



# Hawkesbury City Council

## attachment 2 to item 55

### 2012 Hawkesbury Local Business Awards

date of meeting: 8 May 2012  
location: council chambers  
time: 6:30 p.m.



## 2012 Local Business Awards Sponsorship Proposal



- |                      |                  |                           |                      |                    |
|----------------------|------------------|---------------------------|----------------------|--------------------|
| • Auburn City        | • Campbelltown   | • Hills                   | • Inner West         | • Parramatta       |
| • Bankstown          | • Canterbury     | • Holroyd City            | • Liverpool City     | • Penrith City     |
| • Blacktown City     | • Fairfield City | • Hunter                  | • Mt Druitt St Marys | • St George        |
| • Camden/Wollondilly | • Hawkesbury     | • Illawarra & South Coast | • Northern Beaches   | • Sutherland Shire |



# Getting to the Heart of local business

The 2012 Local Business Awards program is a unique opportunity to promote your company to some of the most outstanding businesses, employees, customers, governments and media within both Sydney and the metropolitan area.

Precedent Productions, founders and managers of the Local Business Awards, offers sponsors a widely recognised and creditable brand with many opportunities to reach not only business leaders, but their employees and the community that are their customers.

This program not only recognises high performers in small business, but also gives sponsoring partners the opportunity to establish strong relationships with the small business community.

Precedent Productions understands that each company will have unique needs and decision-making considerations. Our sponsorship package has been designed with flexibility in mind, intended to accommodate your marketing needs.

In brief, The Local Business Awards involve:

- Twenty one Business Awards Programs
- Total of 12,427 businesses registered
- 8,524 guests in total attending the Awards Presentation Evenings
- Over 197,778 nominations received in total from local communities
- Exclusive media coverage lasting 11 weeks per program, reaching over 2 million readers.



## **FAIRFAX COMMUNITY NEWSPAPERS**

*Fairfax Community Newspapers are once again proud to be Media Partners of the Business Awards Program in 2012. We are honoured to be part of this prestigious program as it is a time to reflect on the determination, challenges and successes facing all businesses in our community, and we welcome the opportunity to showcase the efforts of local businesses in their quest for excellence.*

**Peter Christopher**  
**Chief Executive & Publisher**  
**Fairfax Community Newspapers (NSW)**



# Local Business Awards 2012





### **IT'S ALL ABOUT LOCAL BUSINESS**

The Awards recognise the hard work of hundreds of local business owners - their contribution to local communities, their employment of millions of Australians, and their role in the Australian economy.

The Local Business Awards sponsorship program offers you more than just simple exposure or an association with the Awards. It aims to help you establish lasting relationships with the local business community, providing long-term benefits for sponsors and participants alike. The involvement of sponsors with a sincere interest in local businesses will be fundamental to the success and longevity of the program.

### **AIMS & OBJECTIVES**

The aims and objectives of the Local Business Awards are to:

- Deliver a high profile program throughout Sydney, Hunter and Illawarra regions.
- Acknowledge the drive and dedication required to succeed in business and recognise the best in the industry locally.
- Present businesses with marketing tools that take them to a new level within their region, while also enhancing the acquisition of new customers from beyond their local areas.
- Provide sponsors with a unique marketing opportunity that allows their products or services to be promoted to various markets, by either focusing on specific regions or particular categories that the Local Business Awards cover.
- Provide the general public with a source of information that acts as a guide to some of the state's most outstanding businesses in over 25 industry specific categories.
- Unique networking opportunities for all participants - sponsors, local government, businesses and the general public.

# Local Business Awards 2012

## **BENEFITS FOR SPONSORS**

As a member of a select group, Awards Sponsors receive:

- Recognition as a supporter of a reputable program whose status is confirmed within the business community and among the general public.
- Opportunities to associate with the local area's most dynamic and successful business people.
- Media exposure throughout the eleven weeks of each program sponsored.
- Selection from a number of programs that best suit your company's marketing strategy, allowing you to target specific audiences.
- Networking with other sponsors and supporters, including other businesses, media partners and local government.

## **REACHING MORE CUSTOMERS**

The 2012 sponsorship package is designed to offer your company direct access to:

### **BUSINESSES**

Business participating in the program include:

1. Small Businesses
  2. Medium Enterprises
  3. Franchises
  4. Chain Stores
- The Local Business Awards are the most comprehensive program in Australia with over 25 industry specific categories in 20 regions.
  - Over 12,427 businesses participate across all regions annually as award registrants
  - Over 3,727 businesses participate as award finalists.

## **EMPLOYEES**

Employees have a high influence on business decisions. They are directly involved in the Awards by encouraging customers to make nominations, seeking methods on improving their standards to achieve success, and attending the Presentation Evening.

- With a variety of industries involved, your company will reach this highly diverse demographic.
- Over 8,524 business entrepreneurs and their employees attend Local Business Awards presentations annually.

## **COMMUNITY (GENERAL PUBLIC)**

The community participate in the Awards by nominating businesses within their local areas. They have come to rely on the Local Business Awards as a vital source of information to locate the most outstanding businesses in their specific region.

- 197,778 nominations for outstanding businesses are submitted annually.
- With 20 programs, the Local Business Awards offer the opportunity to target specific regions.

## **YOUTH AWARD**

The Local Business Awards also recognise the contribution made by younger members of the community.

## **BUSINESS PERSON OF THE YEAR**

In 2012, the Local Business Awards will recognise a business person of the year in each region.



# Building Community Awareness

	WEEKS 1, 2 & 3	WEEK 4	WEEKS 5 & 6	
<b>AWARDS PROGRAM</b>	<ul style="list-style-type: none"> <li>Nomination coupons available in print, distributed, delivered to sponsors and on website</li> <li>20,000 coupons printed</li> <li>E-newsletters sent to business database</li> </ul>	<ul style="list-style-type: none"> <li>Nomination coupons collated, on-line votes tallied and Finalists determined</li> </ul>	<ul style="list-style-type: none"> <li>Finalists Kits sent out to approximately 160 businesses. Company logo appears on all marketing materials</li> </ul>	
<b>MAJOR SPONSOR</b>	<ul style="list-style-type: none"> <li>Prominent logo on all marketing materials and direct link on website and e-newsletter.</li> <li>Delivery of coupons if requested for distribution</li> <li>Marketing materials for Finalist Kits (160)</li> <li>Media release for newspaper</li> </ul>	<ul style="list-style-type: none"> <li>Finalist List sent for direct marketing</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor commercials to be delivered/collected for Presentation Evening</li> <li>Media release material for newspaper</li> </ul>	
<b>SUPPORT SPONSOR</b>	<ul style="list-style-type: none"> <li>Logo on all marketing materials and direct link on website</li> <li>Delivery of coupons if requested for distribution</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	





# Local Business Awards 2012

## AWARDS PARTNERSHIP

The Local Business Awards programs are designed not only to acknowledge outstanding businesses, but also to enable sponsors to promote their products or services to their target market. Major & Support Sponsorships are available within each Awards program; both provide practical levels of exposure to your target market. The following sponsorship information is based on single program sponsorship however, if your company wishes to discuss multiple programs, we invite you to discuss your needs directly with us.

	WEEKS 7 & 8	WEEK 9	WEEK 10	WEEK 11
	<ul style="list-style-type: none"> <li>Judging - Mystery shoppers visit each finalist and submit a written report</li> <li>Photographer visits each finalist and takes image of staff for display at presentation evening</li> <li>Retail informed of photographer visits</li> </ul>	<ul style="list-style-type: none"> <li>Media Partner publishes Finalists Feature</li> </ul>	<ul style="list-style-type: none"> <li>Presentation Evening where the audience leaves with a sense that they have experienced a unique evening recognising the best in the business</li> </ul>	<ul style="list-style-type: none"> <li>Media Partner publishes Winners Feature</li> </ul>
	<ul style="list-style-type: none"> <li>Presenter/Representative to be determined and Precedent Productions informed</li> <li>Finalist database sent to sponsors</li> </ul>	<ul style="list-style-type: none"> <li>Any additional tickets to be booked and special meal requirement to be notified</li> <li>Event Manager to be informed of any giveaways or prizes</li> </ul>	<ul style="list-style-type: none"> <li>Marketing materials to be delivered to Precedent for room dressing ie pull up banners</li> <li>Presenters briefed by Event Manager</li> <li>Winners List for direct marketing</li> </ul>	<ul style="list-style-type: none"> <li>Winners database sent to sponsors</li> </ul>
	<ul style="list-style-type: none"> <li>Presenter/Representative to be determined and Precedent Productions informed</li> </ul>	<ul style="list-style-type: none"> <li>Any additional tickets to be booked and special meal requirement to be notified</li> <li>Event Manager to be informed of any giveaways or prizes</li> </ul>	<ul style="list-style-type: none"> <li>Presenters briefed by Event Manager</li> </ul>	<ul style="list-style-type: none"> <li>Winners database sent to sponsors</li> </ul>







## JUDGING

Customers determine the success of a business. The judging criteria is based solely on aspects of customer service.

- Business Appearance and Presentation
- Range of Products and/or Services
- Value for Money
- Service of Customers

Businesses are evaluated entirely from the perspective of a customer. There are three stages to the judging process:

1. The Awards begin with the call for public nominations of outstanding local businesses.
2. At the close of nominations, all coupons and online votes are collated and those businesses receiving the greatest number of votes in each category become finalists.
3. Judging visits commence. Each business is assessed by a panel of judges who conduct their evaluations at separate visits.

In most instances, businesses are evaluated anonymously to ensure that judges receive the same treatment as any other customer. In some categories of business however, this is not possible. In those cases, impromptu interviews are conducted.

4. Additional information provided by Finalists.

## AWARDS WEBSITE

An average of 450 people visit the awards website each day to purchase tickets, download coupons, find information or simply vote for their favourite local business.

Your logo will be displayed on every page of partnered programs with a hyperlink back to your own website.



# Local Business Awards 2012

## **MAJOR SPONSOR    \$8,500 (PER PROGRAM PLUS GST)**

### **Nomination Coupons**

Logo on newspaper coupon  
Logo on printed coupon pads (at least 20,000 per area)

### **Finalist Kits (150 per area)**

Logo on Certificates  
Logo on Finalist Information  
Logo on Invitations  
Opportunity to include marketing material

### **Finalists and Winners Lists**

Access to Finalists and Winners lists

### **Media Coverage**

Pre-program Teaser Ads - Appears for 2 weeks prior  
to program launch  
Logo and comment in launch advertisement  
Logo and comment in Winners Feature advertisement  
Mentioned in editorials throughout 11 week program

### **Website**

Logo on program web pages  
Direct link to Sponsor's website

### **Presentation Evening**

Logo on Program  
Logo on Guest List Billboards  
30 second Audio Visual Commercial  
Logo appearing on Large Screen  
Two Speaking opportunities  
Presentation of 3-6 categories  
Six Complimentary Tickets  
Logo on Award Trophies  
Promotional material at event  
Corporate signage in venue  
Tagline placed on Program  
Logo on Winner's Poster  
Opportunity to present a prize draw

### **Acknowledgement**

List of Award Sponsors for networking purposes  
Award trophy as Major Sponsor

## **SUPPORT SPONSOR    \$4,500 (PER PROGRAM PLUS GST)**

### **Nomination Coupons**

Logo on newspaper coupon  
Logo on printed coupon pads (at least 20,000 per area)

### **Finalist Kits (150 per area)**

Logo on Certificates  
Logo on Finalist Information  
Logo on Invitations

### **Media Coverage**

Logo and comment in launch advertisement  
Logo and comment in Winners Feature advertisement  
Mentioned in editorials throughout 11 week program

### **Website**

Logo on program web pages  
Direct link to Sponsor's website

### **Presentation Evening**

Logo on Program  
Logo on Guest List Billboards  
Logo appearing on Large Screen  
One Speaking opportunity  
Presentation of 2-3 categories  
Two Complimentary Tickets  
Promotional material at event

### **Acknowledgement**

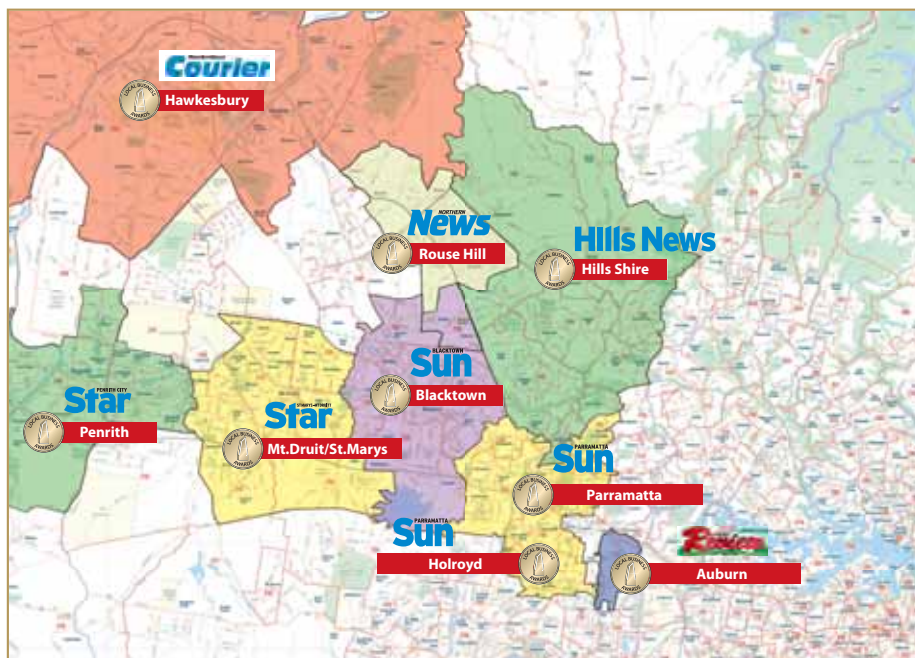
List of Award Sponsors for networking purposes  
Certificate of Appreciation





## GREATER WEST

Business Awards	Media Partner	Circulation	Readership
Blacktown	Blacktown Sun	57,000	86,000
Hawkesbury	Hawkesbury Courier	20,400	38,700
Hills Shire	Hills News	60,758	122,000
Holroyd	Parramatta Sun	64,327	104,000
Parramatta	Parramatta Sun	64,327	104,000
Penrith	Penrith Star	58,857	94,000
Mt Druitt/St Marys	St Marys - Mt Druitt Star	42,010	59,000
Auburn	Auburn Review	28,771	Not Available
		396,450	607,700



Note: The Awards Regions are determined by newspaper distribution boundaries not Local Council boundaries

## SPONSORS

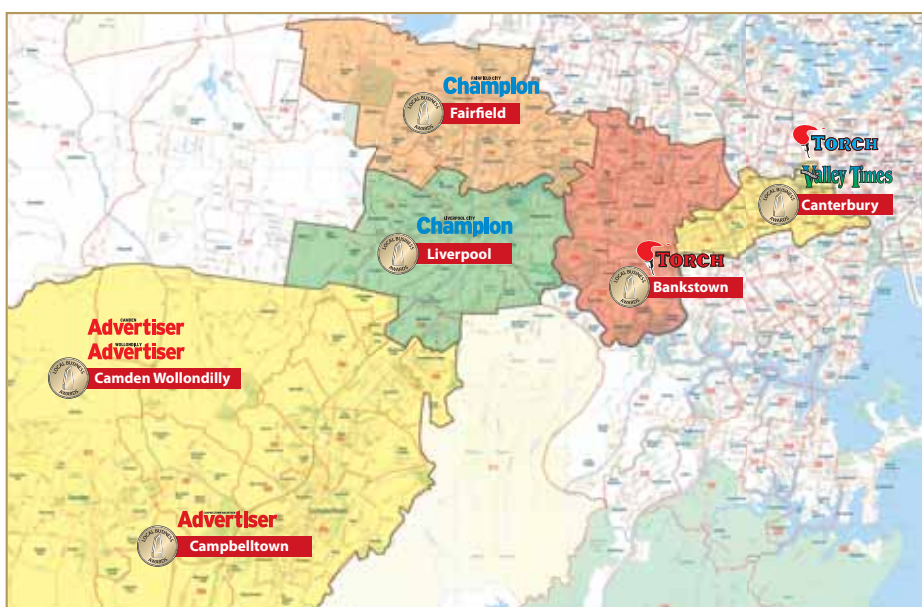




# Local Business Awards 2012

## SOUTH WEST

Business Awards	Media Partner	Circulation	Readership
Bankstown	The Torch	89,931	159,000
Camden	Camden Advertiser	72,043	124,000
Wollondilly	Wollondilly Advertiser	12,000	27,600
Campbelltown	Macarthur Advertiser	72,043	124,000
Canterbury	Valley Times	23,657	Not Available
Fairfield	Fairfield Champion	56,630	110,000
Liverpool	Liverpool City Champion	56,630	121,000
		371,190	638,000



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## SPONSORS



Campbelltown Chamber of Commerce, Belfield Chamber of Commerce, Camden Chamber of Commerce & Industry, Canterbury Hurstville Park Chamber of Commerce, Croydon Park Chamber of Commerce, Earlwood & District Chamber of Commerce, Ingleburn Chamber of Commerce, Lakemba Chamber of Commerce, Narellan Chamber of Commerce & Industry, Panania Chamber of Commerce, Padstow Chamber of Commerce & Industry



## METROPOLITAN

Business Awards	Media Partner	Circulation	Readership
Inner West	Ciao Magazine	25,000	50,000
	Burwood Scene	86,500	Not Available
North Shore	TBA	-	-
Northern Beaches	Peninsula Living	30,000	Not Available
		106,757	112,000



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## SPONSORS

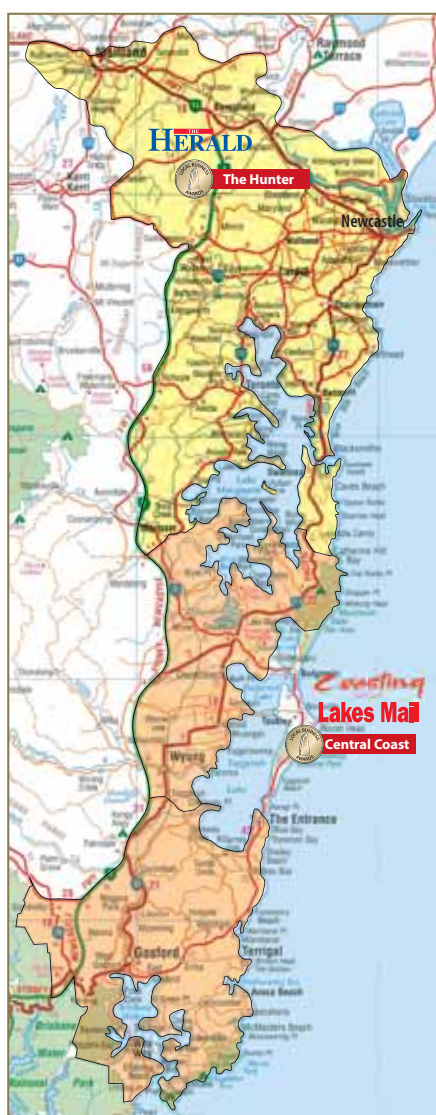




# Local Business Awards 2012

## CENTRAL COAST & HUNTER

Business Awards	Media Partner	Circulation	Readership
Central Coast	TBA	Not Available	Not Available
Hunter	The Herald	53,082	212,000
		53,082	212,000



## ST GEORGE & SUTHERLAND SHIRE



Business Awards	Media Partner	Circulation	Readership
St George	St George & Sutherland Shire Leader	146,196	276,000
Sutherland Shire	St George & Sutherland Shire Leader	146,196	276,000
		292,392	552,000

**Leader**



**Westfield**  
Miranda



**SHARKIES**  
LET US ENTERTAIN YOU



DEFENCE RESERVES SUPPORT



Hurstville City Council

**TAFE**  
Sutherland College

**TAFE**  
STONY INSTITUTE  
ST GEORGE

**Westfield**  
Hurstville



**ONLINE OHS**

## SPONSORS

**THE HERALD**



DEFENCE RESERVES SUPPORT

**ONLINE OHS**



Junction Fair



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## ILLAWARRA & SOUTH COAST



### Participating Towns

(Primary & Secondary Hubs): Batemans Bay, Bega, Bermagui, Bowral, Corrimal, Dapto, Eden, Figtree, Huskisson, Kiama, Merimbula, Mittagong, Moruya, Moss Vale, Narooma, Nowra, Shellharbour, Thirroul, Ulladulla, Warrawong, Wollongong

Media Partner	Circulation	Readership
Lake Times	-	-
Kiama Independent	-	-
	86,500	Not Available

### SPONSORS



DEFENCE RESERVES SUPPORT



### PRESENTATION EVENING

Each 11 week program culminates in a gala presentation evening with a 3 course meal, entertainment, and the opportunity to hear the announcement of the award winners for each of the categories.

Special guests and sponsors take part in each prestigious awards evening with much emotion seen from the excited winners accepting their awards in front of a large audience of local business people.



# Local Business Awards 2012

## **PRECEDENT PRODUCTIONS**

Precedent Productions has the skill and expertise vital to delivering high profile awards programs. Precedent has successfully managed national and localised business programs and charity related programs including, Australian Child Care Week, the Australian Garden Industry Awards, Hardware Industry Awards, over twenty Local Business Awards programs, the Australian Small Business Champion Awards, NSW Seafood Industry Awards and Brambles CommunityReach.

The synergy of inhouse development and production of all program elements ensures consistency and constantly delivers a superior result. The Champions program was expanded in 2007 to include the whole of Australia culminating in a National Award in April.

Precedent's progressive approach to new ideas and ventures

means that no project is too big or small. We welcome the opportunity to discuss ways of bringing new programs or events into the public spotlight and creating greater opportunities for existing programs.







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