



CITY OF UNLEY BUSINESS AWARDS

SPONSORSHIP PROSPECTUS

UNLEY
BUSINESS

THE CITY of
Unley

CITY OF UNLEY BUSINESS AWARDS



2024 City of Unley Business Awards

The City of Unley is looking for businesses who are interested in partnering for the inaugural City of Unley Business Awards. The 2024 Awards are being delivered to encourage excellence, promote growth, and recognize businesses that contribute to the uniqueness and vibrancy of Unley. This sponsorship prospectus offers an exclusive opportunity for businesses to align themselves with this exciting initiative and gain valuable exposure.

About the City of Unley Business Awards

The City of Unley Business Awards aim to honour businesses across four distinguished categories:

- 1. City of Unley Business Community Leader: Recognizing businesses fostering community inclusivity and accessibility.**
- 2. City of Unley Leader in Sustainability and Environment: Celebrating organizations prioritizing environmental stewardship and sustainability.**
- 3. City of Unley Transformation, Innovation & Growth: Acknowledging businesses driving innovation and growth through market adaptation.**
- 4. City of Unley People's Choice Award: Nominated by customers to honour service excellence.**

Sponsorship Timeline

Tuesday, 2 April 24
Tuesday, 30 April 24
Tuesday, 30 April 24
Wednesday, 31 July 24
Friday, 16 August 24
Friday, 6 September 24

Sponsorship Opens
Sponsorship Closes
Logos Required
Corporate Video Required*
Award Presenter Nominated*
Awards Ceremony Registrations

*Select Sponsorships

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Sponsorship Benefits

Brand Visibility: Sponsors will have their logos displayed on marketing materials such as websites, web banners, event collateral, and other promotional materials during the project period (April-October) to increase brand visibility.

Marketing Opportunities: Inclusion in promotional campaigns, social media posts, Unley Business EDMs and e-newsletters related to the categories of sponsored awards.

Media coverage: Opportunities to be featured in articles or press releases, gaining additional exposure through media channels.

Corporate Social Responsibility (CSR): Enhanced recognition for social responsibility efforts, contributing to positive brand perception.

Award Ceremony: Gold and Silver Sponsors can nominate representatives to attend the Awards Ceremony and present the award to winners.

Awards Ceremony

An evening of networking and celebration of the local business community. The City of Unley Business Awards Ceremony will announce the winners from the list of finalists in each category and host a special guest speaker. This stand-up event will provide local food and drinks, see below details of when and where it will be held.

Date	Friday, 13 September 2024
Time	6:00pm-8:00pm
Location	Unley Oval Community Hub
Dress	Cocktail Attire

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Sponsorship Tiers

GOLD SPONSOR - \$5,000

1. Announce the winner of one of the Award Categories
2. Your Corporate Video - 60 second promotional video aired at the Awards Ceremony
3. Acknowledgement by MC at the Business Awards Ceremony
4. Logo on lectern sign
5. Logo on certificate
6. Media Coverage through Unley Business database (3,000+ audience) and City of Unley social media (15,000+ audience)
7. Sponsor recognition in Unley Life (20,000 issues)
8. Five tickets to the Business Awards Ceremony
9. Logo on all promotional materials
10. Opportunity to present a door prize for the Business Awards Ceremony

SILVER SPONSORS - \$2,500

1. Announce the winner of one of the Award Categories
2. Your Corporate Video - 30 second promotional video aired at the Awards Ceremony
3. Acknowledgement by MC at the Awards Ceremony
4. Logo on certificate
5. Media Coverage through Unley Business database (3,000+ audience) and City of Unley social media (15,000+ audience)
6. Three tickets to the Business Awards Ceremony
7. Logo on all promotional materials
8. Opportunity to present a door prize for the Business Awards Ceremony

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Sponsorship Tiers

BRONZE SPONSOR - \$1,500

1. Acknowledgement by MC at the Business Awards Ceremony
2. Media Coverage through Unley Business database (3,000+ audience) and City of Unley social media (15,000+ audience)
3. Two tickets to the Awards Ceremony
4. Logo on all promotional materials

SUPPORTING SPONSORS - \$1,000 IN-KIND

1. Acknowledgement by MC at the Awards Ceremony
2. Two tickets to the Awards Ceremony
3. Logo on all promotional material

CONTACT US

If you are interested in sponsoring one of the awards or would like further information, we would be delighted to discuss sponsorship packages tailored to suit your business objectives and budget.

Email: unleybusiness@unley.sa.gov.au

Phone: 8372 5111