



# QUEENSLAND YOUNG ACHIEVER AWARDS

## Sponsorship Proposal

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## EXECUTIVE SUMMARY

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It gives me great pleasure to invite **Your Company** to join with other community minded sponsors and become a category naming rights sponsor of the Queensland Young Achiever Awards.

The aims and objectives of the Awards are to encourage, acknowledge and reward the valuable contribution young people up to the age of 29 are making throughout Queensland.

Our media partners 7NEWS and Nova 106.9 along with other supporting media assist us to identify recognise and acknowledge our young achievers. There will be enormous opportunities for exposure and branding for **Your Company** across Queensland.

Our marketing and promotional campaign utilise all areas of the media, social media, direct mail, local government and corporate and community involvement. As a category naming rights sponsor, **Your Company** can be assured of receiving extensive positive recognition and branding throughout Queensland for a nine month period.



QUEENSLAND  
YOUNG  
ACHIEVER  
AWARDS

## AIMS & OBJECTIVES

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The **Queensland Young Achiever Awards** aims to recognise, encourage and reward Queensland's most vital resource, its young people and to make them role models for others.

Each year the Awards seek out and highlight the incredible achievements of young individuals that creates a sense of state pride, unity and inspiration through their role modelling to the wider community.

The aims of the Awards are to:

- Acknowledge and highlight the achievements of young Queenslanders
- Educate the general public with examples of youth achievement
- Motivate young Queenslanders at all levels in their chosen field of endeavour
- Develop a sense of pride in being a Queenslander
- Build self-confidence through rewards for excellence
- Provide role models and mentors for youth by highlighting their achievements and the pursuit of excellence
- Encourage leadership and life skills in young Queenslanders

The Awards culminate at the Awards Gala Presentation Dinner recognising the category finalists and the naming of the category winners and the overall State winner - the Queensland Young Achiever of the Year.

With the media support from 7NEWS and Nova 106.9 and numerous local media supporters we are able to reach across Queensland providing many opportunities for exposure and branding for your company.

## CATEGORY OPTIONS

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Below are a variety of available category options you may wish to consider naming rights for:

Science and Technology Award  
Sports Award  
Health and Wellbeing Award  
Community Service and/or Volunteering Award  
Teaching Excellence Award

As a category naming rights sponsor you will have the option to work with us to create your own category. If you feel there is a more appropriately aligned category for your philosophy and mission, we will assist you to create a category description and judging criteria to help shape the nominations received for your category.

## OPERATIONS & EVENTS

### MEDIA LAUNCH

The launch will take place in September 2016.

### CALL FOR NOMINATIONS

The Awards office will undertake an extensive three month promotional campaign, including telemarketing, direct mail, news editorials, television commercials, radio and social media marketing to encourage nominations. **Your Company** will receive extensive exposure throughout the marketing campaign and will be encouraged to develop your own promotional leverage campaign.

Extensive media exposure of the Queensland Young Achiever Awards is achieved through:

- Television commercials aired by 7NEWS
- Ad/coupon displayed by supporting newspapers
- Nova 106.9 and supporting radio stations running ads and interviews throughout the State



The image shows a collage of nomination brochures for various Queensland Young Achiever Awards categories. Key sections visible include:

- Online Achievement Award:** Focuses on digital-savvy online practitioners who are innovating and improving their skills to meet the needs of the rapidly changing online environment.
- Career Kick Start Award:** Recognizes young people who have demonstrated initiative and determination in launching their career.
- Create Change Award:** Celebrates young people who are driving activities, programs, and initiatives that promote or create change.
- Access Community Services - Multicultural Youth Queensland (MYQ) Cultural Diversity Award:** Honors the achievements of young people who have made outstanding contributions to advancing cultural diversity in their community.
- Environment and Sustainability Award:** Recognizes young people who have demonstrated initiative in the efficient use of water, resources and energy, better waste management and recycling practices, the enhancement of the environment and effective, practical community action.

Other visible sections include 'PRIZES', 'INFORMATION AND CONDITIONS OF ENTRY', 'HOW TO COMPLETE THE OFFICIAL ONLINE NOMINATION FORM', 'KEY DATES', and 'CONTACT US'.

Nomination Brochure

## JUDGING OF NOMINATIONS

A judging panel will meet to select the finalists and category winners for each Award. A representative from **Your Company** is invited to be on the judging panel along with representatives from other sponsors and partners of the program, community leaders and an expert/head judge for each category. All nominations are reviewed through our online system, hosted on our website. From the category winners, one is also selected to become the overall State winner – the Queensland Young Achiever of the Year. This selection is made at the end of the judging day by the Executive Judging Panel who sits in on each category.

## AWARDS GALA PRESENTATION DINNER

The Awards Gala Presentation Dinner, attended by approximately 300 people, will promote **Your Company** and acknowledge the community contribution made by our outstanding young people. The winners and finalists will be announced with category sponsor branded profiles produced by 7NEWS for each of the finalists and will be shown on screen at the Presentation Dinner. A representative from **Your Company** will be invited to make a speech, present the finalists in your category with framed certificates and then present the winner with a trophy and their prize money.

Ten complimentary tickets to the event will be available to your company as part of your sponsorship.



Example of Victorian Gala Presentation Dinner Table Setting

## PRIZES

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Presented at the Gala Presentation Dinner, the winners of each category will receive a magnificent trophy with **Your Company** logo printed on it and a \$2,000 prize grant. The overall state winner, the 'Queensland Young Achiever of the Year' will receive an additional \$2,000 and a State trophy.

All nominees, semi-finalists, finalists and winners will receive a letter of congratulations and a certificate of achievement for their nomination. In addition to the finalists, all nominees and semi-finalists attending the Awards Gala Presentation Dinner will be personally presented with their certificate on stage.

## MARKETING & PUBLIC RELATIONS CAMPAIGN

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### PUBLIC RELATIONS

Our extensive marketing and public relations campaign assists us to generate interest in the Awards whilst promoting our sponsors as good corporate community citizens. The public and community support of the Awards will provide many positive opportunities for sponsors to be aligned with a wide range of community and individual activities. Our promotional campaign enables us to reach nearly all metropolitan and regional areas within Queensland.

The Queensland Young Achiever Awards will be supported by an extensive marketing and public relations campaign consisting of exposure covering all mass media:

- Television
- Press
- Radio
- Printed material and direct mail
- Interactive website
- Social Media
- Public events
- E Marketing

### EXPOSURE

Sponsors will find significant opportunities for exposure within:

- Leading corporations and businesses
- Local and State Government
- Special interest groups
- Community groups and associations
- Business networks and associations
- General public, through significant mass media exposure
- Farming and rural organisations
- Environment and conservation groups

## TELEVISION

Our Television partner 7NEWS is committed to a 'call for nominations' campaign of 30 second ads to seek nominations across Queensland. The ads will feature **Your Company** and commence immediately after the launch and run for approximately 11 weeks until the close of nominations.

A profile of each of the finalists will be produced for the Awards Gala Presentation Dinner and shown on the large screens. **Your Company** will feature in the profiles for your finalists which you have category naming rights for. **Your Company** will also feature in the 30 second 'congratulations to winners' ad aired by 7NEWS for approximately four weeks after the Awards Presentation Dinner.

## PRESS

All newspapers across Queensland will also receive the opportunity to promote the Awards through regular media releases and ads highlighting their involvement and seeking nominations.

As a sponsor **Your Company** will feature in the ads and editorials where possible and will receive extensive press exposure throughout the marketing campaign.

QUEENSLAND <b>YOUNG ACHIEVER AWARDS</b>		<b>\$18,000 IN PRIZES</b>	
<u>Award Categories</u>		<p>We invite young people up to and including 29 years of age to nominate for the Queensland Young Achiever Awards.</p> <p>The Awards recognise, encourage and reward the positive achievements of young Queenslanders.</p> <p>Category winners will each receive a trophy and \$2,000 from Auswide Bank.</p> <p>The Queensland Young Achiever of the Year will receive \$2,000 from Auswide Bank and a state trophy.</p> <p>Nominations close: 29th January 2016 <a href="http://www.awardsaustralia.com">www.awardsaustralia.com</a></p>	<p>Send this coupon to receive a nomination brochure</p> <p>Name: _____</p> <p>Address: _____</p> <p>Phone: _____</p> <p>Email: _____</p>
 <p><b>Arts and Fashion Award</b></p>	 <p><b>Career Kick Start Award</b></p>		<p><b>Send your contact details to:</b>            PO Box 3550, Newmarket QLD 4051  <b>Email:</b> <a href="mailto:qldyaa@awardsaustralia.com">qldyaa@awardsaustralia.com</a>  <b>Phone:</b> 1300 055 096 <b>Fax:</b> 1300 884 648</p>
 <p><b>Online Achievement Award</b></p>	 <p><b>Cultural Diversity Award</b></p>		
 <p><b>Environment and Sustainability Award</b></p>	 <p><b>Create Change Award</b></p>		
 <p><b>Aboriginal Achievement Award</b></p>	 <p><b>Leadership Award</b></p>		
   			

Press coupon

## RADIO

A community service announcement will be produced and distributed to all radio stations throughout Queensland, allowing a three second tag acknowledging their local involvement. Nova 106.9 also run regular community service announcements.

A mail-out to all radio stations is undertaken before the Launch of the Awards, resulting in the Awards receiving essential support from numerous metropolitan and regional radio stations and networks. Further to the radio CSA's, numerous interviews are also sought and conducted promoting the various stages of the Awards. These interviews include mention of the presenters, category and prize sponsors where possible.

**PRINTED LITERATURE & DIRECT MAIL**

The Queensland Young Achiever Awards will be heavily promoted through direct mail and E-marketing to businesses, organisations and associations throughout Queensland. As category sponsor, **Your Company's** logo will be featured on all printed and advertising literature.

Significant exposure will be achieved across community and youth organisations/networks, State and Local Government Associations and commercial organisations who will be encouraged to become involved in the Awards Program through invitations to the launches, calls for nominations and attending the Gala Awards Presentation Dinner. Sponsors' are asked to display posters and make available nomination brochures in branches and offices throughout Queensland. A comprehensive list of the printed literature can be found in the sponsorship benefits table and design proofs will be supplied to you for approval prior to production.



Printed Material – A3 Poster, Invitation (Front and Back), Letterhead

## WEBSITE

The Awards website will feature **Your Company** as a category naming rights sponsor of the Awards. The website offers a fully interactive service, providing comprehensive up to date information about the Awards. The Queensland Young Achiever Awards website will have links to your Company and other sponsors' website.

The website explains all aspects of the Awards program, including the eligibility criteria with instructions on how to nominate, key dates and the process of nominations. The nomination application is a simple online process.

<http://www.awardsaustralia.com>

## SOCIAL MEDIA



We regularly promote and are heavily involved in the use of social media for the Queensland Young Achiever Awards, including Facebook, Twitter, Instagram, LinkedIn and YouTube.

Bringing awareness to the Awards is implemented by regular updates through the various phases of the awards, sharing and promoting our sponsors' posts and pages or websites, endorsing and encouraging all our nominees and those involved in the Awards. Through these Social Media avenues we spread and raise the awareness of the awards, receive more nominations and increase promotion of all our sponsors.

A People's Choice Award is also conducted on Facebook, which regularly brings 3,000 votes to the first week of our Polls.

## VALUATION & SPONSORSHIP BENEFITS TABLE

<b>PROMOTION &amp; MARKETING</b>	<b>Category</b>	<b>Silver</b>	<b>Bronze</b>
Category Naming Rights	X		
Social media promotion and advertising	X	X	
Website – with links to your website	X	X	
Work with awards coordinator	X	X	
Media Releases and Radio interviews	X		
Radio Campaigns	X		
Press Advertisements and Editorials	X		
Press Coupons in Newspapers	X	X	
<b>LAUNCH &amp; CALL FOR NOMINATIONS</b>			
Supply own Pull up banner to be displayed at launch & other events	X	X	X
Category Pull up Banner	X		
Logo on 'Call for nomination' CSA's on TV	X	X	
Acknowledgement during official Launch	X	X	
Generic Nomination E-flyers	X	X	
Category specific Nomination E-flyers	X		
<b>ARTWORK &amp; STATIONERY</b>			
Letterhead	X		
Launch/events invitations	X	X	
Posters – A3 Colour x 2,000	X	X	
Nomination information brochures – DL folded Colour x 4,000	X	X	
Gala Invitations & Acceptance Cards x 800	X	X	X
Gala Place Cards	X	X	
Gala Program – A4 12 page colour booklet	X	X	X
Gala Certificates – A4 Colour x 400	X	X	X
Table Numbers – Featuring sponsor colour logos	X		
Winners Trophy Plate – Printed with category sponsor name & logo	X		
<b>GALA PRESENTATION</b>			
Complimentary tickets for Gala	<b>10</b>	<b>4</b>	<b>2</b>
Acknowledgement at Gala	X	X	X
Sponsors Gala Loop	X	X	X
Logo displayed on Winners profile TV ads	X	X	
Silk Banner – Gala Presentation backdrop	X		
<b>OTHER</b>			
Senior representative for judging panel	X	X	
Receive End of Year Report	X	X	
<b>VALUE OF SPONSORSHIP</b>	<b>\$409,500</b>	<b>\$224,000</b>	<b>\$55,000</b>

## SPONSORSHIP BENEFITS

It is with great pleasure that we invite your Company to become a category naming rights sponsor of the Queensland Young Achiever Awards. By becoming a category naming rights sponsor in the Awards you will receive prominent positioning and exposure.

The Mass Media exposure has been conservatively estimated at:

Television throughout Queensland	\$180,000
Press Coupons, editorials	\$75,000
Radio exposure and coverage	\$75,000
Direct Mail	\$17,000
Printed and Promotional material	\$15,500
Public Events	\$47,000
<b>TOTAL:</b>	<b>\$409,500</b>

**Category Naming Rights Sponsorship Fee: \$12,950 plus GST**

No further costs are involved in the program

Your category will be promoted and recognised at all times as:

## Your Company (category selected) Award

Your sponsorship contribution will go towards promoting your category and facilitating a high quality Awards program directly targeting young achievers and community contributors throughout Queensland to increase state pride.

A further 5% discount off the annual sponsorship fee will also apply for a 3 year sponsorship agreement (the discounted price will also be a fixed price for the three years).

As a category naming rights sponsor your organisation has the opportunity to tailor the Award to suit your marketing initiatives, aims and objectives. Award opportunities are also available in other states.

At the conclusion of the program, your Company will be given first rights to continue the sponsorship agreement for the following year.

Your company may wish to consider alternate options for sponsorship if your budget will not allow for full category naming rights sponsorship:

**Silver Support Sponsor Fee: \$5,950 plus GST**

**Bronze Support Sponsor Fee: \$1,000 plus GST**

## CONCLUSION

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It gives me great pleasure to invite **Your Company** to become a category naming rights sponsor of the Queensland Young Achiever Awards and make a difference to young peoples' lives.

Our promotional campaign utilises all areas of electronic and press media, direct mail, government, corporate and community involvement and is a proven and successful marketing strategy. You can be assured that by association in the Awards, **Your Company** will receive comprehensive coverage through all forms of the media throughout Queensland.

I strongly believe that **Your Company** will significantly benefit from involvement in the Awards and share in the recognition, branding, success and community acceptance of this prestigious program through sponsorship as a category naming rights sponsor.

These commercial realities, coupled with the opportunity to recognise and acknowledge the valuable contribution of individuals throughout Queensland will promote **Your Company** as a responsible leading corporate citizen providing inspiration for all Queenslanders.

Should you require any further information or wish to see the printed promotional materials, media files, television ads or discuss the exposure opportunities and benefits available, please do not hesitate to contact me on 0417 813 348. I would be delighted with no obligation to discuss your potential involvement and the exciting opportunities open to **Your Company**.

Thank you for your consideration.

Kind Regards



Geoff Griffin  
Managing Director  
Mobile: 0417 813 348  
Website: [www.awardsaustralia.com](http://www.awardsaustralia.com)