



# Hawkesbury City Council

## attachment 1 to item 101

Precedent Productions  
letter to Council  
2014 Hawkesbury  
Local Business Awards

date of meeting: 24 June 2014  
location: council chambers  
time: 6:30 p.m.





28 March 2014

Fiona Mann  
Strategic Planner - Strategic Activities  
Hawkesbury City Council  
366 George Street  
Windsor NSW 2756



Dear Fiona,

**2014 Hawkesbury Local Business Awards**

We would be grateful if Hawkesbury City Council would once again give consideration to sponsoring the Hawkesbury Local Business Awards.

We will be launching the 2014 Hawkesbury program on Monday, 7 July with the Presentation Evening taking place on Wednesday, 17 September at Windsor Function Centre.

I have taken the liberty of attaching a Sponsorship Proposal and an Agreement with the relevant details of the 2014 program.

Should you require further information, please not hesitate to contact me.

We look forward to working with you on this prestigious awards program.

Yours sincerely

Steve Loe  
Managing Director  
Mobile: 0418 205 554



## 2014 LOCAL BUSINESS AWARDS SPONSORSHIP AGREEMENT

**PROGRAM** Hawkesbury

**SPONSOR LEVEL** Major

**AMOUNT** \$5000 plus GST

**Program Details**

Program Launch Monday, 7 July

Presentation Night Wednesday, 17 September

Venue Windsor Function Centre

Macquarie Street, Windsor NSW 2756

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### SPONSOR DETAILS

Company Name Hawkesbury City Council

Contact Person Fiona Mann

Phone 4560 4579

Email [fiona.mann@hawkesbury.nsw.gov.au](mailto:fiona.mann@hawkesbury.nsw.gov.au)

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I confirm that the details in the Agreement are correct and that I am authorised to enter into an agreement on behalf of Hawkesbury City Council.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Name in Full: \_\_\_\_\_

Authorised on behalf of Precedent Productions

Signed:

A handwritten signature in black ink, appearing to read "Steve Loe".

Steve Loe, Managing Director

Date: 28 March 2014

**PLEASE SIGN AND RETURN TO PRECEDENT PRODUCTIONS**

[steveloe@precedent.net](mailto:steveloe@precedent.net) or FAX (02) 8577 5066



## **2014 Major Sponsor Coverage**

|                                    |   |
|------------------------------------|---|
| <b>Nomination Coupons</b>          | Logo on newspaper coupon<br>Logo on printed hand delivered coupon pads  |
| <b>Finalist Kits</b>               | Logo on Certificates<br>Logo on Finalist Information<br>Logo on Invitations<br>Opportunity to include marketing material  |
| <b>Finalists and Winners Lists</b> | Access to Finalists and Winners lists   |
| <b>Media Coverage</b>              | Pre-program Teaser Ads<br>Logo and comment in 2 advertisements<br>Mentioned in editorials throughout 12 week program  |
| <b>Website</b>                     | Logo on program web pages<br>Direct link to Sponsor's website   |
| <b>Presentation Evening</b>        | Logo on Program<br>Logo on Guest List Billboards<br>30 second Audio Visual Commercial<br>Logo appearing on Large Screen<br>Two Speaking opportunities<br>Presentation of 3-6 categories<br>Six Complimentary Tickets<br>Logo on Award Trophies<br>Promotional material at event<br>Corporate signage in venue<br>Logo on Winner's Poster<br>Opportunity to present a prize draw |
| <b>Post Presentation Evening</b>   | Award trophy as Major Sponsor   |







*Getting to the heart of local business*



Presented by









A woman with dark hair, wearing a dark top and a large, ornate earring, is holding a large, dark-colored trophy. The trophy has a circular logo on the front. The background is dark and out of focus.

## A Reputation for Excellence

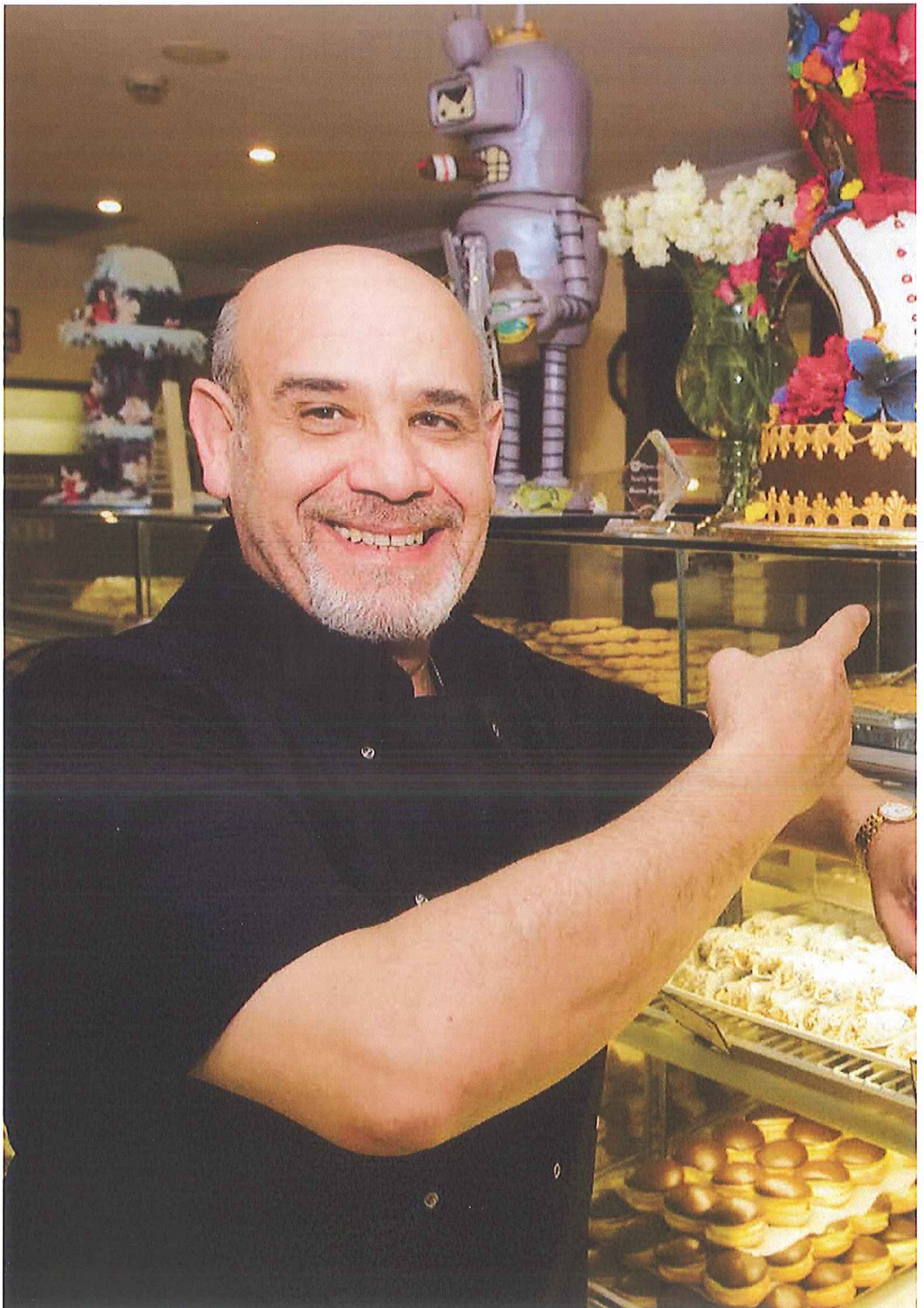
The Local Business Awards recognise the most outstanding businesses in 21 local areas throughout Sydney, the Hunter, and the Illawarra Regions. Established by Precedent Productions over 25 years ago, the Local Business Awards brand has blossomed into a program well-respected by the business community.

The awards present an opportunity for your organisation to build relationships with business owners, their employees and customers. It also gives your organisation the chance to promote yourself to the local business community. Sponsorship of the Local Business Awards provides a unique channel with which numerous opportunities are provided to engage the economic backbone of Australia.

### The Local Business Awards:

- Cover 21 programs in a variety of areas throughout Sydney, the Hunter, and the Illawarra and NSW South Coast regions.
- Reach over 2 million readers of 21 different media partners through each 12 week media-coverage program.
- Involve over 13,000 businesses through our registrant database.
- Celebrate the role of small business at 21 different presentation evenings catering to a total of over 8,500 guests.
- Involve over 215,000 local customers voting for their favourite businesses across a multitude of categories in 21 different local government areas.









## Aims & Objectives

- 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
- Provide unique networking opportunities for all participants - sponsors, local government, businesses and the general public





## Benefits

As a Sponsoring Partner, benefits include:

- 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 twelve 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

## Targeting the Market

The Local Business Awards targets a variety of markets including:

### Businesses

- Small businesses
- Medium Enterprises
- Franchises
- Chain Stores
- Community Organisations

### 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.

### 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.











## Local Business Awards Statistics 2013

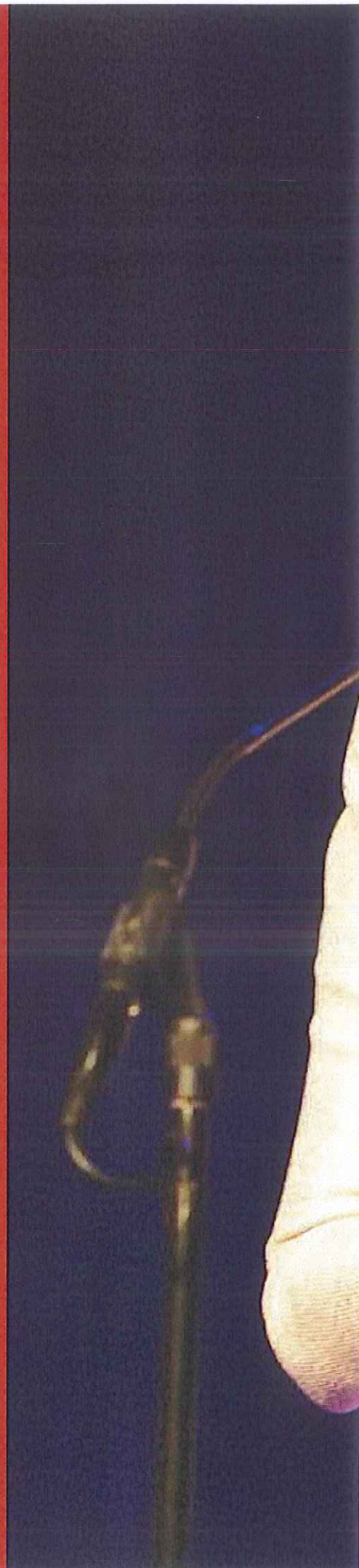
| Local Business Awards | Presentation evening attendance | Business registered to participate | Award Finalists selected | Total public nominations |
|-----------------------|---------------------------------|------------------------------------|--------------------------|--------------------------|
| Auburn                | 299                             | 373                                | 162                      | 4,120                    |
| Bankstown             | 445                             | 644                                | 196                      | 10,479                   |
| Blacktown             | 362                             | 581                                | 162                      | 6,524                    |
| Camden Wollondilly    | 515                             | 665                                | 190                      | 10,783                   |
| Campbelltown          | 545                             | 604                                | 162                      | 10,621                   |
| Canterbury            | 274                             | 440                                | 161                      | 4,211                    |
| Fairfield             | 502                             | 536                                | 163                      | 10,047                   |
| Hawkesbury            | 413                             | 506                                | 172                      | 10,036                   |
| Hills Shire           | 386                             | 655                                | 172                      | 11,605                   |
| Holroyd               | 309                             | 417                                | 159                      | 8,201                    |
| Hunter                | 330                             | 664                                | 197                      | 4,105                    |
| Illawarra South Coast | 438                             | 603                                | 175                      | 4,598                    |
| Inner West            | 481                             | 1,229                              | 198                      | 10,075                   |
| Liverpool             | 391                             | 545                                | 178                      | 8,442                    |
| Mt Druitt/St Marys    | 360                             | 437                                | 188                      | 4,693                    |
| Northern Beaches      | 595                             | 1,119                              | 256                      | 15,110                   |
| Parramatta            | 295                             | 485                                | 161                      | 9,428                    |
| Penrith               | 544                             | 780                                | 202                      | 9,374                    |
| St George             | 493                             | 799                                | 191                      | 15,858                   |
| Sutherland            | 640                             | 1,220                              | 197                      | 15,565                   |
| <b>TOTALS</b>         | <b>8,318</b>                    | <b>13,302</b>                      | <b>3,642</b>             | <b>183,875</b>           |



# The Program at a glance

*Every Local Business Awards program features weekly editorial*

- |                   |  |
|-------------------|--|
| <b>WEEK 1</b>     | Nomination coupons available in print, distributed, delivered to sponsors and on website<br>30,000 coupons printed<br>Awards launch editorial<br>Coupon appears in media partner newspaper |
| <b>WEEK 2</b>     | Dedicated sponsor advertisement in media partner newspaper<br>Nominations collated   |
| <b>WEEK 3</b>     | Awards progress editorial  |
| <b>WEEK 4</b>     | Voting closes<br>Finalists determined  |
| <b>WEEK 5</b>     | Finalist Kits delivered to successful businesses   |
| <b>WEEK 6 – 8</b> | Judging period for all Finalists<br>Finalists prepare and submit written documents detailing their business  |
| <b>WEEK 9</b>     | Photographer visits all finalists  |
| <b>WEEK 10</b>    | Finalist Feature appears in media partner newspaper  |
| <b>WEEK 11</b>    | Presentation Evening held for Finalists, Sponsors and Dignitaries  |
| <b>WEEK 12</b>    | Winners Feature to appear in media partner newspaper<br>Dedicated sponsor advertisement congratulating winners   |









## Communication

The twelve week Local Business Awards program is highly visible through various mediums throughout the program. This consists of weekly editorials and advertising in local publications outlining the progress of the Awards. There are also two multipage features that highlight the successful Finalists and Winners.

Communication through e-newsletters provides a personalised approach regarding their program and also offers the opportunity to promote sponsors directly to our dedicated market.

The Local Business Awards website is a portal of activity for the community and business people to engage in the program. Sponsors are given prime front-page exposure with hyperlinks directing to their website.





## Nomination & Judging

Judging revolves around the customer experience. There are four stages to the Awards 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. Finalists are assessed by a panel of judges who conduct their evaluations at separate visits anonymously
4. Additional information is submitted directly from each Finalist

Winners are determined by the judges' evaluations and the additional information provided by the Finalists.





# Sponsorship Benefits

## MAJOR SPONSOR

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

### Nomination Coupons

Logo on newspaper coupon  
Logo on printed coupon pads (at least 30,000 per area)

### Finalist Kits (average 180 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 12 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  
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 30,000 per area)

### Finalist Kits (average 180 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 12 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







## The Local Business Awards has been celebrating the success of business for over 25 years

Businesses competing in the awards program place great importance upon the recognition that the program provides; a rare moment of acknowledgement for the hard work, determination, and physical, financial and emotional investment required to run a successful business. Winning a Local Business Award is an immensely valuable tool for local business people; helping businesses achieve their current goals and set new goals for the future.

Sponsorship of the Local Business Awards is the ideal way to become a supporting face of a program which captures the hearts and minds of local communities, local business people and their teams. In an economic environment which can offer both great highs and stressful lows, the Awards program offers business a highly trusted, consistent source of reward and measurability of business performance. For a sponsor, support of the awards program is in turn viewed as support of both the local and business communities; sponsorship is viewed in turn as an alignment of the business community.

Your involvement in the 2014 Local Business Awards gives you a unique opportunity to access a targeted niche market of dynamic, enterprising business people.

Provide unique networking opportunities for all participants - sponsors, local government, businesses and the general public







1st Floor, 30 Floss Street, Hurlstone Park, NSW 2193

PO Box H211, Hurlstone Park, NSW 2193

Telephone: (02) 8577 5060

Facsimile: (02) 8577 5066

[steveloe@precedent.net](mailto:steveloe@precedent.net)

[www.precedent.net](http://www.precedent.net)