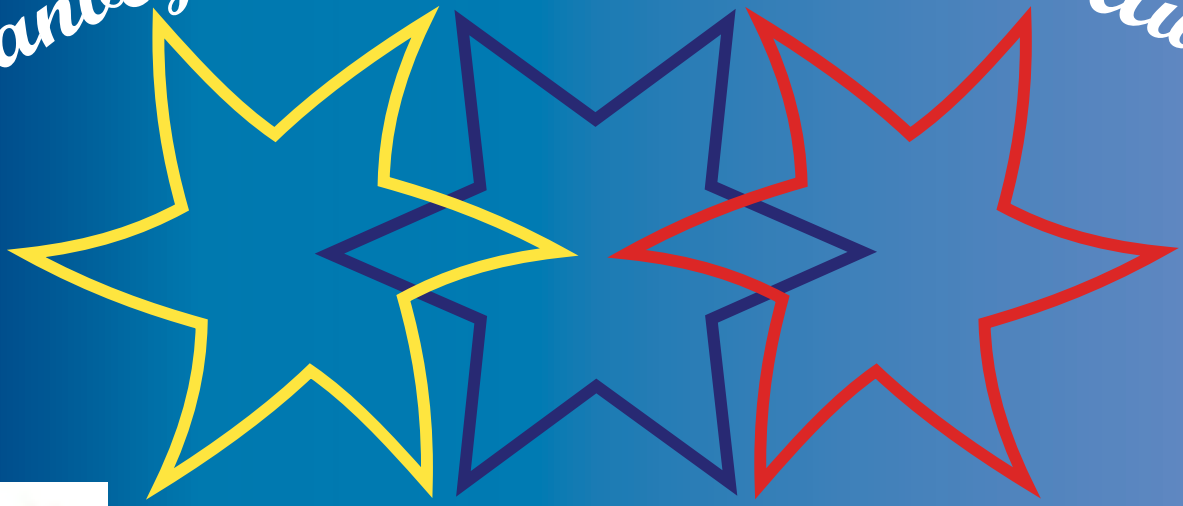


# *Queanbeyan Business Excellence Awards*



*Recognising Queanbeyan's best and brightest*



# **Sponsorship Prospectus**



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# Message from the Chairman

Welcome to the sponsorship prospectus for the inaugural Queanbeyan Business Excellence Awards.

I am very pleased to be involved in the development of the Business Excellence Awards which also has the strong support of the Queanbeyan Business Council and Queanbeyan City Council.



Queanbeyan has a very strong business community, comprising of a range of industries and specialties. The establishment of the Queanbeyan Business Excellence Awards will provide an avenue for the city's businesses to receive the recognition they deserve.

The inspiration for the Queanbeyan Business Excellence Awards has come from the Queanbeyan Development Board which was established in May 2009.

The development and success of the Queanbeyan Business Excellence Awards depends largely on the support of the Queanbeyan business community which has a great opportunity to get behind an event and watch it grow over the coming years.

This document outlines the range of affordable sponsorship packages available. Please have a look through this prospectus and if you have any questions contact Dierdre Mitchell via the number at the back of this book.

I look forward to working with our sponsors in the lead up to this event to ensure we provide the Queanbeyan business community with an impressive awards night.

Cr Sue Whelan  
**Chairman Capital Region BEC**

# Message from the President



As President of the Queanbeyan Business Council I welcome you to the sponsorship prospectus for the Queanbeyan Business Excellence Awards (QBEA). This is a very exciting time for our business community as the Queanbeyan Business Council and the Capital Region Business Enterprise Centre create the inaugural QBEA.

The QBEA will showcase the diverse range, of high quality businesses in Queanbeyan across all sectors of industry or professions. This awards night has come about as a response to the business community seeking recognition for their achievements, so this really will be a night to remember.

To ensure the success of this event we need your support. We have developed some very attractive, yet affordable sponsorship packages which are outlined in this booklet. By agreeing to be a sponsor of the QBEA you will be helping recognise the achievements of the Queanbeyan business community and make a significant difference to the Queanbeyan business community.

The benefits of sponsoring the QBEA are defined in this booklet and I think you will agree that it is good value especially when your company will be recognised as integral to the success of the awards by the business community as well as the community in General.

When sponsorship has been secured the preparations will continue and we hope to seek nominations for awards. Please read through this sponsorship prospectus and don't hesitate to contact myself, or another board member if you have any questions.

Jamie Cregan  
**President Queanbeyan Business Council**

# Purpose and vision

Queanbeyan's Business Excellence Awards have been developed to celebrate the excellence, success and innovation of Queanbeyan's businesses and the inaugural event in September 2011 will be the platform for all future Business Excellence Awards.

The Queanbeyan Business Excellence Awards will be presented at a gala evening on Saturday 10 September 2011.

## Our aim

In presenting the Queanbeyan Business Excellence Awards the aim is to provide local businesses with an opportunity to receive recognition, network with like-minded businesses and create new business relationships.

### **The objectives of the awards are to:**

- Highlight the achievements of local business
- Promote and support local business activities
- Provide an opportunity for networking
- Further develop relationships between local businesses, government and industry bodies
- Provide a benchmark of business standards across the region

# Why your sponsorship is important

There are many facets that underpin the operation of a results-oriented, fair and transparent awards process.

Your sponsorship is highly valued as it assists the Queanbeyan Business Excellence Awards deliver a professional and credible program that provides tangible benefits to all stakeholders. Sponsorship demonstrates your passion and commitment to a sustainable and viable business community in Queanbeyan.

It is also reflective of a partnership that is more than just a financially-based. You and your team are invited to participate at events and via the communications schedule to reinforce your support and leadership.

Our partnership is designed to provide profile, recognition and the opportunity for you to connect with the broader business community.

# Opportunities and benefits

The Queanbeyan Business Excellence Awards provide a powerful opportunity for your business, to be involved in what is Queanbeyan's flagship business support program for 2011.

By becoming a sponsor you will be supporting an initiative that will benefit not only local business but the broader community as well. You will be seen to lead by example through demonstrating a true partnership, while your message and brand will appear before numerous audiences.

We are seeking a media sponsor to assist with the promotion of the awards.

<b>Level of involvement/ support</b>	<b>Investment value</b>	<b>Availability</b>
Major sponsor including naming rights and television sponsorship	\$20,000 + GST	Available
Media and communications partner - design, print, radio and television	In kind - to be negotiated	Available
2011 Event Supporter - launch	To be negotiated	Available
2011 Event Supporter - Awards night	To be negotiated	Available
Sponsor of the 2011 judging process	\$3,000 + GST	Available
Sponsor of the 2011 mentor program	\$3,000 + GST	Available
2011 category sponsor	\$3,000 + GST	Available
2011 Business of the Year Sponsor	\$3,000 + GST	Available
Supporting sponsor	In kind	Available

# Opportunities and benefits, cont.

	Naming rights	Media partnership	2011 event sponsor - launch	2011 event sponsor - Awards Night	Judging sponsor	Mentor sponsor	Category sponsor	Business of the Year sponsor	Supporting sponsor
Brand exposure via the inclusion of your logo on our website and printed material	*	*	*	*	*	*	*	*	*
Brand exposure via PR campaign by our media and communications partners	*	*	*	*	*	*	*	*	*
Recognition with QBEA press releases in keeping with level of sponsorship	*	*	*	*	*	*	*	*	*
Brand exposure at our events via the opportunity to display your banner	*	*	*	*	*	*	*	*	*
The personal introduction of any representatives who attend any QBEA events	*	*	*	*	*	*	*	*	*
Opportunity for a representative to present the award in your designated category	*						*	*	
Speak or show a video clip for 2 minutes at the beginning of the evening	*								
Free tickets to Gala Presentation Ceremony and Dinner - number to be determined	*	*	*	*	*	*	*	*	*
Priority access to additional tickets if required	*	*	*	*	*	*	*	*	*
Priority access to entrant information	*	*	*	*	*	*	*	*	*
Tickers for a table eight for representatives at Gala Presentation Ceremony	*								
One ticket to Gala Presentation Ceremony		*	*	*	*	*	*	*	*
Professional photos from the Gala Presentation Ceremony	*	*	*	*					
Priority invitations to related events	*	*	*	*	*	*	*	*	*
Inclusion within a sponsor's priority communications schedule re key events and outcomes	*	*	*	*	*	*	*	*	*
Invitation to influence the style and structure of future awards via sponsors' debrief	*	*	*	*	*	*	*	*	*
Opportunity to provide signage (free-standing banner) and a promotion item or bag insert	*	*	*	*					
Naming rights for your designated category	*	*	*	*	*	*	*	*	*

# Our promise to you

In recognition of your support we will:

- Not accept a sponsor from the same sector without your prior approval – establishing your prominence.
- Offer you the first opportunity to continue your existing sponsorship the following year.
- Ensure you receive priority access to information such as lists of entrants, place getters and any other key developments relating to the QBEA.

## Working together

Sponsorship achieves better results when there is active engagement by both parties. In this spirit we have outlined our expectations of sponsor partners in the belief that the following will help ensure you achieve the maximum return on your investment.

- Profile your sponsorship role on your own website through the inclusion of our logo, 100 words which we will provide about the QBEA and a link to our website.
- Ensure all employees are aware of your sponsorship and are familiar with the purpose of the QBEA.
- Maintain quality communications with the QBEA about promotional and entrant building opportunities that you see in the local business community.
- Attend, where possible, all events associated with the awards.
- Provide a jpg and eps version of your logo.
- Make prompt payment of category sponsorship fee on receipt of an invoice.

# Marketing Strategy

Our marketing strategy is two-fold. Firstly it will ensure the business community is aware of the Business Excellence Awards application process to maximise participation.

Secondly the Gala Awards Presentation Dinner will be widely promoted, to ensure the event is attended by representatives from the business community and dignitaries.

As part of the sponsorship benefits, you will receive publicity on numerous occasions. Extensive promotion will be undertaken in the months leading up to the Business Excellence Awards.

## **Public relations**

Public relations are an effective promotional tool and offers excellent exposure opportunities for sponsors. Publication and organisations to be targeted include, but are not limited to:

- Local newspapers
- Community radio
- Community newsletters and noticeboards
- Small business newsletters and portals
- Website - as part of Council's website at [www.qcc.nsw.gov.au](http://www.qcc.nsw.gov.au)

## **Advertising**

Our advertising strategy will inform and remind the business community of the awards process as well as informing the wider community of the range of local businesses providing goods and services. Targeted advertisements will be placed in local newspapers as well as community newsletters.

# Marketing Strategy cont.

## Direct Mail

A direct mail campaign will be implemented to ensure businesses in the Queanbeyan region are aware of the Awards and invited to participate.

## Websites

Queanbeyan City Council's website will feature detailed information on the awards including the application process, booking information etc. Links to sponsor websites will also be included as will links to the Capital Region Business Enterprise Centre and Queanbeyan Business Council.

## Business Excellence Awards Application Packages

Businesses will be sent an information package for the business excellence awards process. Sponsors will be noted in this package.

## City Life

City Life is Queanbeyan City Council's newsletter produced bi-monthly and sent to each household (approximately 16,500). City Life has a significant readership base and will also be used for promotion both pre and post the Awards.



# Delivering on our promise

A highly-motivated team is working behind the delivery of the Queanbeyan Business Excellence Awards

The QBEA committee was instituted under the auspices of the Queanbeyan Business Council and Capital Region BEC. It is chaired by long standing City councillor and current Deputy Mayor Sue Whelan.

The committee includes two representatives from the Queanbeyan Business Council, Lydia Teodorowych, Graham Coddington and Bill Baker along with Steve Jamieson and Sue Whelan representing the Capital Region BEC. A number of Council employees also provide support.

# What next

Should you wish to confirm your support and be part of the prestigious Queanbeyan Business Excellence Awards the following steps are required.

1. Select the category you wish to sponsor from the available list (See pages 8 and 9).
2. Contact Dierdre Mitchell via phone on 6297 4411 or email [deirdre.mitchell@callaghans.com.au](mailto:deirdre.mitchell@callaghans.com.au)
3. Dierdre will confirm availability of your desired sponsorship option and arrange for an invoice and summary document to be provided.
4. Upon receipt of monies all internet and unprinted material will be modified to include reference to your sponsorship and where relevant the inclusion of your company name, logo and web link.

## In conclusion

On behalf of the Queanbeyan Business Council and Capital Region BEC, the Queanbeyan Business Excellence Awards and all stakeholders – we thank you for your interest. Collectively we are committed to the future of the awards and appreciate the significant contribution that our sponsors make. Without sponsors like you, this event could not happen.

We anticipate an exciting event and hope that we have the opportunity to work in partnership with you.

Should you have further questions please contact Dierdre Mitchell on 6297 4411.





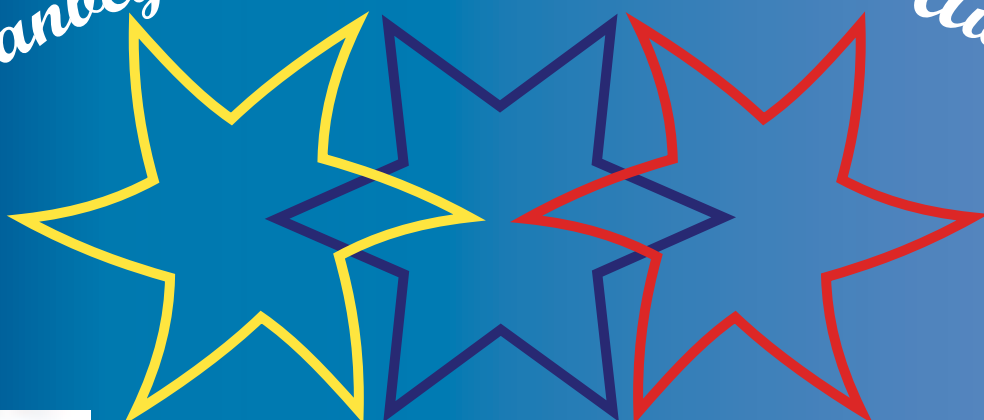
# Queanbeyan Business Excellence Awards - Sponsorship Prospectus

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**Web:** [www.qcc.nsw.gov.au](http://www.qcc.nsw.gov.au)

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