

# Expression of Interest Sponsorship

2019 Business Excellence Awards

**HOBSONS**  
BAY CITY  
COUNCIL





## INTRODUCTION

**Hobsons Bay City Council is currently seeking Expressions of Interest for sponsorship of the 2019 Hobsons Bay Business Excellence Awards.**

Since 2009, the Hobsons Bay Business Excellence Awards (the awards) has recognised local businesses that have contributed to making Hobsons Bay a great place to do business. From home-based businesses and start-ups, to manufacturers and logistics companies, the awards bring together people from across the business community, and celebrate their successes and achievements.

## WHO CAN BE A SPONSOR?

Sponsorship is available to businesses and organisations from across Hobsons Bay and all surrounding areas. Sponsorship can be provided as cash or in-kind support. Sponsors can be from any industry or community group, 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 2019 Business Excellence Awards.

**Sponsors are not eligible to enter the Business Excellence Awards.**

## WHY SPONSOR THE AWARDS?

If your business operates in Hobsons Bay, or works with businesses that do, becoming a Business Excellence Awards sponsor will give you valuable exposure to people across the Hobsons Bay 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 Hobsons Bay City Council website, across social media channels, through our media partner and on promotional material. Logo positioning and coverage will depend on the sponsorship category selected.

Category naming rights and the opportunity to present an award at the gala dinner are also available, depending on the sponsorship provided.

## 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
- coverage in Hobsons Bay Community News, Council's quarterly newsletter
- significant coverage in e-Works, Council's monthly business e-newsletter
- all media releases promoting the awards and winners
- acknowledgement on Business Excellence Awards collateral and marketing material

## SPONSORSHIP PACKAGES

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

Sponsorship packages include:

**Major Sponsor – \$10,000**

**Awards Sponsor – \$2,500**

To apply to sponsor the Hobsons Bay Business Excellence Awards, please complete the Sponsorship Expression of Interest on page 7. To discuss sponsorship options please contact Council's Economic Development unit on 03 9932 1654.

## DISCLAIMER

All Expressions of Interest will be assessed against the guidelines of the Hobsons Bay City Council Sponsorship Policy. Council will only enter into a sponsorship arrangement with a business or an individual whose reputation and image is consistent with the values, objectives and policies of the Council.

Council reserves the right to refuse any application and registrants should be aware that no agreement with Council will arise upon submission of an Expression of Interest.

For more information, please refer to the [Hobsons Bay City Council Sponsorship Policy](#).

## MAJOR SPONSOR - \$10,000

Availability: 1

As the **Major** sponsor of the Business Excellence Awards, your organisation will have naming rights for both the Business Excellence Awards 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 **Major** sponsor, you will receive:

### Awards Ceremony

- naming rights for the Business Excellence Awards
- category naming rights for the Business of the Year Award
- four tickets to the Gala Dinner Awards Ceremony
- prominent banner placement on stage at the Gala Dinner Awards Ceremony
- acknowledgment as the major sponsor by the Mayor of Hobsons Bay City Council
- acknowledgment on the Business of the Year trophy
- opportunity to make a short speech/presentation at the Gala Dinner Awards Ceremony
- opportunity to co-present Business of the Year Award
- 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 information and promotional material in the foyer at the Gala Dinner Awards Ceremony
- opportunity to provide up to two door prizes to be presented at the Gala Dinner Awards Ceremony

### Marketing

- recognition as the major awards sponsor on the Hobsons Bay City Council website
- recognition as the major awards sponsor in Hobsons Bay Community News
- acknowledgement as the major awards sponsor in Hobsons Bay e-Works monthly newsletter during the nomination period
- acknowledgement as a major sponsor in post-event media release
- prominent logo placement on the awards entry form
- logo displayed in the sponsor section of the Hobsons Bay City Council website, with a direct link

## AWARDS SPONSOR - \$2,500

Availability: 10

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

As an **Awards** sponsor, you will receive:

### Gala Dinner Awards Ceremony

- naming rights for one Business Excellence Awards category
- two tickets to the Gala Dinner Awards Ceremony
- banner placement at the Gala Dinner Awards ceremony
- acknowledgement as an awards sponsor by the Mayor of Hobsons Bay City Council
- opportunity to present an award at the Gala Dinner Awards Ceremony
- photo opportunity with the award winners
- opportunity to provide promotional material for inclusion in awards show bags
- opportunity to display company information and promotional material in the foyer at the awards Gala Dinner Awards Ceremony
- opportunity to provide up to two door prizes to be presented at the Gala Dinner Awards Ceremony

### Marketing

- recognition as an awards sponsor on the Hobsons Bay City Council website
- acknowledgement as an awards sponsor in the Hobsons Bay e-Works monthly newsletter during the nomination period
- acknowledgement as an awards sponsor in post-event media release
- your company logo displayed in the sponsor section of the Hobsons Bay City Council website, with a direct link

**Please note** – Awards sponsorship is also available to businesses providing in-kind support to the awards. If you are interested in providing in-kind sponsorship, please contact Council's Economic Development unit on 9932 1654 or email

[business@hobsonsbay.vic.gov.au](mailto:business@hobsonsbay.vic.gov.au).

# 2019 BUSINESS EXCELLENCE AWARDS SPONSORSHIP

## EXPRESSION OF INTEREST

### Business Information

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Position Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### Preferred sponsorship package (please select)

- Major Sponsor – \$10,000  
 Awards Sponsor – \$2,500

Name of authorised representative: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**In submitting an Expression of Interest, the applicant is acknowledging that they have examined and understood the application process, and that the information contained in the submission is accurate.**

**Please forward an electronic copy of your EOI in PDF format to [business@hobsonsbay.vic.gov.au](mailto:business@hobsonsbay.vic.gov.au)**

If you require assistance or further information about registering an Expression of Interest for the provision of sponsorship, please contact the Hobsons Bay Economic Development unit on 03 9932 1654 or email [business@hobsonsbay.vic.gov.au](mailto:business@hobsonsbay.vic.gov.au).

## PRIVACY NOTIFICATION

The information requested is being collected by Council for the purpose of sourcing sponsorship for the 2019 Hobsons Bay Business Excellence Awards. The information supplied will be used only for this purpose and/or directly related purposes unless consent is otherwise provided by the applicant.

The applicant may apply to Council for access to and/or amendment of this information. For further information contact Council's Privacy Officer on 9932 1000.