

SPONSORSHIP PROSPECTUS



GALA AWARDS DINNER **Saturday 19th June 2021**

OUR MISSION

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

YOUR INVITATION TO BECOME A PARTNER

The Macleay Valley Business Chamber is pleased to announce the fourth staging of the Macleay Valley Business Awards in June 2021. The Business Awards are an important step in gaining recognition through the NSW Business Chamber and to a wider regional and state audience.

The 2021 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 and to strengthen your relationship with the local business community.

The Gala Awards Dinner and Macleay Valley Business Awards attracts an audience of business leaders who are passionate about creating opportunities and 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.

2021 KEY DATES

- 23rd March SPONSORSHIP CONFIRMATION DATE
- 7th April LAUNCH EVENT
- 7th April ENTRIES OPEN - 9am
- 7th April GALA TICKETS ON SALE
- 19th May ENTRIES CLOSE - 12pm
- 20th May VOTING OPENS - 9am
- 6th June VOTING CLOSES - 5pm
- **19th June GALA DINNER**

TARGET AUDIENCE

The Macleay Valley Business Awards is open to 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.

AWARD CATEGORIES

- **11 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. Winner in these categories continue to the NSW Business Chamber Regional Awards as a finalist in their category* (*Conditions apply)
- **8 Business Recognition Awards** will be assessed by both independent industry experts and a public voting process. This provides recognition by your peers and includes all local businesses in the process.

All businesses who enter the awards will be nominated for a Business Recognition Award and those entrants who choose to enter the Excellence Awards have the opportunity to go on to the NSW Regional Business Awards as the Macleay Valley representative.

The Business Recognition Awards are:	The Judged Business Excellence Awards include:
Tourism, Accommodation & Hospitality	Excellence in Business (20 > employees)
Trades & Industry	Excellence in Small Business (< 20 emp)
Professional Services - Less than 20 employees	Start-up Super Star
Professional Services - More than 20 employees	Outstanding Young Employee (Regional Rec)
Health, Beauty and Wellbeing	Young Entrepreneur
Retail	Business Leader
Excellence in Agriculture	Employer of Choice
Outstanding Business Achievement	Excellence in Innovation
	Excellence in Sustainability
	Excellence in Social Enterprise
	Workplace Inclusion

*Awards categories may change

PARTNERSHIP OPPORTUNITIES

The 2021 Macleay Valley Business Awards Gala Dinner is going to be fun, memorable and engaging.

As a Sponsor you will:

- Position your organization as a key supporter of the local business community
- Promote 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 Awards Handbooks 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
- Print media will provide both print and digital advertising support, along with focused editorial content in the lead up to and post the Business Awards. (Coverage TBC)

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 2020 Macleay Valley Business Awards, the Business Showcase and Sponsorship packages please contact:

Macleay Valley Business Chamber

Lachy Townsend
0419 403 695

lachlan.townsend@coastline.com.au
www.macleayvalleychamber.com.au

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

Lisa McPherson MVBA Event Coordinator 0422 210 824 | **Lachy Townsend** MVBA Sponsor Coordinator 0419 403 695

macleayvalleychamber.com.au

SPONSORSHIP BENEFITS 2021

PRESENTING PARTNER: COASTLINE CREDIT UNION

The Macleay Valley Business Chamber are proud to announce that the Event will be named the '2021 Macleay Valley Business Awards presented by Coastline Credit Union'

AWARDS LAUNCH

- Display of business banner
- Host Launch event
- Acknowledgement of your sponsorship by the MC
- Business name included in print advertisement
- Sponsorship level business logo included on e-invitations

ADVERTISING

- **Radio**
 - » Opportunity for company representative to participate in a radio segment
- **Chamber Functions**
 - » An opportunity to host one MVBC event during the 2021/22 year
- **Print**
 - » Sponsorship level logo branding on all awards print advertising
- **Social Media**
 - » Sponsorship level branding recognition
 - » 12 Social media plugs of your business during April - June 2021

BUSINESS AWARDS WEBPAGES & EMAILS

- Sponsorship level branding recognition

CHAMBER MOVIE NIGHT TBC

- Two complimentary tickets to the Chamber Movie Night (date to be advised).

NOMINATION & VOTING

- Email promotion of your business to your category nominees

AT THE GALA DINNER

- Sponsorship level business logo on main screen
- Sponsorship level business logo on menus and programs
- Acknowledgement by MC during the Awards
- 4 Complimentary tickets to the Gala Dinner
- Sponsorship of 4 awards category, name on trophy
- Display of 4 business banners
- Opportunity to place company promotional material in the winner's gift bags.

AFTER THE AWARDS PRESENTATION

- Certificate of Appreciation
- 4 Complimentary 'thank you' event tickets

SPONSORSHIP BENEFITS 2021

CORPORATE SPONSORS: \$3,000 inc GST

AWARDS LAUNCH

- Acknowledgement of your sponsorship by the MC
- Sponsorship level business logo included on e-invitations

ADVERTISING

- **Radio**
 - » Opportunity for company representative to participate in a radio segment
- **Chamber Functions**
 - » An opportunity to host one MVBC event during the 2021/22 year
- **Social Media**
 - » Sponsorship level branding recognition
 - » 6 Social media plugs of your business during April - June 2021

BUSINESS AWARDS WEBPAGES & EMAILS

- Sponsorship level branding recognition

CHAMBER MOVIE NIGHT TBC

- Two complimentary tickets to the Chamber Movie Night (date to be advised).

NOMINATION & VOTING

- Email promotion of your business to your category nominees

AT THE GALA DINNER

- Sponsorship level business logo on main screen
- Sponsorship level business logo on menus and programs
- Acknowledgement by MC during the Awards
- 3 Complimentary tickets to the Gala Dinner
- Sponsorship of 2 awards category, name on trophy
- Display of 3 business banners
- Opportunity to place company promotional material in the winner's gift bags.

AFTER THE AWARDS PRESENTATION

- Certificate of Appreciation
- 3 Complimentary 'thank you' event tickets

SPONSORSHIP BENEFITS 2021 cont...

SUPPORTING PARTNER: \$1,500 inc GST

AWARDS LAUNCH

- Sponsorship level business logo included on e-invitations

ADVERTISING

- **Chamber Functions**
 - » Opportunity for a 10-minute presentation to a MVBC event during the 2021/22 year
- **Social Media**
 - » Sponsorship level branding recognition
 - » 2 Social media plugs of your business during April - June 2021

BUSINESS AWARDS WEBPAGES & EMAILS

- Sponsorship level branding recognition

CHAMBER MOVIE NIGHT TBC

- Two complimentary tickets to the Chamber Movie Night (date to be advised).

NOMINATION & VOTING

- Email promotion of your business to your category nominees

AT THE GALA DINNER

- Sponsorship level business logo on main screen
- Sponsorship level business logo on menus and programs
- 2 Complimentary tickets to the Gala Dinner
- Sponsorship of 1 awards category, name on trophy
- Display of 2 business banners
- Opportunity to place company promotional material in the winner's gift bags.

AFTER THE AWARDS PRESENTATION

- Certificate of Appreciation
- 2 Complimentary 'thank you' event tickets

SPONSORSHIP BENEFITS 2021 cont...

MEMBERS PARTNER: \$750 inc GST

AWARDS LAUNCH

- Sponsorship level business logo included on e-invitations

ADVERTISING

- **Social Media**
 - » Sponsorship level branding recognition
 - » 1 Social media plugs of your business during April - June 2021

BUSINESS AWARDS WEBPAGES & EMAILS

- Sponsorship level branding recognition

CHAMBER MOVIE NIGHT TBC

- Two complimentary tickets to the Chamber Movie Night (date to be advised).

NOMINATION & VOTING

- Email promotion of your business to your category nominees

AT THE GALA DINNER

- Sponsorship level business logo on main screen
- Sponsorship level business logo on menus and programs
- 1 Complimentary tickets to the Gala Dinner
- Display of 1 business banners
- Opportunity to place company promotional material in the winner's gift bags.

AFTER THE AWARDS PRESENTATION

- Certificate of Appreciation
- 1 Complimentary 'thank you' event tickets



SPONSORSHIP PACKAGE 2021

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:

- Corporate Partner \$3,000 inc GST
- Supporting Partner \$1,500 inc GST
- Member Partner \$750 inc GST

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

.....
.....

Payment:

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

**Please forward your completed form to MVBA Sponsor Coordinator - Lachy Townsend
lachlan.townsend@coastline.com.au**

Signed:.....

Date:.....

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

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

Lisa McPherson MVBA Event Coordinator 0422 210 824 | **Lachy Townsend** MVBA Sponsor Coordinator 0419 403 695