

2022 BUSINESS AWARDS SPONSORSHIP PROSPECTUS

Friday 14 OCTOBER
HAMILTON PERFORMING ARTS CENTRE



THE BUSINESS AWARDS PROVIDE A
FRAMEWORK OF PEER RECOGNITION
WHICH FOSTERS A CULTURE FOR BUSINESS
DEVELOPMENT EXCELLENCE, LEADERSHIP
AND INNOVATION.



2022 BUSINESS AWARDS

The Southern Grampians Shire Business Awards are conducted to provide an opportunity for businesses to examine their processes and operations and to strategically look to grow their businesses. The Awards culminate with a Gala presentation night held in October each year. These Awards are not possible without the continued support of our major sponsor. **An opportunity to offer the principal sponsorship for the 2022 awards has become available.**



BUSINESS AWARDS THEME

The awards enable the region's businesses to facilitate a premium development opportunity and to reflect on their current situation. Through an independent judging process, feedback is provided with suggestions for improving and growing their businesses.

OVERVIEW

As Naming Rights Sponsor, your business will spearhead the most significant business event in the Southern Grampians Shire. A substantial media and advertising campaign will see your business name promoted across print, digital and social media channels and will publicise the support offered by your company to other businesses operating in our region.

PRINCIPAL SPONSORSHIP \$5000 + GST PER ANNUM

PRINCIPAL SPONSOR

- > Acknowledgment as Principal Sponsor throughout the Awards Ceremony
- > Opportunity to address audience with corporate message
- > Sponsorship Logo acknowledgment Pre-Post across all marketing channels including with our Media Partners-3HA/MixxFM and the Hamilton Spectator
- > Logo presence branding on all marketing collateral
- > Opportunity to meet with targeted businesses on the night of the awards
- > Recognition on all awards trophies
- > Exclusive logo presences on the banners
- > Corporate video/advert played on the night
- > Recognition in media releases
- > Social Media Marketing
- > Entry form distributed through our Business Database
- > Sponsorship reviewed annually.

SPONSORSHIP ENTITLEMENTS

Naming Rights to the Awards

Acknowledgment by Presenter

Speaking Opportunity at Awards Evening

Complementary Tickets

Logo Marketing Materials and Banners

Sponsorship Logo Acknowledgment Pre/Post Awards

Social Media Market Pre/Post Awards

Marketing on Radio Value Pre/Post Awards

Logo Local Newspaper Pre/Post Awards

Present Business of the Year Winner + Photo

PRINCIPAL SPONSOR

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To discuss this opportunity in more detail please contact:

**Daniel Shaw - Business Development Officer
Southern Grampians Shire Council**

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AWARDS TIMELINE

Entries Open

Mon 20 Jun 2022

Entries Close

Fri 12 Aug 2022

Judging

Mon 5 - Fri 9 Sept 2022

Awards Evening

Fri 14 Oct 2022

Feedback Visit

November

2019 CATEGORY WINNERS



Daniel Shaw – Business Development Officer
Southern Grampians Shire Council

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