



SPONSORSHIP OPPORTUNITIES

**CELEBRATE BUSINESS EXCELLENCE
IN THE MURRINDINDI REGION**



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Introduction

The Murrindindi Business Awards are officially returning in 2019 to celebrate business excellence in the Murrindindi Shire. The event is designed to acknowledge the high achievement of our local businesses, the awards seek to identify examples of best practice as well as industry role models that will deliver a sense of pride and inspiration to fellow business operators in the area.

After a successful re-launch of the Murrindindi Business Awards in 2017, it is time again to celebrate business excellence in the Murrindindi Shire.

Local businesses welcomed the return of the much-anticipated Murrindindi Business Awards two years ago, the Awards event was well attended and deemed a highly successful evening.

The Awards Program falls under the leadership of Murrindindi Incorporated (Inc), a collaboration of local Business and Tourism Associations and Industry Incorporations. Murrindindi Inc is all about *doing business better* in our shire, enhancing the skills of local business operators, attracting new investment, strengthening local business and industry associations, and advocating on issues that are important to local businesses are all part of Murrindindi Inc's remit.

The event will culminate in an official Awards Gala Event to be held in June 2019, this event will be attended by approximately 200 Business operators and Community leaders.

Your organisation is invited to join us in celebrating business excellence in the Murrindindi Shire through supporting the event in 2019, via one of our sponsorship opportunities. By aligning with the 2019 Awards your business will strengthen brand awareness amongst the thousands of businesses in our community and beyond. Not only will your Business receive tailored promotional opportunities on the night of the awards and before, but you will become part of the most prestigious event in the Murrindindi Shire Calendar!

Sponsorship opportunities are limited, and we encourage you to contact us at your earliest convenience, to ensure that your Business does not miss this opportunity.

Please complete the form on the back page and email to confirm sponsorship:

Teena Wait

0403 352 475

info@murrindindiinc.com.au

Award Sponsorship Benefits

Sponsorship of events is a proven marketing tactic to build brand awareness for your business, help generate consumer preference and foster brand loyalty.

As a sponsor of this event you will benefit from

Extensive exposure to local businesses, the community and beyond via the Awards marketing campaign

- Local Media – Print & Radio
- Printed Material and direct mail
- Digital exposure on Website, Social Media and e-marketing
- Business networks and Community groups/associations

MURRINDINDI INC MEMBERS



2019 Foodworks Murrindindi Business Award Categories

Excellence in Customer Service

Awarded to a business that follows the principals of good customer service and continually looks for ways to improve.

Excellence in Products & Service

Awarded to a business that offers overall product and or service superiority, offering a demonstrated point of difference.

Excellence in Innovation and/or Sustainability

Awarded to a business that demonstrates a contribution to their industry and or the environment through the introduction of new ideas, methods, technology, processes or sustainable practices.

Young Business Person of the Year

Awarded to a business person under the age of 30 who demonstrates characteristics of a business leader, self-awareness, decisiveness, fairness, enthusiasm, integrity and knowledge.

Excellence in Business (with 5 or less employees)

Awarded to a business with a maximum of 5 employees that has attained significant growth and is able to demonstrate specific strategies and process implementation to enable and achieve sustainable growth.

Excellence in Business (with 6 or more employees)

Awarded to a business with 6 or more employees that has attained significant growth and is able to demonstrate specific strategies and process implementation to enable and achieve sustainable growth.

Category Award Sponsorship - \$1,000.00

Align your Business with one of the 6 key business awards with category naming rights.

- Category Naming Rights *eg, The "John Smith" award for excellence in customer service*
- Business Name printed on Category Awards trophy plate
- Acknowledgement at Awards Event and the opportunity to present your sponsored award to the winner of the category
- Logo on Event Website, with a link to your business
- Promotion of your business through Murrindindi Inc Social Media
- One Business banner (supplied by business) on display at Awards Event
- Frequent acknowledgment during all Marketing activities
- Award Category Certificate
- 2 Complimentary tickets to event
- Logo displayed on Winners profile page on Awards Website

Silver Sponsorship - \$500.00

Show your commitment to the Murrindindi Business Awards as a whole with this sponsorship package designed to gain you exposure as a key supporter of the business community.

- Logo on Event Website, with a link to your business
- Promotion of your business through Murrindindi Inc Social Media as a Silver Sponsor
- Logo displayed in the Awards Event program
- Frequent acknowledgment during Marketing activities
- 2 Complimentary tickets to event
- Acknowledgement at Awards Event

Bronze Sponsorship - \$200.00

This sponsorship category is designed to provide small enterprises with the opportunity to gain exposure as a supporter of the business community.

- Logo on Event Website, with a link to your business
- Promotion of your business through Murrindindi Inc Social Media as a Bronze Sponsor
- Logo displayed in the Awards Event program
- 1 Complimentary ticket to Awards Event



SPONSOR APPLICATION FORM

Business Name:

Business Industry:

Contact Person:

Contact Email:

Postal Address:

Which Sponsorship package are you interested in:

Email completed form to: info@murrindindiinc.com.au