

ATTACHMENT A

**NSW BUSINESS CHAMBER BUSINESS
AWARDS 2014-16 SPONSORSHIP
PROPOSAL CATEGORY SPONSOR**



NSW Business Chamber Business Awards 2014-16

Partner Sponsorship
Category Sponsor



ATTACHMENT A



*"We all had a great night and would like to try and be a **part of this event each year**"*

Matthew Beattie, Head of NRMA BusinessWise – 2012/13 awards sponsor



Tina Lonergan | Global City Marketing

City Engagement

Town Hall House, Level 2, 456 Kent Street, Sydney 2000

Telephone: +61 2 9265 9598 / +61 434 320 763

tlonergan@cityofsydney.nsw.gov.au www.sydney2030.com.au

Dear Tina

NSW Business Chamber – CITY OF SYDNEY – 2014/2016 Category Sponsor

Further to our partnership discussions, we would be delighted for CITY OF SYDNEY to engage our Business Awards as partners for 2014 to 2016 as an exclusive three year Category Sponsor.

NSW Business Chamber is the State's leading and largest business organisation which represents and supports now over 15000 companies operating across the State (including some of the largest Australian and multi-national companies with our Sydney Business Chamber).

Our mission's simple – to support and grow business and their services in this state and beyond.

The enclosed 2014-16 Category Awards Sponsorship provides you Category Ownership for our entire event series. This year we substantially expanded our Awards to be our largest ever event recognition. Additionally we now embrace the Tourism Industry Council as part of NSWBC, a strategy designed to grow and support our Tourism Industry sectors.

Join our largest ever Business Awards program as exclusive Category Sponsor, for strong City and regional business exposure and measurable ROI.

Yours Sincerely

Owen Coughlan

Owen Coughlan

Partnership and Sponsorship Manager

NSW Business Chamber

140 Arthur St North Sydney NSW 2060

Tel: 02 9458 7329 | Mob: 0413 730544 | Fax: 02 9929 6388 | Web: www.nswbusinesschamber.com.au

(updated- February 2014)



Overview

The **NSW Business Chamber Business Awards** recognise the outstanding achievements of our members, and pay tribute to the businesses that make our membership community. In 2013 NSW Business Chamber achieved exceptional membership growth with currently 15000 Businesses as Members.

Last year over 800 guests joined us for our spectacular gala dinner, featuring exciting live entertainment, a sumptuous dining experience, excellent networking opportunities and the nail-biting announcement of the award winners. This year we are engaging Regional Awards state wide.

In 2014 our great venue is **Darling Harbour Pavilion, Sydney, on Friday 28th November, 2014.**

City of Sydney Category Sponsorship comes with expanded participation State wide, with an integrated marketing campaign, affording your sponsorship extensive brand association and direct product generation within the NSW Business Chamber membership and regional client base.

2014 award categories (your choice of category)

- Excellence in Innovation
- Excellence in Sustainability
- Excellence in Small Business *
- Excellence in Business Ethics
- Employer of Choice
- Young Business Executive
- Young Entrepreneur
- Business Leaders Award
- Excellence in Export
- 2013 Local Chamber of Commerce
 - (City of Sydney)

As Category Sponsor, the additional State expansion delivers a unique event series that includes:

- Two month marketing and communication plan
- Inspirational and uplifting business success stories
- Opportunities to promote your organisation alongside business good news stories
- High-profile speakers and performers
- Exciting live entertainment
- Quality networking

Target audience and award participants

- Business owners, CEOs and Category decision makers
- Small, medium and large businesses across all sectors
- Established and growing businesses
- Policy makers
- Media



2014/15/16 Business Awards Category Sponsor / Investment: \$40,000 p/yr exc. GST

CITY OF SYDNEY sponsorship entitlements (note: support provisions & terms Pg.7)

Branding rights

Event Category logo branded (+ participating Regional Annual Awards Dinners)

Awards Judging process

Sponsor judging of Category awards and NSW Business Chamber Award

Sponsor representative to judge Category awards.

Event inclusions

Sponsor introduced and recognised at Annual Awards Dinner

Sponsor to present Award prize on the night

Sponsor recognised as exclusive Category sponsor across both the Regional and State Awards on the different nights.

Recognised as sponsor in CEO, President and MC welcome addresses

1 x complimentary table 8 guests – All Regional Award events

4 x complimentary places – Regional Awards pre-event VIP function

2 x complimentary table 10 guests – Annual State Awards Dinner

10 x complimentary places – Annual State Awards pre-event VIP function

Opportunity to purchase additional dinner tickets at discounted rates

Marketing inclusions - pre-event

Sponsor logo and link on Annual Awards website

Sponsor logo on Annual Awards EDMs – Annual Awards Sponsor logo co-branded on Annual Awards

EDMs – Annual Awards Dinner pre-event VIP function

Marketing inclusions - on the night

Full page advertisement in Annual Awards event program - outside back cover

Welcome letter from sponsor in Annual Awards event program (200 words)

Sponsor bio included in Annual Award event program (200 words)

Sponsor logo co-branded in Annual Award event program Sponsor logo co-branded on screen during Award Presentations

Sponsor logo co-branded on holding slide

Sponsor logo co-branded on screen during entertainment

Sponsor logo co-branded on table menus

Continued over page...

Marketing and editorial inclusions - post event

ATTACHMENT A



Sponsor logo in Business Connect post event award supplement
 Sponsor bio included in State Award supplement (50 words)
 Full page colour ad in State Award supplement
 Full page colour ad in Business Connect magazine (4 issues, 12 months)
 Editorial content in Business Connect (4 issues, 12 months)

Awards Participating Chambers & Regions – new in 2014

For CITY OF SYDNEY, these additional Business Chambers & regions as Category Sponsor, linked through to the NSW Annual Awards Event.

Updated- now includes:

2014 AWARD DATES

REGION	ENTRIES OPEN	ENTRIES CLOSE - SOFT	JUDGE WEB CONFER	JUDGINGS START	FINALISTS ANNOUNCED	AWARD GALA EVENT
Confirmed NSWBC Confirmed LCC Dates						
Central West/Orana Dubbo	12 Feb 2014	24 Mar 2014	24 Mar 2014	26 Mar 2014	11 Apr 2014	Friday 9 May 2014 Taronga Central Plains Dubbo
Murray Riverina Griffith Draft	26 May 2014	7 July 2014	8 July 2014	9 July 2014	25 July 2014	Friday 15 August 2014 No venue selected Griffith
Mid North Coast Port Macquarie	23 June 2014	14 Aug 2014	6 Aug 2014	8 Aug 2014	26 Aug 2014	Friday 19 September 2014 Rydges Port Macquarie
Northern Rivers	7 March 2014	18 April 2014	State Judges Only	29 April 2014	13 May 2014	Friday 13 June 2014 Trophy presentation Byron Bay
New England/ North West	30 June 2014	11 Aug 2014	8 Aug 2014	15 Aug 2014	2 Sep 2014	26 September 2014 Crossing Theatre Narrabri
Sydney South West	2 June 2014	14 July 2014	16 Jul 2014	18 July 2014	29 July 2014	Friday 29 August 2014 TBA
Sydney South East	30 April 2014	11 June 2014	13 Jun 2014	23 June 2014	27 June 2014	Friday 25 July 2014 ATC Randwick/ Dockside (tba)
Sydney North/ Sydney West (WASABE)						Friday 22 August 2014 Fully aligned NSWBC

ATTACHMENT A



Sydney North East	16 June 2014	28 July 2014	30 Jul 2014	1 Aug 2014	19 Aug 2014	Friday 12 Sep 2014 Luna Park, Sydney
BIZNET Blue Mountains					TBC	October 2014
Central Coast Wyong Gosford/Erina					19 July 2013 TBC TBC	16 August 2014 Mingara Rec Club Central Coast
Rhino Awards Orana/Far West	TBC				TBC	TBA Dubbo
Hunter Business Chamber Newcastle	TBC				TBC	Friday 1 August 2014
Illawarra Business Chamber	TBC				TBC	TBA Illawarra
State Award					17 Oct 2014	28 November 2014 Darling Harbour Pavillion

Additional information

Award program and judging opportunities

To ensure the highest standard of award submissions, NSW Business Chamber actively generates submissions from the best regional and metropolitan businesses, via our extensive regional network and frontline team who are on the road across the state and at the coalface with our members.

Sponsors are involved not just in the event, but throughout the awards process. Sponsor representatives are invited to participate in the judging process, along with a NSW Business Chamber expert in the field and a business representative from the NSW Business Chamber State Council.

Marketing and communications plan

The Annual Awards are promoted widely to NSW Business Chamber members and customers in the ten months leading up to the dinner in November, through our publication Business Connect magazine, corporate website, Annual Awards website, at all our events throughout the year and through dedicated email campaigns to 15,000 contacts, and targeting CBD centric.

February- June

Regional Awards extensive local marketing communications

June

Website launch

Email campaign to members – ‘entries opening soon’

Annual Awards article in June enews

2012 event winners invited to key NSW Business Chamber events to promote the impact of their win and encourage entries for 2013

September

Email campaign – ‘enter now’

Annual Awards article in August enews

Dedicated tele campaign to encourage members to enter

2013 event winners invited to key NSW Business Chamber events to promote the impact of their win and encourage entries for 2014

September – entries close end of the month

Email campaign – ‘last chance to enter’

Annual Awards article in September enews

Dedicated tele campaign to encourage members to enter

2013 event winners invited to key NSW Business Chamber events to promote the impact of their win and encourage entries for 2014

October – judging

Email campaign – ‘book now’

Annual Awards article in October e-news

2013 event winners invited to key NSW Business Chamber events to promote the impact of their win and encourage entries for 2014

November – Annual Awards Dinner

Email campaign – last chance to book

Annual Awards article in November enews

2013 event winners invited to key NSW Business Chamber events to promote the impact of their win and encourage entries for 2014

January

Business Connect magazine – January issue. Dedicated post-event supplement.

Review of 2014 and subsequent Awards

Special Provisions to NSWBC

As part of this Category Sponsorship, CITY OF SYDNEY may provide to NSWBC their marketing support material for promotion. Terms for Awards engagement:

Terms

1. Effective for the period February 2014-Dec 2016, three year Category sponsorship with option for additional three years renewable.
2. Company to be given first option for other Business Awards participation 2017- 2019.
3. Event Sponsorship and Membership arrangements offered to company are subject to NSWBC's standard terms and conditions. www.nswbusinesschamber.com.au/conditions
4. Events and event attendances are not guaranteed and may change without notice
5. Events are for information purposes only and do not constitute advice to delegates

Special Membership Offer

NSWBC will offer Sydney City a discount on Corporate Membership.

For this 3-year Awards Sponsorship participation :

One year's membership with **Corporate Connections** : 20% discount (for each of 3years)

One year's membership with **Corporate IR** : 20% discount.(for each of 3years)

❖ Terms and conditions apply.

*I found the whole event to be **one of the best corporate events I have attended in 2010** and I am delighted CPA Australia has extended its relationship right across NSW with the Chamber.*

Andrew Crawford FCPA, President - NSW Division, CPA Australia

2014 Business Award Categories

Excellence in Innovation

Recognises businesses that have made significant contributions to their industry through the introduction or improvement of an idea, method, technology, process or application. This may be demonstrated by, but is not limited to:

- New products/services or business offerings
- Transformations in production or business processes or in work or people organisation
- Application of a new technology or imaginative new uses of existing technology
- History of continual and incremental innovations resulting in new competitiveness capabilities
- Excellent track record of eliciting innovative ideas and managing innovations in the workplace

Entrants must be able to demonstrate the following:

- A deep understanding of their customer and market needs including industry trends and landscape
- A culture of innovation including vision, leadership, supportive new ideas, commercial innovation
- Balanced investment between current and future needs
- Continuous development/improvement processes

Ability to manage/protect IP that is generated through the innovation process in a practical manner

Excellence in Sustainability (*eligibility for businesses where sustainability is not their core business)

The Excellence in Sustainability award recognises businesses that are working to reduce the impact of their operations on the environment and/or provide products and services that have positive environmental outcomes.

The criteria for assessing excellence in sustainability include:

- Staff engagement and incentives for sustainability
- Resource efficiency (water, energy and waste) including measurement and reporting
- Supply chain management/sustainable procurement, including the use of “recycled content” products
- Response to climate change and the reduction of greenhouse gas emissions
- Restoration of habitat and other actions to protect and enhance biodiversity
- Strategic approach and planning to “greener” products and services

Employer of Choice

The Employer of Choice award recognises organisations that put in place strategies and initiatives to create stimulating and supportive workplace environments for their employees. These strategies or initiatives must have a positive impact on both employees and the organisation as a whole.

This may be demonstrated by, but is not limited to:

- Implementing new and different OHS and environmental strategies to improve their workplace (e.g. original manual handling solutions, creative risk solutions, improvement in safety strategies).
- Training and education initiatives (how staff are recognised and rewarded, structured training programs, structured career paths, succession planning and opportunities for development and growth).
- Implementing human resource initiatives (e.g. flexible working arrangements)
- Ongoing measurement (and positive results) of employee engagement



Excellence in Business Ethics

Recognises outstanding business people who have been able to achieve business success while acting in an ethically responsible way. This award recognises individuals in business

- Practice ethically aware behaviors in their business dealings to build win/win enduring relationships and:
- Forge a union between business partners and the communities that are touched by their business practices.

The criteria for assessing ethical business practice for an individual include:

- Example to their peer and society
- Advocates of ethical and responsible business in corporate governance
- Appreciated by the communities they affect

Note: The recipient of this Award will be selected as an area nominee for the prestigious global Business for Peace Awards, with all nominees profiled in a book of honourable business practitioners issued by the Business for Peace Foundation.

Excellence in Small Business *

The Excellence Small Business Growth Award recognises a company (employing less than 20 employees) that has attained significant growth and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth in the financial year to 30th June 2012.

This may be demonstrated by, but is not limited to:

- Overall market share growth within the June 2009 to June 2010 financial year
- Increase in sales revenue and net overall profit within the June 2009 to June 2010 financial year
- Increase in productivity and outcomes (e.g. people, processes and marketing)

Young Entrepreneur (18-35 age group)

The Young Entrepreneur Award recognises an inspirational young person aged between 18 – 30 years who through their own commitment and passion has built a successful business. This award recognises young business leaders who demonstrate *outstanding* entrepreneurial spirit, strategic direction, and innovative ideas whilst providing inspiration to a new generation of upcoming young Entrepreneurs.

Young Business Executive (18-35 age group)

The Young Business Executive Award recognises positive contribution to business by a young person aged between 18 – 30 years, who through their own commitment and passion have outstanding results in a business environment. This award recognises young executives in a team environment who demonstrate outstanding business acumen, strategic engagement, and are recognised accordingly. An Inspiring young business executive.



Business Leaders Award (35 + age group)

This award recognises the positive contribution made to business by business people and professionals. This Business Leaders Award recognises those who demonstrate *outstanding* Leadership, entrepreneurial spirit, strategic business direction, innovative ideas whilst providing inspiration to a new generation of upcoming business leaders.

Excellence in Export

The Excellence in Export recognises leading examples of businesses that are forging a strong reputation for Australian products and services in international markets. The Export Award recognises Australian companies achieving outstanding export success in any areas of the following:

- An innovative export marketing strategy
- Growth through export sales
- Expansion into new markets
- Export sales as a percentage of overall sales

NSW Business Chamber Award – Business of the Year

The NSW Business Chamber Award is presented by the President of NSW Business Chamber and takes into account all award categories and is awarded to a company considered an 'all-rounder', giving a superior performance in all aspects.



Confirmation form

2014/15/16 Annual Business Awards Category Sponsor

Investment: \$40,000 p/yr. exc. GST

Branding rights

- Category partner sponsor Logo (Annual Awards Dinners regions participating + Sydney and VIP event)

Awards process

- Category Sponsorship level
- Sponsor judging of Category awards and NSW Business Chamber Award
- Sponsor representative judge Regional Category awards

Event inclusions

- Sponsor introduced and recognised at participating Regional Awards + State Award as specified
- Recognised as event partner in CEO, President and MC welcome addresses
- 2 x complimentary tables 10 – Annual Awards Dinner
- 10 x complimentary places – Annual Awards Dinner pre-event VIP function
- 1 x complimentary table 8 – participating Regional Awards Dinners and 4 x complimentary places pre event VIP function
- Opportunity to purchase additional dinner tickets at discounted rates

Marketing inclusions - pre-event

- Sponsor logo and link on Annual Awards website
- Sponsor logo on participating Regional and Annual Awards mail invite – Annual Awards Dinner
- Sponsor logo on participating Regional and Annual Awards mail invite + pre-event VIP function
- Sponsor logo on participating Regional and Annual Awards EDMs – Annual Awards Dinner
- Sponsor logo on Annual Awards EDMs – Annual Awards Dinner pre-event VIP function

Signed

NSW Business Chamber

Name

Position

Witness.....

Date.....

Marketing inclusions - on the night

- Opportunity to show 1-2 minute sponsor video
- Full Page advertisement in event program
- Welcome letter in event program (200 words)
- Sponsor bio included in event program (200 words)
- Sponsor logo in Annual Award event program
- Sponsor logo on screen during Annual Award Category presentation
- Sponsor logo on holding slide
- Sponsor logo on screen during entertainment
- Sponsor logo on Annual State Award table menus

Marketing and editorial inclusions - post event

- Sponsor logo co-branded in Business Connect post event Annual Award supplement
- Sponsor bio included in award supplement (200 words)
- Full page colour ad in State Award supplement
- Full page colour ad 4 x issues (12 Months) in Business Connect magazine
- Editorial content in Business Connect

Special provisions

- Note provisions & terms Pg. 7

Signed

CITY OF SYDNEY

Name

Position

Witness.....

Date.....

ATTACHMENT A



Overview - Annual Awards sponsorship Entitlements

INCLUSIONS	CATEGORY SPONSOR (STATE WIDE) \$70,000	CATEGORY SPONSOR (STATE WIDE) \$40,000	GOLD SPONSOR (STATE WIDE) \$25,000	SILVER SPONSOR \$15,000	VIP EVENT SPONSOR (STATE ONLY) \$20,000	REGIONS SPONSOR (REGION ONLY) \$2,000	ENTERTAINMENT SPONSOR (STATE ONLY) \$10,000
Event inclusions							
Sponsor to make awards address	Dinner				VIP		
Sponsor to present award prize on the night	All categories	yes	YES				
Recognised as sponsor in CEO VIP Address	yes	Yes			yes	YES	yes
Recognised as sponsor in President's welcome address	Dinner		YES			YES	
Recognised as sponsor in MC welcome address	Dinner	Dinner	Dinner		Dinner	YES	Dinner
State Gala Dinner complimentary tickets	20**	10*	10		10*		10*
State VIP pre-dinner function complimentary tickets	10	6	6		2		0
Regional Gala Dinner complimentary tickets per event	8	4			N/A	2	
Opp to purchase additional dinner tickets at disc. rates	yes	yes	YES		yes	yes	yes
Marketing inclusions - pre-event							
Sponsor logo and link on Annual Awards website	Co-branded	yes			yes		yes
Sponsor logo on State Awards EDMs - dinner	Co-branded	yes	YES		yes		yes
Sponsor logo on State Awards EDMs - VIP	Co-branded	yes	YES		yes		
Sponsor Logo on Regional Awards edm's	YES	YES				YES	
Marketing inclusions							
Opp to show 1-2 minute video sponsor video at State Award gala dinner	Yes						
Full page advertisement in State Award event program	OBC	ROP	YES	YES			
Welcome letter from sponsor in State Awards event program	200						
Sponsor bio included in State Awards night event program	200 words	50 words	50 words	50 WORDS			50 words
Sponsor logo included in State Award event program	Co-branded	yes	YES	YES	yes		yes
Sponsor logo on screen during award category presentation (state and regional events)	Co-branded	yes					
Sponsor logo on holding slide	Co-branded	yes	YES	YES	yes		yes
Sponsor logo on screen during entertainment	Co-branded	yes	YES	YES			yes

ATTACHMENT A



Sponsor logo on table menus (state and regional events)	Co-branded	yes			yes		yes
Sponsor logo on name badges (state and regional events)	Co-branded						
Sponsor logo on table menus (state event)			YES	YES			
sponsor logo on table menus (regional event)	YES	YES				YES	
Marketing and editorial inclusions - post event							
Sponsor logo included in State award supplement	Co-branded	yes	YES	YES	yes		yes
Sponsor bio included in State award supplement	200 words	50 words	50 WORDS	50 WORDS	50 words		50 words
Full page colour ad in State award supplement	yes	yes	YES	YES	YES		
Full page colour ad in Business Connect magazine	4 issues (12 mths)	3 issues (12 months)	2 issues (12 Months)	1 issue (12 Months)	1		1
Editorial content in Business Connect	Editorial content in Business Connect	Editorial content in Business Connect	Editorial content in Business Connect				

** 2 x tables of 10

* 1 x table of 10. Note: seats cannot be split on different tables around the room.