



2024
**VIC PARK
BUSINESS
AWARDS**

SPONSORSHIP PACK



TOWN OF
VICTORIA PARK

For more information visit vicpark.info/business-awards



Now in its sixth year, the Vic Park Business Awards continues to celebrate the amazing achievements of businesses in the Town, and the contributions they have made to the local community and economy.

Businesses have the opportunity to sponsor a number of categories.

Why sponsor the Vic Park Business Awards?

As well as supporting the local business community, as a Vic Park Business Awards sponsor you'll have the unique opportunity to build relationships with the local community through channels you may not typically have access to.

The Vic Park Business Awards receive extensive promotion through a variety of channels, including organic social media and paid advertising. The Town has over **24,000** followers across its official social media platforms, including Facebook, Instagram and LinkedIn.

The opportunity

There are a number of award categories available for sponsorship. By sponsoring an award you get exclusive naming rights to that award for the 2024 Vic Park Business Awards, along with a number of other benefits.

Category sponsorship benefits includes:

- Exclusive naming rights for the 2024 Vic Park Business Awards (e.g. [Your business] Excellence in Marketing award)
- Your name and logo included on the website, application pack, awards certificates, and other associated promotional collateral.
- A dedicated social media post associated with your sponsored award.
- Promotion across a range of media, including social media and print media.
- At the awards ceremony:
 - 4 Tickets (Platinum and Gold Sponsors) OR 2 Tickets (Silver Sponsors)
 - 10% off ticket price for corporate table (8 per table)
 - The opportunity to display promotional collateral, such as flyers or banners (to be negotiated).
 - Your details included in the ceremony programme (Business of the Year and People's Choice Award sponsors get full page ads).
 - The chance to present your category award to the winner.
 - A 30 second video promoting your business (for Business of the Year sponsor only).





Award categories available for sponsoring:

Business of the Year

Celebrating a business that has excelled in the past year, demonstrating outstanding leadership, innovative thinking and that has contributed to the Town of Vic Park community.

Best New Business

Presented to a successful business that has opened up in the last 18 months.

Excellence in Marketing

Recognising a local business with demonstrated excellence in marketing through an innovative or unique campaign or marketing plan. (Please note, this award is not open to marketing professionals).

Community Connection Award

Presented to a business that is community minded and has contributed to the community to benefit others.

Excellence in Professional Service

Recognising an outstanding local professional service firm offering unique solutions and knowledge-based services.

Excellence in Tourism and Hospitality

Awarded to a businesses in the tourism and hospitality industries that has made an overall contribution to both the local and/or wider tourism industry.

Excellence in Access and Inclusion

A celebration of a business which has been inclusive in its employment practices and/or has focused on making their business accessible to all individuals.

Excellence in Innovation

This award recognises businesses that have embraced change or adapted to market changes, adopting new types of business models or technology to deliver quality products or services.

People's Choice

The winner of this award is voted for by the Vic Park community. All businesses who submit an application will be in the running for the People's Choice Award.

Excellence in Retail

Celebrating a unique retail offering that attracts visitors to the Town of Vic Park.

Pricing

| | |
|---------------------------------------|---------------|
| Platinum sponsorship | \$1000 |
| Business of the Year | |
| Gold sponsorship | \$800 |
| People's Choice Award | |
| Silver sponsorship | \$500 |
| Best New Business | |
| Excellence in Marketing | |
| Excellence in Tourism and Hospitality | |
| Excellence in Access and Inclusion | |
| Community Connection Award | |
| Excellence in Innovation | |
| Excellence in Professional Service | |
| Excellence in Retail | |

"To be recognised in some of the categories was fantastic, to win an award was even better. Spending the evening around all other finalists was an amazing way to network and continue to build an amazing community."

- Ceri, BOLT Fitness.





Sponsorship agreement

Company name

Contact name

ABN

Company position

Address

Phone

Mobile

Email

Category for sponsorship:

Please select preferred

- | | |
|---|--|
| <input type="radio"/> Best New Business | <input type="radio"/> Community Connection Award |
| <input type="radio"/> Business of the Year | <input type="radio"/> People's Choice Award |
| <input type="radio"/> Excellence in Marketing | <input type="radio"/> Excellence in Innovation |
| <input type="radio"/> Excellence in Tourism and Hospitality | <input type="radio"/> Excellence in Professional Service |
| <input type="radio"/> Excellence in Access and Inclusion | <input type="radio"/> Excellence in Retail |

Payment will take place by invoice. Town staff will be in touch with the next steps. If you have any questions, please email business@vicpark.wa.gov.au



Conditions of sponsorship

It is agreed that:

- 1 The full term of this agreement is for the period of June 2024 to June 2025.
- 2 The Town of Victoria Park will deliver to THE SPONSOR the category sponsorship benefits as set out in this agreement.
- 3 THE SPONSORS are responsible for providing a copy of their logo. Sponsors are responsible for the security of their equipment and materials at the Vic Park Business Awards.
- 4 Payments will be made as follows: Town of Victoria Park will invoice THE SPONSOR for the amounts due under this agreement upon receipt of the sponsorship form.
- 5 Payment will be due 30 days from the invoice being issued to THE SPONSOR from the Town.
- 6 Payment of all monies due and payable must be received before the organisation will be listed as a sponsor in any official materials.
- 7 The parties acknowledge that Town of Victoria Park maintains intellectual property rights to the Vic Park Business Awards. Intellectual property rights incorporate any materials produced by the Town for the Vic Park Business Awards including all patents, copyrights, registered designs, and trademarks; any application or right to apply for registration of any of these rights;
- 8 Town of Victoria Park will design, manage and generally take responsibility for the public promotion, operation and delivery of the awards as part of its overall business activities.
- 9 The parties acknowledge that each party's name and logo is the property of that party. Use of another party's name or logo must not occur without prior consent from that party.
- 10 The parties acknowledge that by sponsoring an award their business will not be eligible to win the award for their sponsored category.
- 11 A business can only sponsor one category. Once the sponsorship nominations close, a business can sponsor another category, if there are remaining categories available.

and the right to have confidential information kept confidential.

"We're committed to supporting and empowering local businesses. At the Vic Park Business Awards, we celebrate the achievements of our local businesses, acknowledging their important contribution to our whole community, and to making the Town of Victoria Park a dynamic place for everyone."

**– Mayor Karen Vernon,
Town of Victoria Park**



**WE'RE OPEN
VIC PARK**

#VICPARKBIZ

victoriapark.wa.gov.au



TOWN OF
VICTORIA PARK

#vicparkbiz