise the involvement of our partners.



Awards Gala Presentation Dinner

The culminating event during which Finalists are presented and Winners announced, the Awards Gala Presentation Dinner regularly attracts hundreds of guests, including multiple VIPs from all levels of Government, Media and our corporate partners.

We invite local entertainers, florists, confectioners, wineries and breweries to all participate, in turn promoting them on our social networks and throughout the evening.

The dinner receives extensive media coverage following the event, including a 30 second "Congratulations" TV spot which is aired across the PRIME7 television network featuring all of our partners.



REACH ALL OF AUSTRALIA

Each year the our Award programs grow in prestige and popularity. Throughout the program we engage with community members, key political figures, industry experts, local businesses and more as we seek nominations, judges, presenters and guests for the Awards Presentation Gala Dinner.

Below are a few key figures from the completed 2019 Awards program:



168 JUDGES



1996 NOMINATIONS



59 CATEGORIES



2408 GALA GUESTS



1,481,000+ IMPRESSIONS
ON FACEBOOK



582 PRINTED PIECES
OF EDITORIAL PRESS COVERAGE



143,230 PEOPLE REACHED
VIA PEOPLE'S
CHOICE POLL



10% ENGAGEMENT
RATE ON FACEBOOK





PARTNERSHIP PACKAGES

With varying partnership levels available ranging between \$1,500 - \$19,450, there will be an option relevant to your budget and needs. See below for a summary of just some of the benefits you'll receive.

For a full list of our partner package inclusions please complete and return expression of interest.

Gold+ Award Category Partnership (*Limited to one per state*)

Including all of the benefits provided to our Gold partners, this package takes it one step further ensuring:

- **Premium placement on all printed collateral and online**
- **Additional promotion across social media**
- **Twelve complimentary tickets to the Awards Gala Presentation Dinner**
 - Two tickets on the VIP head table along with table of 10
- **Custom video, with special footage focussing on your award and partnership at the Gala Dinner**

Gold Award Category Partnership (currently two available)

Our most popular package, you'll receive:

- Naming rights to your own Award Category – customised to your audience and with your branding
- Promotion of your Award Category across print, tv and social media
- Support developing your marketing strategy to make the most of your involvement
- Access to contact information for all your nominees & nominators
- Ten complimentary tickets to the Awards Gala Presentation Dinner
- All benefits provided to Silver and Bronze partners

Silver Supporting Partnership (currently two available)

This package is for our Award advocates and supporters, you'll receive:

- Logo displayed on all printed collateral, at the Awards Gala Presentation Dinner and online
- Promotion of your involvement across print, tv and social media
- Four complimentary tickets to the Awards Gala Presentation Dinner

Bronze Dinner Partnership (currently four available)

This package is for our Gala Dinner partners, in return for your services you'll receive:

- Branding at the Awards Gala Presentation Dinner
- Promotion across social media and via EDM to our dinner guests



HOW TO GET INVOLVED

To discuss how becoming a partner of the Community Achievement Awards can benefit you and your community, simply get in touch via our contact details below.

If you are happy to confirm partnership support for 2021 please sign the Agreement on page 11 and return.

[Expression of Interest – click here](#)



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Interested in a free 15min consultation? Simply mention this brochure when you reach out to us.

Want to be kept in the loop?

[Sign up to our mailing list](#) to receive our articles, guides and tips & tricks straight to your inbox.

Check out these articles

- [3 essential tips for connecting your brand to the community](#)
- [2019 Community Achievement Awards a resounding success!](#)





WHO IS AWARDS AUSTRALIA?

Awards Australia is passionate about sharing stories that inspire us all. Why is this important though? By shining a light on change makers, grass roots community initiatives and even small businesses making an impact in their local community, we provide positive role models that uplift people and bring us together.

You might call us a family business, but our clients know us as Australia's leading awards program specialists. We use our expertise to highlight the stories of inspirational people across the country. Providing marketing, branding and Corporate Social Responsibility (CSR) impact that has become the most valuable sponsorship activity they undertake.



If it's an awards program or event, we've got you covered

For over 30 years we have honed our services and skills to perfectly serve the Awards industry in Australia. Our experienced team understand every step of the process. From Nominations and Judging through to the Awards Gala Presentation Dinner, we are happy to provide a variety of services. Learn more at www.awardsaustralia.com



Complete Corporate Event Management

- Event Equipment Hire
- Event Temp Staffing
- Event Supplier Liaison (Products and Services)
- MC and Speech Writing
- Event Set Up and Bump Out



Award Partnership Opportunities

- Award Category Naming Rights
- Supporting Partnerships
- Gala Dinner Suppliers
- Business Growth
- Lead Generation
- Corporate Social Responsibility



Award Program Services

- Nomination Research
- Reference Checking
- Online Nominations and Judging Platform
- Design and Print of Collateral (including profile writing)
- Judging Chairperson