



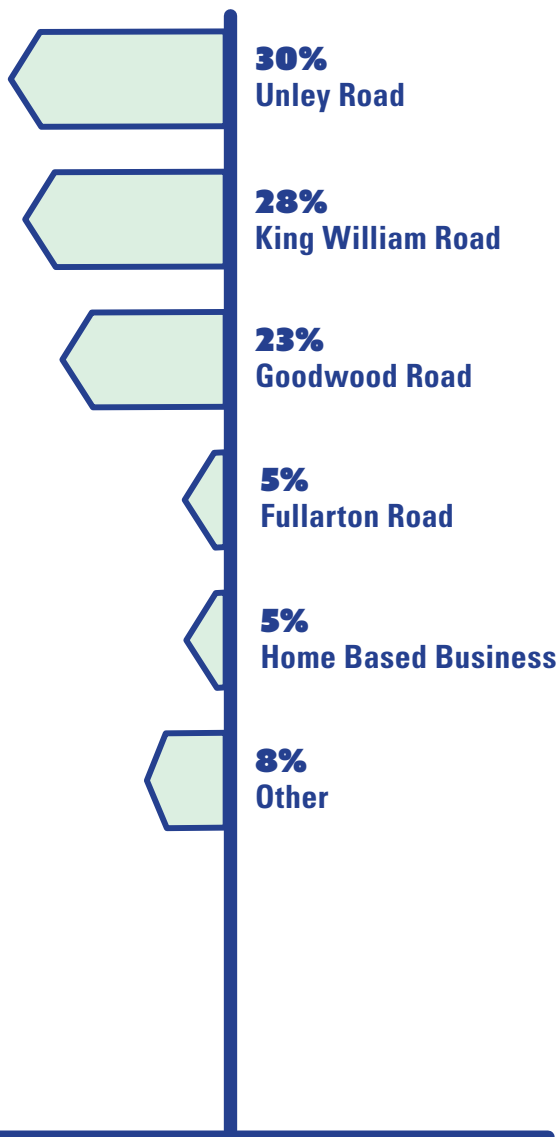
# CITY OF UNLEY **BUSINESS AWARDS**

## **SPONSORSHIP PROSPECTUS**

[yourbusiness.unley.sa.gov.au/business-awards](http://yourbusiness.unley.sa.gov.au/business-awards)

# CITY OF UNLEY BUSINESS AWARDS 2024 SNAPSHOT

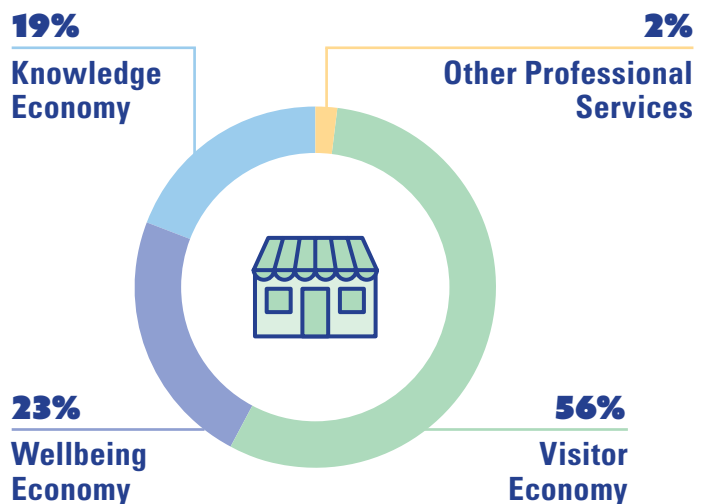
## AWARD NOMINEES BY ROAD



## AWARD NOMINEES BY SUBURB



## AWARD NOMINEES BY INDUSTRY



# JOIN US IN CELEBRATING UNLEY'S BEST SPONSOR THE 2025 UNLEY BUSINESS AWARDS

## OUR INVITATION TO YOU

Following the success of the inaugural City of Unley Business Awards, we invite you to become a sponsor for the 2025 program. The 2024 awards, supported by key sponsors including Community Bank Goodwood, Norman Waterhouse, and TOOP+TOOP, achieved remarkable outcomes.

### Extensive Marketing Reach

- Campaign spanning Unley Business E-Newsletters (average open rate of 40%)
- 12 dedicated eDMs and social media activations generating over 250 reactions
- Over 1,136 unique webpage views.

### High-Impact Media Exposure

- Features in Unley Life (delivered to 18,000 residents and businesses)
- Mentions on FIVEaa and media engagement with InDaily and The Advertiser.

### Unmatched Engagement Opportunities

- Awards Ceremony attended by over 150 business leaders, and local media
- Finalist and winner announcements achieved an email open rate of 53%.

### Sponsoring the 2025 City of Unley Business Awards gives you:

- Brand exposure across digital, print, and media platforms for five months of the year
- Direct engagement with Unley's most innovative and successful businesses
- On-Stage recognition with presenting roles and branding at the Awards Ceremony
- Alignment with Business Excellence, Leadership & Community Impact.

## PROVEN SPONSOR SUCCESS STORY

"We sponsored the Business Community Leader Award because we believe in the community. 80% of our profit goes back into the community and it's something that's very important to us. It's great to see so many people supporting this wonderful event, with businesses from across the City of Unley. We have a thriving business environment that is supportive of each other, and everyone is keen to get together and recognise what everyone does within the community."

— *Shane Chamings, Branch Manager,  
Community Bank Goodwood*

Your support will not only elevate your brand but also contribute to strengthening Unley's business landscape. We offer a range of sponsorship opportunities to suit your business goals, however sponsorship opportunities are limited.

To confirm your sponsorship or discuss options further, contact:

#### Jessica Harris

Coordinator Economic Development  
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#### Donna Griffiths

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Strategic Projects  
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TOOP+TOOP  
Award Sponsor,  
Lymph Movement Studio  
Award Winner,  
City of Unley  
Mayor Hewitson

## 2025 CITY OF UNLEY BUSINESS AWARDS

The City of Unley is looking for businesses who are interested in partnering for the City of Unley Business Awards.

The 2025 Awards are being delivered to encourage excellence, promote growth, and recognise businesses that contribute to the uniqueness and vibrancy of the City of Unley. This sponsorship prospectus offers an exclusive opportunity for businesses to align themselves with this exciting initiative, gain valuable exposure, and achieve community objectives.

Support local businesses by recognising and elevating outstanding businesses and demonstrate industry leadership in key areas such as sustainability, innovation or social impact. All categories have exclusive branding rights enabling unique exposure, see the opportunities below.

## Thank you to our Sponsors



### AWARD CATEGORIES

Sponsorship is sought for the following awards:

#### **Business Community Leader**

Recognising businesses fostering community inclusivity and accessibility.

#### **Leader in Sustainability and Environment**

Celebrating organisations prioritising environmental stewardship and sustainability.

#### **Leader in Transformation, Innovation & Growth**

Acknowledging businesses driving innovation and growth through market adaptation.

#### **Leader in Health & Wellbeing**

Recognising businesses dedicated to enhancing the community's health, wellness, and overall wellbeing.

#### **Leader in Creative and Cultural Impact**

Celebrating businesses contributing to Unley's rich arts, culture, and creative industries.

#### **Leader in Social Impact & Enterprise:**

Recognising businesses and organisations that drive positive social change through sustainable business practices, community programs, or purpose-driven initiatives.

#### **Emerging Business of the Year**

Acknowledging businesses operating for less than two years that contribute to a thriving community.

#### **People's Choice Award**

Nominated by customers to honour service excellence.

### SPONSORSHIP TIMELINE

#### **Monday, 3 March 25**

Sponsorship Opens

#### **Wednesday, 30 April 25**

Sponsorship Closes  
Logos Required and MarComms Begin

#### **Thursday, 31 July 25**

Corporate Video Required\*

#### **Monday, 18 August 25**

Presenter Nominated\*

#### **Friday, 5 September 25**

Awards Ceremony Registrations

#### **Wednesday, 24 September 25**

Awards Ceremony

\*Select Sponsorships

## SPONSORSHIP BENEFITS

For five months, Sponsors will receive:

### 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.

## AT THE 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 a list of three finalists in each category and host a special guest speaker.

**Wednesday, 24 September 2025**

**6:00pm–9:00pm**

Location: Arkaba Hotel

150 Glen Osmond Road, Fullarton SA 5063

*Cocktail Attire*



# 2025 BUSINESS AWARDS SPONSORSHIP

A snapshot of what you will receive as a sponsor is below, however we are open to discussions about how best to create a win-win opportunity.

	<b>GOLD \$5,000</b>	<b>SILVER \$2,500</b>	<b>BRONZE \$1,500</b>	<b>SUPPORTING (IN-KIND)</b>
Ability to choose an Award Category and Announce the winner of the Award Category	Yes	Yes		
Your Corporate Video—promotional video aired at the Awards Ceremony	60 seconds	30 seconds		
Opportunity to present a door prize for the Business Awards Ceremony	Yes	Yes		
Tickets to the Business Awards Ceremony	5	3	2	2
Acknowledgement by MC at the Business Awards Ceremony	Yes	Yes	Yes	Yes
Sponsor recognition in Unley Life (20,000 copies)	Yes	Yes	Yes	Yes
Media Coverage through Unley Business database (3,000+ audience) and City of Unley social media (15,000+ audience)	Yes	Yes	Yes	Yes
Logo on all promotional materials	Yes	Yes	Yes	Yes



## 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:** [jharris@unley.sa.gov.au](mailto:jharris@unley.sa.gov.au)

**Phone:** 0484 248 713

THE CITY of  
*Unley*