

# PARTNERSHIP PROPOSAL



## MACLEAY VALLEY **BUSINESS AWARDS** *BUILDING BETTER BUSINESS*



# GALA AWARDS DINNER

## Saturday 8th July 2017

### OUR MISSION

To support and build members of the Macleay Valley Business Chamber and attract new and diverse enterprises.

## EVENT OVERVIEW

Want to develop and strengthen your relationship with the local business community in the Macleay Valley?

The 2017 Macleay Valley Business Awards gives you the chance to promote your business to the region's finest small, medium and large businesses across all sectors of the economy.

The Gala Awards Dinner and Macleay Valley Business Awards will attract an audience of business leaders who are passionate about creating opportunities, harnessing a competitive advantage of building a successful and well recognized business enterprise.

With all sectors of the local business community involved, varying levels of sponsorship and an extensive promotional program, your brand will gain widespread exposure across a range of mediums associated with the Business Awards.

## AWARD CATEGORIES

- **11 Judged Business Excellence Awards** will be assessed by independent industry experts. These awards aim to recognize both individual and business excellence and achievement. Nominated businesses must lodge a formal nomination addressing a set of criteria.
- **14 Business Choice Awards** will be voted on and determined by eligible members of the business community. This provides recognition by your peers and includes all local businesses in the process. Voting will be managed through an online process to ensure transparency and broad access.
- **1 People's Choice Award** open to any business in the Macleay Valley and will be voted by the public through The Macleay Argus.

## TARGET AUDIENCE

The Macleay Valley Business Awards is aimed at all businesses across the Macleay Valley. This includes small, medium and large businesses as well as home based and agricultural enterprises. The awards are open to businesses from all sectors of the community.

Our target audience includes start-up and well established business enterprises, with structures including sole traders, partnerships and companies. There are opportunities for business owners and employees to nominate.

The Business Choice Awards cover the following industry sectors:

- Accommodation, Tourism & Attractions, Hotels & Clubs
- Automotive Services
- Building, Trade Services & Suppliers
- Banking, Finance & Credit Unions, Legal Insurance, Real Estate & Residential Services
- Childcare, Education & Community Services
- Creative Services & Communication
- Food Production & Catering, Restaurants & Cafes
- Hair & Beauty Services
- Industry, Manufacturing & Engineering
- Medical, Healthcare & Fitness
- Retail

The Judged Business Excellence Awards include:

- Young Business Executive and Entrepreneur
- Business Leader
- Excellence in Ethics, Innovation, Sustainability & Export
- Excellence in Small Business and Medium Business Enterprises
- Employer of Choice
- Macleay Valley Food Bowl

PO Box 542 KEMPSEY NSW 2440 | ABN 81 128 513 255

**Gary Scott** President 0447 554 587 | **Sonia Fingleton** Executive Officer 0414 376 868

[admin@kempseychamber.com.au](mailto:admin@kempseychamber.com.au)

## PARTNERSHIPS

The 2017 Macleay Valley Business Awards Gala Dinner is going to be fun, memorable and engaging.

- Position your organization as a key supporter of the local business community
- Promote and showcase your services and products to a defined target market
- Generate and maintain new client relationships
- Gain corporate goodwill and enhancement of your company brand
- Gain brand exposure through promotional material and communication

## HOW WILL THE BUSINESS AWARDS BE PROMOTED?

- MVBC newsletters promoting the Awards and our generous Sponsors
- Promotion across regional, newspapers, magazines, radio and television
- A focused Social Media Campaign
- Information and Nomination Packs distributed widely throughout the MVBC networks, NSW Business Chamber Networks and other affiliated Business Organisations as well as industrial parks, local markets, cafes and high traffic public places
- The Macleay Argus will provide both print and digital advertising support, along with focused editorial content in the lead up to and post the Business Awards.

## HOW YOU CAN SUPPORT THE AWARDS

Would you like to partner with us to build your brand and support regional growth and prosperity?

A full list of Sponsorship Categories and Sponsors Benefits are listed on the following pages.

We can also tailor a package to meet your specific needs.

For more information about the 2017 Macleay Valley Business Awards, the Business Showcase and Sponsorship packages please contact:

The Executive Officer  
Macleay Valley Business Chamber  
Sonia Fingleton  
0414 376 868  
[admin@kempseychamber.com.au](mailto:admin@kempseychamber.com.au)  
[www.macleayvalleychamber.com.au](http://www.macleayvalleychamber.com.au)

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## SPONSORSHIP BENEFITS 2017

There are a number of ways to invest in the 2017 Macleay Valley Business Awards tailored for both corporate and government involvement.

### **PRESENTING PARTNER: \$7,500**

- The Event will be named the 2017 Macleay Valley Business Awards presented by.....
- Recognition throughout the Promotional Period:
  - Weekly Social Media Posts two months prior to the awards
  - Weekly social media posts two weeks post event
  - Inclusion of your Logo on all Media Releases
  - Inclusion of a quote from your company principle in the Launch Release
  - Promotion of your Sponsorship on the Macleay Valley Business Chamber website pre and post event
  - Opportunity to feature a 30 second promotional video on the MVBC social media platforms
- Your Company Logo on the Business Awards Nomination Pack, The Gala Presentation Night Invitation, and the Program
- Acknowledgment by MC in the Gala Dinner Introduction
- Screening of your 30 second promotional video on the night of the Presentation
- An Opportunity to Speak for 5 minutes at the Gala Dinner or to be interviewed by the MC
- The Opportunity to present four of the Judged Awards
- A Display Area for your company information as part of the Gala Dinner showcase.
- An Invitations x 2 to attend a Partners Celebration event post the Gala Dinner.
- Complimentary tickets to the Gala Dinner x 4

### **CORPORATE SPONSORS: \$2,500**

- Recognition throughout the Promotional Period:
  - Fortnightly Weekly Social Media Posts two months prior to the awards
  - A Social Media post after the event
  - Your company Logo on Media Releases
  - Promotion of your Sponsorship on the Macleay Valley Business Chamber website pre and post event
- Your Company Logo on the Business Awards Nomination Pack, The Gala Presentation Night Invitation, and the Program
- Acknowledgment by MC in the Gala Dinner Introduction
- The opportunity to present three of the Awards
- A Display Area for your company information as part of the Gala Dinner showcase.
- An Invitations x 2 to attend a Partners Celebration event post the Gala Dinner.
- Complimentary tickets to the Gala Dinner x 3

## SPONSORSHIP BENEFITS 2017 cont...

### **SUPPORTING PARTNER: \$1,000**

- Recognition throughout the Promotional Period:
  - 2 X Social Media Posts two months prior to the awards
  - A Social Media post after the event
  - Your Company name included on a Media Release Sponsor List
  - Promotion of your Sponsorship on the Macleay Valley Business Chamber website pre and post event
- Your Company Name listed on the Business Awards Nomination Pack, The Gala Presentation Night Invitation, and the Program
- Acknowledgment by MC in the Gala Dinner Introduction
- The opportunity to present two of the Awards
- A Display Area for your company information as part of the Gala Dinner showcase.
- An Invitations x 2 to attend a Partners Celebration event post the Gala Dinner.
- Tickets to the Gala Dinner x 2

### **MEMBERS PARTNER: \$550**

- Recognition throughout the Promotional Period:
  - 1 X Social Media Posts two months prior to the awards
  - A Social Media post after the event
  - Promotion of your Sponsorship on the Macleay Valley Business Chamber website pre and post event
- Your Company Name listed on the Business Awards Nomination Pack, The Gala Presentation Night Invitation, and the Program
- Acknowledgment by MC in the Gala Dinner Introduction
- A Display Area for your company information as part of the Gala Dinner showcase.
- An Invitations x 2 to attend a Partners Celebration event post the Gala Dinner.
- A Complimentary ticket to the Gala Dinner

***Please note all Social Media Posts will be across Facebook, Twitter and Instagram and we will create a Sponsors Video titled "Macleay Valley Business and Community Builders" to feature across all platforms and be played on the night.***

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**BUSINESS AWARDS**  
*BUILDING BETTER BUSINESS*



## SPONSORSHIP PACKAGE

**The following information will be used to enter a partnership agreement**

Company Name: .....

Contact Person: .....

Address: .....

.....

Phone: .....

Email:.....

**Please indicate level of partnership you wish to provide:**

- Presenting Partner      \$7,500
- Corporate Partner      \$2,500
- Supporting Partner      \$1,000
- Member Partner      \$550

If you wish to negotiate an in kind contribution for inclusion in your Partnership Package please provide details below:

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**Payment:**

A tax invoice will be provided once your Partnership Agreement is confirmed.

**Please forward your completed form to Macleay Valley Business Chamber  
 admin@kempseychamber.com.au or phone Sonia Fingleton on 0414 376 868**

Signed: .....

Date: .....

**Thank you for choosing to become a Macleay Valley Business Awards Partner.**