

‘THE MEDIA CLUB’

GOLD COAST

2011 **maccas** regional media awards SPONSORSHIP PROPOSAL

Enquiries Hello Marketing phone 07 5598 1100
mediaawards@hellomarketing.com.au
PO Box 341 Tugun Q 4224



2011 maccas regional media awards SPONSORSHIP PROPOSAL



Thank you for the opportunity to present this sponsorship proposal for the 2011 MACCAs Regional Media Awards, conducted by the Media Club Gold Coast. The awards will be held at Bond University Robina on Saturday 29 October.

The Media Club Gold Coast is a non-profit organisation. Since 1992 our Club has demonstrated a strong commitment to raising funds for local charities including Careflight Group Queensland, Surf Lifesaving, PCYC and Aussie Kids. The beneficiary of our the Awards and our Club events in 2011 is Bravehearts.

For more than a decade, the Gold Coast Media Awards have been a celebration of excellence within the media profession across a number of media genres, including print, broadcast, digital, outdoor and advertising.

The Regional Media Awards are designed to recognise and reward those responsible for shaping this region's identity, enhancing our sense of community and contributing to the success of local tourism and business.

In 2011, the MACCAs will expand to include regional areas surrounding the Gold Coast, including Logan, Beaudesert, Beenleigh and Ipswich, providing media outlets within these areas the opportunity to join their Gold Coast colleagues in the Awards.

We envisage this will be the final 'stepping stone' to the MACCAs becoming 'The Southeast Queensland Media Awards' in 2012.

Your sponsorship of the 2011 MACCAs provides an opportunity to promote your brand as a supporter of the region's key communicators.

If you decide to come on board as a sponsor, we invite you to extend this partnership with our Club to encompass more of our events and future opportunities into 2011/2012.

The Executive of the Media Club Gold Coast sincerely hopes that your sponsorship of the 2011 MACCAs Regional Media Awards will form the basis of a long term relationship with our Club.



PLATINUM SPONSORSHIP PACKAGE

VALUE \$10,000

In return for your sponsorship investment, the Media Club Gold Coast will promote your business or organisation to corporate and media professionals as the premier sponsor of the 2011 MACCAs at the gala media event of the year. Your platinum sponsorship will also give your business or organisation the naming rights as sponsor of one of the Media Club's lunches during the year.

Your sponsorship includes:

- Corporate logo in premium position on all 2011 MACCAs collateral including:
 - call for entries
 - email correspondence
 - media releases
 - website
 - marketing material
 - event collateral
- Ten VIP tickets (table) to the 2011 MACCAs dinner
- Branding opportunity – promote your key message to leading local print, television, radio, digital, PR and advertising agencies
- Audio visual presentation at the event – promotional footage
- MC mentions at the event
- Presentation of the major award for media person of the year
- Logo and company name on category winner's trophy
- Platinum sponsor may nominate a company executive to present the awards
- Onsite display at the event
- Opportunity to contribute collateral or promotional material
- Networking opportunities with other non-competitive co-sponsors
- Generate new business through awareness
- Website promotion
- Twelve months membership of the Media Club Gold Coast for ten people
- Photographic opportunities with media category winner for post-event publicity



GOLD

SPONSORSHIP PACKAGE

VALUE \$5,000

In return for your sponsorship investment, the Media Club Gold Coast will promote your brand identity to corporate and media professionals at the gala media event of the year.

Your sponsorship includes:

- Corporate logo on all 2011 MACCAs collateral including:
 - call for entries
 - email correspondence
 - media releases
 - website
 - marketing material
- Six VIP tickets to the 2011 MACCAs
- Branding opportunity – promote your key message to leading local print, television, radio, digital, PR and advertising agencies
- Audio visual presentation at the event
- MC mentions at the event
- Presentation of an award
- Logo and company name on winner's trophy
- Gold sponsors may nominate a company executive to present the award
- Onsite display at the event
- Opportunity to contribute collateral or promotional material
- Networking opportunities with other non-competitive co-sponsors
- Generate new business through awareness
- Website promotion
- Twelve months membership of the Media Club Gold Coast
- Photographic opportunities with media category winner for post-event publicity



SILVER

SPONSORSHIP PACKAGE

VALUE \$3,000

In return for your sponsorship investment, the Media Club Gold Coast will promote your brand identity to corporate and media professionals at the gala media event of the year.

Your sponsorship includes:

- Corporate logo on all 2011 MACCAs collateral including:
 - call for entries
 - email correspondence
 - media releases
 - website
 - marketing material
- Four VIP tickets to the 2011 MACCAs
- Branding opportunity – promote your key message to leading local print, television, radio, digital, PR and advertising agencies
- Audio visual presentation at the event
- MC mentions at the event
- Presentation of an award
- Logo and company name on winner's trophy
- Gold sponsors may nominate a company executive to present the award
- Onsite display at the event
- Opportunity to contribute collateral or promotional material
- Networking opportunities with other non-competitive co-sponsors
- Generate new business through awareness
- Website promotion
- Twelve months membership of the Media Club Gold Coast
- Photographic opportunities with media category winner for post-event publicity



BRONZE

SPONSORSHIP PACKAGE

VALUE \$1,500

In return for your sponsorship investment, the Media Club Gold Coast will promote your brand identity to corporate and media professionals at the gala media event of the year.

Your sponsorship includes:

- Corporate logo on all screens at the event
- Two VIP tickets to the 2011 MACCAs
- Branding opportunity – promote your key message to leading local print, television, radio, PR and advertising agencies
- Presentation of an award
- Logo and company name on winner's trophy
- Networking opportunities with other non-competitive co-sponsors
- Generate new business through awareness
- Twelve months membership of the Media Club Gold Coast
- Photographic opportunities with media category winner for post-event publicity



SPONSORSHIP AGREEMENT

SPONSOR NAME _____

Address _____

Phone (Work) _____ (Mobile) _____ Email _____

ACN/ABN number _____ Sponsorship Amount _____

DECLARATION

On behalf of the above named sponsor, I agree to commit the sponsorship monies as detailed above.

Signature _____

Date _____

Name _____

Position in Sponsor's Organisation _____

Once your payment has been processed, the Media Club Gold Coast will begin promoting your company as a sponsor.

**PLEASE SUPPLY LOGO IN E-FORMAT FOR INCLUSIONS ON RELEVANT CORRESPONDENCE
(INVITATIONS, WEBSITE COLLATERAL, MEDIA RELEASES, ETC)**

Email logo in eps form to gcmmediaawards@hellomarketing.com.au