

# **24TH BUSINESS EXCELLENCE AWARDS 2021**

## **SPONSORSHIP PROSPECTUS**

**Award Category Refresh  
Award Ceremony & Gala Dinner Refresh  
Additional Sponsorship Opportunities**

**SATURDAY 06 NOVEMBER 2021**



Dalby Chamber  
of Commerce  
and Industry

# CATEGORIES

## ONE PEOPLES CHOICE OF THE YEAR

(one award will be presented from any category)

### JUDGES CHOICE AWARDS:

TOURISM & ACCOMMODATION EXCELLENCE

HOSPITALITY EXCELLENCE - Restaurant | Bars | Cafes

RETAIL EXCELLENCE

PROFESSIONAL SERVICES EXCELLENCE

HOME BASED | ONLINE | MICRO BUSINESS EXCELLENCE

TRADES EXCELLENCE

MANUFACTURING & INNOVATION EXCELLENCE

HAIR & BEAUTY EXCELLENCE

COMMUNITY EXCELLENCE

HEALTH, CARE & WELLNESS EXCELLENCE

AGRIBUSINESS EXCELLENCE

EDUCATION EXCELLENCE

EMPLOYMENT & TRAINING EXCELLENCE

All submissions will be considered for:

SMALL BUSINESS OF THE YEAR

NEW BUSINESS OF THE YEAR

YOUNG BUSINESS OWNER OF THE YEAR

ENCOURAGEMENT AWARD

EMPLOYEE OF THE YEAR

BUSINESS OF THE YEAR

# INTRODUCTION



## WHY SPONSOR THE AWARDS?

If your business operates in Dalby, or works with businesses that do, becoming a Business Excellence Award sponsor will give you valuable exposure to people across the Dalby community and demonstrate your commitment to the local business economy.

Sponsors will be promoted as a program partner throughout the awards campaign, including on the DCCI website, across social media channels and on promotional material. Logo positioning and coverage will depend on the sponsorship category selected.

Sponsored categories and the opportunity to present an award at the gala dinner are also available, depending on the sponsorship provided.

For 23 years, the Dalby Business Excellence Awards has recognised local businesses that have contributed to making Dalby a great place to do business. From home-based businesses and start up's, to manufacturers and logistics companies, the awards bring together people from across the business community to celebrate their success and achievements.

## WHO CAN BE A SPONSOR?

Sponsorship is available to businesses and organisations from within Dalby and the surrounding areas. Sponsorship can be provided as monetary value or in-kind support. Sponsors can be from industry or community groups, but must not cause any perceived or real conflict of interest to the awards or the judging process.

Please note - only a limited number of sponsorship opportunities are available. All Expressions of Interest will be assessed against a number of criteria to ensure they align with the objectives of the 24th Business Excellence Awards 2021

“

**DEMONSTRATE YOUR  
COMMITMENT TO THE  
LOCAL BUSINESS  
ECONOMY**

”

# SPONSORSHIP.



## BENEFITS OF SPONSORSHIP

As one of the most high profile events in the local business community, all sponsors of the Business Excellence Awards will benefit from significant promotion across a range of print and digital communication channels.

Award sponsors will benefit from a five month promotional campaign, including:

- local print media
- social media platforms
- coverage in the DCCI weekly newsletter
- all media releases promoting the awards and winners
- acknowledgement on Business Excellence Awards collateral and marketing material

## SPONSORSHIP PACKAGES

Business Excellence Award sponsors can choose from five sponsorship packages, each featuring a range of opportunities to promote your business and engage with the local business community.

### **Sponsorship packages include:**

Principal Partner - \$10,000

Welcome Reception Sponsor - \$4000

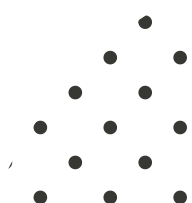
Award Category Sponsor - \$3000

Photo Booth Sponsor - \$1000

Show Bag Sponsor - \$600

In-Kind Sponsorship welcome

To apply to sponsor the 24th Business Excellence Awards, please complete the Sponsorship Expression of interest on page 8. To discuss sponsorship options, please contact Cara at the Dalby Chamber of Commerce & Industry on 07 4662 4050.



# PRINCIPAL PARTNER.

## AVAILABILITY: 1

As the PRINCIPAL PARTNER of the Business Excellence Awards, your organisation will be recognised as the Principal Partner for both the Business Excellence Awards, Business Excellence Awards Launch and the Business of the Year Award, as well as promotional and networking opportunities before, during and after the Gala Dinner Awards Ceremony. As the Principal Partner, you will receive:

## BUSINESS EXCELLENCE AWARDS LAUNCH AND AWARDS CEREMONY & GALA DINNER

### LAUNCH

- invitation to attend the 24th Business Excellence Awards Launch
- prominent banner placement at the Business Excellence Awards launch
- acknowledgement as the PRINCIPAL PARTNER by the MC
- opportunity to make a short speech/presentation at the Business Excellence Launch

### AWARDS

- acknowledgement as the PRINCIPAL Partner by the MC of the Business Excellence Awards & Gala Dinner
- Logo on award program/gala dinner menu
- presentation of the Business of the Year award at the Gala Dinner
- six tickets to the Gala Dinner Awards Ceremony
- premium positioned table at the Gala Dinner Awards Ceremony
- prominent banner placement on stage at the Gala Dinner Awards Ceremony
- prominent banner placement on the red carpet photo wall at the Gala Dinner Awards Ceremony.
- acknowledgement on the Business of the Year trophy
- opportunity to make a short speech/presentation at the Gala Awards Dinner Ceremony
- thirty second advertisement included into the sponsorship reel
- photo opportunity with the Business of the Year Award winner
- opportunity to provide promotional material for inclusion in awards show bags
- opportunity to display company banner on the deck during the pre-dinner drinks
- opportunity to provide up to two door prizes to be presented at the Gala Dinner Awards ceremony.

## MARKETING

- recognition as the PRINCIPAL PARTNER on the DCCI website
- recognition as the PRINCIPAL PARTNER in the weekly DCCI Newsletter
- acknowledgement as the PRINCIPAL PARTNER on DCCI social media platforms
- acknowledgement as THE PRINCIPAL PARTNER in post event award announcement
- prominent logo placement on the award submission form
- logo displayed in the sponsor section of the DCCI website, with a direct link
- logo recognition on the Gala Dinner program/menu

# WELCOME RECEPTION SPONSOR.

## AVAILABILITY: 1

The WELCOME RECEPTION sponsor package features a broad range of promotional and networking opportunities to supporters of the awards. Acknowledgement as the Welcome Reception sponsor, complimentary tickets to the Gala Dinner Awards Ceremony and opportunity to present the Encouragement Award.

As an Awards sponsor, you will receive:

## WELCOME RECEPTION SPONSOR

- four complimentary tickets to the Gala Dinner Awards Ceremony
- banner placement at the Gala Awards Welcome Reception
- acknowledgement as the Welcome Reception sponsor by the MC of the Business Excellence Awards
- opportunity to provide two (2) promotional items for inclusion in awards show bags
- thirty second advertisement included into the sponsorship reel
- photo opportunity with the Encouragement Award winner

## MARKETING

- recognition as the Welcome Reception sponsor on the DCCI website
- recognition as the Welcome Reception sponsor in the weekly DCCI newsletter
- acknowledgement the Welcome Reception sponsor on DCCI social media platforms
- acknowledgement as a sponsor in post event award announcement
- logo placement on the award submission form
- logo displayed in the sponsor section of the DCCI website, with a direct link

# CATEGORY AWARD SPONSOR.

## AVAILABILITY: 19

The Category Awards sponsor package features a broad range of promotional and networking opportunities to supporters of the awards. Acknowledgement as an category awards sponsor, naming rights for an award, complimentary tickets to the Gala Dinner Awards Ceremony and various promotional activities are included in the Category awards sponsor package.

As an Awards sponsor, you will receive:

### GALA DINNER AWARDS CEREMONY

- two tickets to the Gala Dinner Awards Ceremony
- banner placement at the Welcome Reception
- acknowledgement as an awards sponsor by the MC of the Business Excellence Awards
- acknowledgement on the award category trophy
- opportunity to present the category award at the Gala Dinner Awards Ceremony
- photo opportunity with the category award winner
- opportunity to provide two (2) promotional material items for inclusion in awards show bags
- opportunity to display company promotional banner on the deck during the Welcome Reception
- fifteen second advertisement included into the sponsorship reel (provided by sponsor)

### MARKETING

- recognition as an awards sponsor on the DCCI website
- recognition as an awards sponsor in the weekly DCCI newsletter
- acknowledgement as an awards sponsor on DCCI social media platforms
- acknowledgement as an awards sponsor in post event award announcement
- logo placement on the award submission form
- logo displayed in the sponsor section of the DCCI website, with a direct link

# PHOTO BOOTH SPONSOR

## AVAILABILITY: 1

The Photo Booth is always very popular at the Business Excellence Awards. Photo Booth sponsorship is an ideal way to have your logo featured on all take home photos from the evening. It's excellent brand exposure!

## PHOTO BOOTH SPONSOR

- company logo appears on all printed photographs from the Photo Booth, co branded with the Dalby Chamber of Commerce and Industry
- opportunity to provide one (1) promotional item for inclusion in awards show bags

## MARKETING

- recognition as the photo booth sponsor on the DCCI website
- recognition as the photo booth sponsor in the weekly DCCI newsletter
- acknowledgement as the photo booth sponsor on DCCI social media platforms
- acknowledgement as the photo booth sponsor in post event award announcement
- logo placement on the award submission form
- logo displayed in the sponsor section of the DCCI website, with a direct link

# SHOW BAG SPONSOR



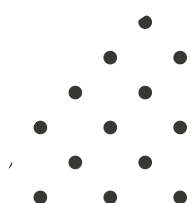
## AVAILABILITY: 1

The Show Bags are a newly introduced sponsorship opportunity. These are an ideal way to have your logo featured on the show bags that will consist of promotional material. It's excellent brand exposure!

## SHOW BAG SPONSOR

- company logo sticker appears on one side of the show bag, co branded with the Dalby Chamber of Commerce and Industry 24th Business Excellence Awards.
- opportunity to provide one (1) promotional item for inclusion in awards show bags

## MARKETING

- recognition as the show bag sponsor on the DCCI website
  - recognition as the show bag sponsor in the weekly DCCI newsletter
  - acknowledgement as the show bag sponsor on DCCI social media platforms
  - acknowledgement as the show bag sponsor in post event award announcement
  - logo placement on the award submission form
  - logo displayed in the sponsor section of the DCCI website, with a direct link
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# IN-KIND SPONSORSHIP



In-kind sponsorships are available and may include (but not limited to):

- Advertising and Publicity
- Logistics

The Dalby Chamber of Commerce & Industry is committed to fostering positive and mutually beneficial partnerships with our sponsors. We welcome the opportunity to discuss your requirements to tailor a package that suits your marketing objectives and budget.

Please contact the Dalby Chamber of Commerce & Industry office to discuss your ideas with us.

Phone 07 4662 4050 or Email [membership@dalbychamber.com.au](mailto:membership@dalbychamber.com.au)



## 2021 Sponsorship Application Form

Name of Business Applicant	ABN/ACN
Name of Business	Website

### Sponsorship:

- ☐ Principal Partner  
guaranteed Business of the Year Sponsor
- ☐ Welcome Reception Sponsor  
guaranteed Encouragement Award Sponsor
- ☐ Award Category Sponsor
- ☐ Photo Booth Sponsor
- ☐ Show Bag Sponsor

### Award Category Preference:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Mailing Address

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Email

Phone

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I am duly authorised to act on behalf of the business listed herein and pledge the above sponsorship for the Dalby Chamber of Commerce & Industry Business Excellence Awards.  
I understand that full payment of the above 2021 Sponsorship will be due by May 31st, 2021.  
\*Any sponsorship commitments will be paid in consecutive years as pledged.

Signature	Position held	Date

Please email this form to: [membership@dalbychamber.com.au](mailto:membership@dalbychamber.com.au)