

SHOALHAVEN BUSINESS AWARDS 2023

SPONSORSHIP PROSPECTUS

Awards Night: Friday 18th August 2023

shoalhavenbusiness.com.au

WELCOME



This is your invitation to be part of the 38th Shoalhaven Business Awards Gala Event.

The theme this year is 'Red Carpet Glam' as we roll out the red carpet and celebrate everything that is good about businesses in the Shoalhaven.

We have all earned a spectacular celebration full of fun, food and festivities.

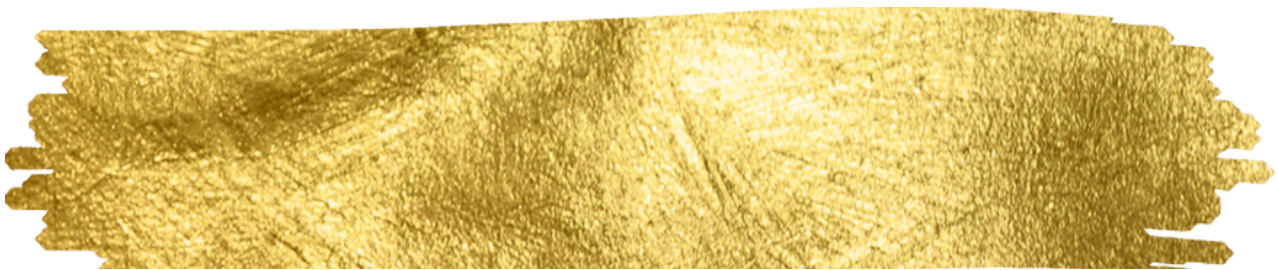
So don't miss the chance for a front row seat on Friday August 18, 2023 at the Shoalhaven Entertainment Centre!

Sincerely,

Jemma Tribe

President

Shoalhaven Business Chamber





PRINCIPAL / NAMING SPONSOR

The Naming Rights Sponsor receives unparalleled sponsorship exposure; your name will be synonymous with the 2023 Shoalhaven Business Awards. Your support takes the Awards to the next level, providing the opportunity to enhance the Awards gala evening and gain marketing leverage not only on gala night but including pre and post gala night activity.

Naming rights

- Naming rights of the event i.e. '2023 XXXX NSW Shoalhaven Business Awards'
- Exclusive sponsorship of our top award, Business of the Year.

Pre Awards

- Creation of a customised 60 second explainer video including project management and copywriting
- A 2-3 minute on-air interview on Power FM/Radio 2ST, discussing your organisation and your support of the Awards
- The Power FM interview will be added to the SBC's Facebook page, promoted in advance via Facebook and added to the SBC's website in the Awards section
- Recognition as the Principal on Power FM/Radio 2ST as part of Awards radio promotion; your name will be mentioned every time the Awards are mentioned– at least 600 times (300 per station) over a 4-month period between 30 June and 1 September
- One story in the Awards section of one SBC newsletter, featuring collaboratively created content relevant to your Awards sponsorship
- Two boosted posts on the SBC Facebook page in the lead up to the Awards, featuring collaboratively created content relevant to your Awards sponsorship.

- Logo recognition as the Principal on the Shoalhaven Business Chamber's website on the Business Awards pages
- Logo recognition as the principal sponsor on Awards promotional material
- A customised version of the Awards logo to use for your own promotional purposes, identifying your business as the principal sponsor
- Opportunity to address guests for 5 minutes at the Awards Finalists' Evening
- Two tickets to the Awards Finalists' Evening
- Opportunity to display a banner at the Finalists' Evening.



\$15,000+GST - 1 AVAILABLE

PRINCIPAL / NAMING SPONSOR

On the Night

- Opportunity to address the audience for 2-3 minutes (first stage appearance – prior to first award of the night)
- Opportunity to present the Business of the Year award to the winner at the Awards gala (second stage appearance)
- Screening of your video as an introduction to your sponsorship of the Business of the Year Award
- Ten complimentary tickets (one table) to the 2023 Awards gala in prime position
- Recognition as the principal sponsor by the MC at the Awards
- Company profile of 500 words, logo and principal sponsorship acknowledgement in the Awards program provided to every guest at the Awards gala
- Full page advertorial in the Awards Gala evening program
- Logo to be displayed on main screen as guests arrive into the auditorium (looped with other sponsor logos)

- Photograph taken of your business representatives with the Business of the Year winner in front of Awards banner
- Opportunity to provide an approved gift for up to 480 attendees (merchandise only, no marketing material)
- Logo on all award winner certificates.

Post Awards

- A copy of your video to use for your own promotional purposes
- Your video posted on the SBC's YouTube Channel. Post will be promoted via a boosted Facebook post, thanking you for your support of the Awards
- One boosted post on the SBC Facebook page after the Awards, featuring a write up of the interview with the winner of your award and your photograph with them
- Digital copy of the photograph of your business representatives with the Business of the Year winner in front of Awards banner, for your own promotional use.



\$15,000+GST - 1 AVAILABLE

MAJOR SPONSOR

Our major sponsors receive a premium level of exposure in recognition for the significant contribution they make to the Awards evening.

Pre Awards

- Logo recognition as a major Power FM/Radio2ST as part of total sponsor on the Shoalhaven Business Awards radio promotion package; (at Chamber's website on the Business at least 56 times over a 3-month period Awards pages between 30 June and 4 September)
- Logo recognition as a major sponsor
- One story in the Awards section on Awards promotional material of one SBC newsletter
- A customised version of the Awards collaboratively created content logo (jpeg format) to use, relevant to your sponsorship, for your own promotional purposes,
- One boosted post on the SBC evening Facebook page in the lead up to the Awards, featuring a link to approved content that is specific to your business.



\$9,000+GST - 2 AVAILABLE

MAJOR SPONSOR

On the Night

- Six complimentary tickets to the 2023 Awards gala
- Recognition as a major sponsor by the MC at the Awards
- Company profile of 250 words, logo and major sponsorship acknowledgement in the Awards program provided to every guest at the Awards gala
- Logo to be screened on main projector screen as guests arrive into the main auditorium (looped with other sponsor logos)

- Opportunity to provide an approved gift for up to 480 attendees (merchandise only, no marketing material)
- Further recognition of your major sponsorship by the MC
- Opportunity to place a banner at the event.

Post Awards

- One complimentary ticket to the Awards Finalists' Evening



\$9,000+GST - 2 AVAILABLE

CATEGORY SPONSOR

Our category sponsors receive a high level of exposure in recognition for the important contribution they make to the Awards evening.

Pre Awards

- Creation of a customised, 30 second brand story video including project management
- Recognition as sponsor on Power FM/2ST website impressions as part of Awards promotion over a 4-month period between 30 June and 4 September
- One boosted post on the SBC Facebook page in the lead up to the Awards, featuring either collaboratively created content relevant to your sponsorship of the Awards, or a link to approved content that is specific to your business. The actual content can be on either SBC's website or your own
- Logo recognition as a sponsor on the Shoalhaven Business Chamber's website on the Business Awards pages
- Logo recognition as a sponsor on Awards promotional material
- A customised version of the Awards logo to use for your own promotional purposes, identifying you as a sponsor
- One complimentary ticket to the Awards Finalists' Evening.

On the Night

- Opportunity to present a category award to the winner at the Awards gala
- Screening of your video as an introduction to your sponsored Award
- Two complimentary tickets to the 2023 Awards gala
- Recognition as a sponsor by the MC at the Awards
- Company profile of 100 words, logo and sponsorship acknowledgement in the Awards program provided to every guest at the Awards gala
- Logo to be displayed on main screen as guests arrive into the auditorium (looped with other sponsor logos)
- Photograph taken of your business representatives with your category winner in front of Awards banner
- Logo on your Award winner's certificate.



\$3,800+GST - 16 AVAILABLE

CATEGORY SPONSOR

Post Awards

- A copy of your video to use for your own promotional purposes
- Your video posted on the SBC's YouTube Channel after the Awards. Post will be promoted via a Facebook post, thanking you for your support of the Awards
- Digital copy of the photograph of your business representatives with your category Award winner in front of the Awards banner, for your own promotional use.



\$3,800+GST - 16 AVAILABLE

CATEGORY LIST

- 1.Outstanding Employee
- 2.Outstanding Young Business Leader
- 3.Outstanding Business Leader
- 4.Employer of Choice or Workplace Culture
- 5.Excellence in Innovation
- 6.Outstanding Sustainability
- 7.Outstanding Community Organisation
- 8.Outstanding Start Up
- 9.Excellence in Micro Business (Less than 5 employees)
- 10.Excellence in Small Business (5 – 20 employees)
- 11.Excellence in Large Business (21 or more employees)
- 12.Excellence in International Business
- 13.Excellence in Toursim and Hospitality
- 14.Excellence in Retail and Personal Services
- 15.Southern Shoalhaven Superstar
- 16.Excellence in Inclusion
- 17.Business of the Year

ADDITIONAL SPONSOR

These additional sponsorship packages have been put together in recognition of the incredible businesses who want to support the Awards but are not able to sponsor at category level.

Pre Awards

- Logo recognition as a sponsor on website for the Business Awards

On the Night

- One complimentary ticket to the 2023 the Shoalhaven Business Chamber's Business Awards
- Logo recognition as a sponsor on Awards gala Awards promotional material
- Logo to be screened on main screen
- Logo recognition on Shoalhaven as guests arrive into the auditorium Business Chamber's social media sites (looped with other sponsor logos)

Post Awards

- A customised version of the Awards logo to use for your own promotional
- One boosted post on the SBC purposes, featuring the words in conjunction with 2023 Shoalhaven Business all additional sponsors after the Awards, recognising your support of the Awards.



\$2,000+GST – UNLIMITED

AGREEMENT

2023 Shoalhaven Business Awards Sponsorship Agreement

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____

Mobile: _____

Email: _____

Sponsorship Details

Principal/Naming Sponsorship ☐

Major Sponsorship ☐

Category Sponsorship ☐

Additional Sponsorship ☐

List category preference: _____

Payment Details

Amount payable: _____

Eftpos/Credit Card ☐ Cheque ☐ Invoice ☐

Credit Card Number: _____/_____/_____/_____

Expiry Date: ____/____ Name on Card _____

Signature: _____

Agreement: I agree to the terms and conditions of sponsorship of the 2023 Shoalhaven Business Awards

Name: _____

Signature: _____

Date: _____

CONDITIONS OF SPONSORSHIP

It is agreed that:

1. The full term of this agreement is from the date it is signed in the 'Business Awards Sponsorship Agreement' section
2. Shoalhaven Business Chamber will deliver to the Sponsor the sponsorship benefits as set out in this agreement.
3. The Sponsor is responsible for providing all their promotional material. Sponsors are responsible for the security of their equipment and materials at the Awards.
4. Payments will be made as follows: Shoalhaven Business Chamber will invoice the Sponsor for the amounts due under this agreement upon receipt of the sponsorship form.
5. Payment will be due 30 days from the signed agreement reaching the Chamber.
6. Payment of all monies due and payable must be received (and cheques cleared) by the SBC prior to 1 July 2023. Organisations will not be listed as a sponsor in any official materials until full payment and a completed booking form have been received.
7. The parties acknowledge that Shoalhaven Business Chamber maintains intellectual property rights to the Awards. Intellectual property rights incorporate any materials produced by the Shoalhaven Business Chamber for the Awards including all patents, copyrights, registered designs, and trademarks; any application or right to apply for registration of any of these rights; and the right to have confidential information kept confidential.
8. Shoalhaven Business Chamber will design, manage and generally take responsibility for the public promotion, operation and delivery of the Awards as part of its overall business activities.
9. Shoalhaven Business Chamber agrees that all acknowledgements of the Sponsor in the Awards will conform to the Sponsors reasonable policy and instructions provided. The Sponsor will provide Shoalhaven Business Chamber with all relevant materials and guidelines to comply with this clause.
10. The parties acknowledge that each party's name and logo is the property of that party and either that party and that either party must not use the other party's name and logo without prior consent.
11. Cancellation Policy: In the event of cancellation prior to the 30 June 2023, the Shoalhaven Business Chamber will refund 50% of the total sponsorship paid by the Sponsor within 14 days of receiving written notice of such cancellation. In the event that a Sponsor cancels after 30 June 2023, the Sponsor is not entitled to any refund for sponsorship that has been paid.



PLEASE GET IN TOUCH WITH:
AMBER MORRISEY AWARDS MANAGER

AWARDS@SHOALHAVENBUSINESS.COM.AU
PH: 0407 289 584

shoalhavenbusiness.com.au