

SPONSORSHIP INFORMATION



HOBSONS
BAY CITY
COUNCIL



Hobsons Bay City Council is currently seeking Expressions of Interest for sponsorship of the 2023 Hobsons Bay Business Excellence Awards.

Since 2009, the Business Excellence Awards have recognised local businesses that contributed to making Hobsons Bay a great place to do business. From home-based businesses and start-ups, to manufacturers and logistics companies, the business excellence 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 2023 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. Not only will your business strengthen and grow your professional network, it will further demonstrate your commitment to the local business economy.

As a Business Excellence Awards sponsor, your organisation will be supporting local business and encouraging excellence, while also gaining valuable exposure to people across the Hobsons Bay community.

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

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:

Gold Sponsor - \$5,000 ex GST

Silver Sponsor - \$2,500 ex GST

To apply to sponsor the Business Excellence Awards, please complete the Sponsorship Expression of Interest online form. To discuss sponsorship options please contact Council's Economic Development team on 03 9932 1654.

IN-KIND SPONSORSHIP

An alternative to the sponsorship packages is In-Kind sponsorship. This option is to provide goods and/or services instead of cash.

As an In-Kind sponsor, you will receive:

- recognition as an In-Kind sponsor on the Hobsons Bay City Council website
- acknowledgement as an In-Kind sponsor in Hobsons Bay e-Works monthly newsletter during the gala promotional period
- opportunity to display company information and promotional material in the foyer at the Business Excellence Awards Gala

Some In-Kind sponsorship ideas for the Hobsons Bay Business Excellence Awards could include but are not limited to:

- Contribution to door prizes
- Contribution to décor/styling
- Printing services
- Event equipment

GOLD SPONSOR

\$5,000

The **Gold** sponsor package features a broad range of promotional and networking opportunities to supporters of the awards. You have the opportunity to be either a general sponsor or sponsor a category, with complimentary tickets to the Business Excellence Awards Gala and various promotional activities included in the **Gold** sponsor package.

As a **Gold** sponsor, you will receive:

GALA DINNER AWARDS CEREMONY

- four tickets to the Business Excellence Awards Gala
- prominent banner placement on stage at the Business Excellence Awards Gala
- acknowledgement as a gold sponsor by the Mayor of Hobsons Bay City Council
- acknowledgement on the prize vouchers presented to winners
- group photo opportunity with award winners
- opportunity to display company information and promotional material in the foyer at the Business Awards Ceremony
- opportunity to provide up to 2 door prizes to be presented at the Business Excellence Awards Gala

MARKETING

- recognition as the gold awards sponsor on the Hobsons Bay City Council website
- recognition as the gold awards sponsor in Hobsons Bay Community News
- acknowledgement as the gold awards sponsor in Hobsons Bay e-Works monthly newsletter during the nomination period
- acknowledgement as a gold sponsor in post-event media release

SILVER SPONSOR

\$2,500

The **Silver** sponsor package features a broad range of promotional and networking opportunities to supporters of the awards. Complimentary tickets to the Business Excellence Awards Gala and various promotional activities are included in the **Silver** sponsor package.

As a **Silver** sponsor, you will receive:

GALA DINNER AWARDS CEREMONY

- two tickets to the Business Excellence Awards Gala
- banner placement at the Business Excellence Awards Gala
- opportunity to display company information and promotional material in the foyer at the awards Business Excellence Awards Gala
- opportunity to provide up to 2 door prizes to be presented at the Business Excellence Awards Gala

MARKETING

- recognition as a silver awards sponsor on the Hobsons Bay City Council website
- acknowledgement as a silver awards sponsor in the Hobsons Bay e-Works monthly newsletter during the nomination period

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.