



2018 maccas REGIONAL MEDIA AWARDS

SPONSORSHIP PROPOSAL

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2018 maccas

REGIONAL MEDIA AWARDS



WELCOME TO THE MACCAs 2018!

The MACCAs celebrate the best, bravest and brightest work across all forms of media and its related platforms across the Gold Coast. It recognises individuals, teams and companies in more than 20 categories for outstanding, innovative and creative work in journalism, photography, broadcasting, digital and public relations.

The MACCAs are the Gold Coast's only Media Awards, 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.

As a MACCAs sponsorship partner, you will align your company with the best in the media business on the Gold Coast and have the opportunity to promote your brand to our region's number one communicators.

The 2018 MACCAs Media Awards will be held on Saturday 23 June in the ballroom at QT Gold Coast.

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WIN A \$20,000 BUS PRIZE

On the night of the Awards Dinner, one of our valued MACCAs Sponsors will win a \$20,000 street furniture advertising package, donated by Gold Sponsors QMS.

All MACCAs sponsors are in the draw to win this grand prize.

The prize includes 20 panels spread across two x two-week periods. They can be used concurrently or over two x two-week periods to coincide with an upcoming campaign.

This year it could be you, if you choose to come on board as a sponsor.



PLATINUM SPONSOR

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Limited opportunities available

- Logo integration across all event branding, pre to post event
- Recognition as the Platinum Partner on all collateral, including:
 - MACCAs 2018 pre-event collateral, e.g. 2018 MACCAs call for entries; email correspondence, media releases, eDM's, social media platforms and marketing collateral
- On MACCAs Awards Night
 - 10 x complimentary VIP tickets to the MACCAs gala awards ceremony (1 x table) for your company representatives and/or clients (to be positioned in a premium location)
 - Your corporate AV presentation at the event, show reel (maximum two minutes duration)
 - Your corporate logo on awards presentation slides during the ceremony and menus
 - A company representative to announce and present the trophies to the award winner of your partnered category
 - MC mentions of your business or organisation throughout the awards presentation
 - Presentation of major award for Media Excellence
 - Your corporate logo and company name on winner's trophy
 - Onsite corporate branding at awards ceremony
- Post Event
 - The Media Club to send eDM to full database of members and subscribers with photos of award winners and sponsors branding
 - Follow up email to event attendees with note of thanks to the Platinum Partner sent by The Media Club within two weeks of the event

PLATINUM SPONSOR - \$10,000

GOLD SPONSOR

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Recognition as a Gold Sponsor on all pre-event collateral, including:

- MACCAs 2018 pre-event collateral, e.g. 2018 MACCAs call for entries; email correspondence, media releases, eDM's, social media platforms and marketing collateral
- On MACCAs Awards Night
 - Branding at The MACCAs Awards this includes your company logo appearing on the Awards' website, award presentation slides and menus
 - Your corporate AV presentation at the event, show reel (maximum two minutes duration)
 - Partner an award category of your selection (category dependent on availability) at the MACCAs Awards
 - 6 x complimentary tickets for your company representatives and/or clients (to be positioned in a premium location)
 - A company representative to announce and present the partnered category award winner and the trophy on stage
- Post Event
 - The Media Club to send eDM to full database of subscribers with photos of Award winners and sponsors' branding

GOLD SPONSOR - \$5,000

SILVER SPONSOR

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- Pre-event recognition on marketing collateral including:
 - company logo appearing on the event website, MACCAs newsletter and dedicated eDMs promoting the Awards
- Opportunity to brand the pre-function area with your corporate branding
- Verbal acknowledgement as the pre-dinner drinks partner during the welcome address
- Acknowledgement as the as a Silver Sponsor, including your company logo appearing at the Awards' presentation, on the seating plan and table menus
- 4 x complimentary tickets for your company representatives and/ or clients to attend the Awards (to be positioned in a premium location)
- Post event
 - Your logo to appear in the MACCAs Award winners eDM to be sent out the following week

SILVER SPONSOR - \$3,000

BRONZE SPONSOR

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- Pre-event recognition as a Bronze Sponsor on all branding including:
 - Pre-event marketing collateral, including company logo appearing on the event website, MACCAs newsletter promoting the event and dedicated eDMs
- On MACCAs Awards Night
 - Verbal acknowledgement as a supporting partner during the welcome address
 - Acknowledgement as a Bronze Sponsor of the awards, including your company logo appearing at the Awards presentation, on the seating plan and table menus
 - 2 x complimentary tickets for your company representatives and/or clients to attend the Awards
- Post-event
 - Your logo to appear in The MACCAs Award winners eDM to be sent out the following week

BRONZE SPONSOR - \$1,500



SPONSORSHIP PACKAGE AGREEMENT

SPONSOR NAME _____

CONTACT PERSON _____

- SPONSORSHIP PACKAGE
- Platinum Sponsor
 - Gold Sponsor
 - Silver Sponsor
 - Bronze Sponsor

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 EPS FORMAT ONLY FOR INCLUSIONS ON RELEVANT
CORRESPONDENCE (INVITATIONS, WEBSITE COLLATERAL, MEDIA RELEASES, ETC)**

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