

# PARTNERSHIP PROPOSAL

2024 Gala  
**BUSINESS  
AWARDS**

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# INTRODUCTION

## *PARTNER WITH US*

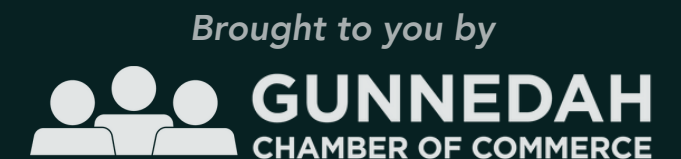
Join us in celebrating excellence and innovation within the business community of Gunnedah by becoming an event partner of the highly anticipated 2024 Gala Business Awards.

This premier event attracts top entrepreneurs, industry leaders, and decision-makers, offering a unique opportunity to showcase your brand and align it with success and achievement.

***ELEVATE YOUR BRAND AT THE 2024  
GALA BUSINESS AWARDS***

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# ABOUT THE EVENT

The 2024 Gala Business Awards recognise and honour outstanding businesses and individuals who have made significant contributions to the economic growth and development of our town.

From startups to established enterprises, these awards celebrate excellence across various categories, including new business, small and large business, and diversity and inclusion.



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# WHEN & WHERE



The 2024 Gala Business Awards will be held on **Saturday, 10 August 2024**, starting at 5:30pm.

The Gala Awards will be held at the **Gunnedah Town Hall** – in the heart of the Liverpool Plains, and one of the richest agricultural areas in Australia.

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# WHY PARTNER?

**Visibility:** Gain prominent exposure to a targeted audience of business leaders, influencers, and potential customers.

**Brand Association:** Align your brand with excellence and innovation in our region's business community, enhancing credibility and reputation.


**Networking Opportunities:** Connect with industry peers, potential partners, and decision-makers during the event and beyond.

**Support Local and Give Back:** Use this opportunity to support and celebrate other local businesses within your region and give back to those who assist in serving our town.

**Marketing Reach:** Benefit from extensive pre-event and post-event marketing campaigns (in accordance with your partnership option), reaching a wide audience through various channels.

**Customisation:** Tailor your partnership package to meet specific marketing objectives and budget requirements.

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# SPONSORSHIP OPPORTUNITIES


**Major Partner:** Enjoy significant branding and naming rights, extensive media coverage, and prominent recognition throughout the event and state.

**Category Partner:** Associate your brand with a specific award category, gaining visibility through logo placement, in-person presentation, verbal acknowledgements, and category-specific marketing efforts that align with your mission.

**Essential Partner:** Sponsor specific supply on the night (ie. Band Sponsor, Bar Sponsor, Catering Sponsor etc) or promotional campaigns (i.e. Promotional Film Sponsor, Radio Coverage Sponsor etc) to align your business and maximise brand exposure before, during, and after the event.



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# MAJOR PARTNER BENEFITS

*As our major partner you can expect:*

- Major partner association with all aspects of the Business Awards advertising and promotion.
- Logo and name credits on all electronic direct mail (EDM) communication campaigns including call for entries, call for tickets, announcement of finalists, announcement of winners – to business members across the region.
- Logo and/or name recognition on all television, radio, print, digital media and social media over the event marketing campaign period.
- Logo and name recognition with Business Awards featured online with Gunnedah Chamber.
- Recognition during the event cycle with verbal acknowledgements and multimedia presentations.
- Logo and name association with awards online.

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# MAJOR PARTNER BENEFITS

*Continued:*

- Logo and name association with all event publicity, including media releases distributed to regional and local media, selected state-based media and Business NSW.
- Recognition during the awards ceremony with verbal event and award category acknowledgements by the Master of Ceremonies (MC).
- Logo and name placement in the printed program – placed on each table at the awards.
- Signage opportunities at the gala event venue.
- Opportunity to feature in Gunnedah promotional video to be played during the gala event.
- Opportunity for a representative to present a Major Partner two-minute address to the gala event audience.

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# MAJOR PARTNER BENEFITS

*Continued:*

- Four complimentary tickets to attend the gala event.
- Opportunity to purchase additional tickets at a discounted rate.
- Post-event exposure in post-event recap materials.



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# AWARD CATEGORY PARTNER BENEFITS

*As a category partner you can expect:*

- Category sponsor association with one of our award categories.\*
- Logo and name credits with your nominated award category leading into the event via:
  - Electronic direct mail (EDM) communication campaigns associated with your award category.
  - Online - social media and Gunnedah Chamber Website.
  - Local and regional media and print.
- Logo and name placement in the printed program – placed on each table at the awards gala and on screen during the gala night.
- Branding on all finalist certificates and professional photographs with all finalists.
- Logo on category award.
- Opportunity for a representative to present your sponsored award category to the winner.
- Two complimentary tickets to attend the gala event.
- First opportunity to reserve a table and purchase additional tickets at a discounted rate.

*\* Sponsorship for specific award categories is available on a first-come, first-served basis. This means that the opportunity to sponsor a particular category is subject to availability.*

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# SELECTED AWARD CATEGORIES

## Outstanding New Business

The Outstanding New Business Award recognises a start-up business, **trading for less than 24 months**, that has effectively driven growth and is able to demonstrate the potential to achieve future success.

## Outstanding Young Business Leader

The Outstanding Young Business Leader Award recognises an inspirational business leader **aged 35 or under** at the time of entry who has demonstrated a commitment to their workplace, industry, and the community through leadership.


## Excellence in Micro Business

The Excellence in Micro Business Award recognises a business, **less than 5 employees**, that has effectively driven growth and is able to demonstrate the specific strategies implemented to achieve business success and/or resilience.

## Excellence in Small Business

The Excellence in Small Business Award recognises a business, **5-20 employees**, that has effectively driven growth and is able to demonstrate the specific strategies implemented to achieve business success and/or resilience.

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# SELECTED AWARD CATEGORIES

*Continued*

## **Excellence in Large Business**

The Excellence in Large Business Award recognises a business, **21 + employees**, that has effectively driven growth and is able to demonstrate the specific strategies implemented to achieve business success and/or resilience.

## **Excellence in Diversity and Inclusion**

This Excellence in Diversity and Inclusion Award recognises businesses that address the needs of a diverse community, including seniors, people from Culturally and Linguistically Diverse (CALD) backgrounds, and people with disability. An inclusive business facilitates the needs of all its employees and customers.



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# ESSENTIAL PARTNER BENEFITS

*As an essential partner you can expect:*

- Selection of essential components\*:
  - Cocktail Courtyard
  - Band
  - Catering
  - Bar
  - Table Decor
  - Videography
  - 360° Photobooth
  - etc
- Logo and name credits with your nominated supply category (i.e. "Band proudly sponsored by {business name}" leading into the event via:
  - Electronic direct mail (EDM) communication campaigns associated with your award category.
  - Online - social media and Gunnedah Chamber Website.
  - In local and regional media.
- Logo and name placement in the printed program – placed on each table at the awards gala.
- One complimentary ticket to attend the gala event.
- Opportunity to purchase additional tickets at a discounted rate.

*\* Sponsorship for specific essential components is available on a first-come, first-served basis. This means that the opportunity to sponsor a particular component is subject to availability.*

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# INVESTMENT

Partnering with Gunnedah Chamber Business Awards signifies prestige and trust, showcasing your brand's commitment to professionalism, integrity, innovation and success within both your industry and our region.

## MAJOR PARTNER

\$10,000

Event Partnership value is \$30,000

## ESSENTIAL PARTNER

Price on discussion

*Event partnership value is to be advised based on essential category selection*


## AWARD CATEGORY PARTNER

\$5,000

Event partnership value is \$8,200

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# CONCLUSION

*Don't miss this unparalleled opportunity to elevate your brand, whilst supporting and helping to promote local businesses.*


Join us as an event partner of the Gunnedah Gala Business Awards and position your brand for success whilst playing an integral part in our local business economy and growth, supporting local business and your local Chamber of Commerce.

Contact Gunnedah Chamber of Commerce at [secretary@gunnedah.org.au](mailto:secretary@gunnedah.org.au) today to explore sponsorship opportunities tailored to your brand.

***SHOWCASE YOUR COMMITMENT TO THE SUCCESS AND GROWTH OF THE GUNNEDAH REGION BUSINESS COMMUNITY!***



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