

**The Sensational Selwyn Awards
Lincoln Event Centre
Saturday 30 July 2016**

The Sensational Selwyn Awards are presented every two years to individuals and businesses who live or operate in Selwyn to honour outstanding work or inspirational achievements.

The awards, run by the Selwyn District Council (SDC), are an opportunity for all in the district to celebrate success in ten categories: **Agri-Business, Arts and Culture, Business – Large and Small, Community Services, Environmental, Sport, Tourism**, to recognise **Young Achievers**.

The awards celebrate excellence through the following characteristics:

- Enhancing the Selwyn District as a destination
- Innovation
- Customer service
- Environmental awareness
- Contribution to the local community

Sponsorship of the awards enables your company/organisation to:

- Promote to your staff, suppliers, clients and stakeholders your involvement and contribution to the awards
- Profile your commitment to the Selwyn District and show your support for important community initiatives
- Host clients, suppliers or staff at the awards

Sponsorship Options

Premier Naming Sponsor of the Sensational Selwyn Awards: *Investment: \$20,000 +GST*

The Premier Naming Sponsor is the highest, most prestigious level of sponsorship available. The 2016 Sensational Selwyn Awards will be named after your company. I.e. The (insert company name) Sensational Selwyn Awards 2016.

Every marketing and communication initiative will carry your company name so you are recognised as **THE** naming sponsor of the 2016 Awards. All print and direct mail marketing and communication initiatives will carry your company name and logo.



Your company will be profiled and receive;

- One complimentary table for 8 at the Awards dinner.
- Invitation for company representatives and guests attending the Awards dinner to attend a Sponsor and VIP cocktail function (held immediately before the Awards dinner)
- Company name and logo as naming sponsor on all marketing and promotional activities including:
 - Comprehensive advertising and editorial schedule in The Selwyn Times newspaper running for 14 weeks leading up to the Awards dinner
 - Reciprocal links and promotion on Sensational Selwyn Awards website – from April - August
 - Direct mail initiatives to all residential and business addresses in Selwyn – two mail-outs
 - Various communications activities to Selwyn District Council community groups and databases
 - Social media activities
 - Poster and flyers distributed to all Selwyn libraries, service centre's and business hubs
- Stage banner/PowerPoint and screen presentations on stage at the Awards dinner
- Printed event programmes on each table at the Awards dinner
- Recognition and acknowledgement on stage throughout the Awards dinner
- Invitation to speak on stage at the Awards dinner

Individual Award Sponsorship

Gold Sponsorship - sponsorship of one of the ten award categories listed above.

Investment: \$5000 + GST (per award)

Agreement Terms:

Your company/organisation will be profiled and receive:

- One complimentary table for eight people at the Awards dinner.
- Invitation for two company representatives to attend a Sponsor and VIP cocktail function (held immediately before the Awards dinner)
- Company name and logo as a gold sponsor on all print marketing and promotional activities including:
 - Comprehensive advertising and editorial schedule in The Selwyn Times newspaper running for 14 weeks leading up to the Awards dinner
 - Advertorial placement in The Press
 - Sensational Selwyn Awards website – from June - August
 - Various communications activities to Selwyn District Council community groups and databases
 - Social media activities
- Stage banner/PowerPoint and screen presentations on stage at the Awards dinner



- Printed event programmes on each table at the Awards dinner
- Recognition and acknowledgement on stage throughout the Awards dinner

In return you agree to:

- Pay a cash sum of \$5000 plus GST payable on receipt of invoice
- Provide a judge for your award category (if applicable – not required for the Diana Isaac Cup)
- Provide a company representative to present the award on stage
- Provide a brief profile (maximum of 50 words) of your company for promotional purposes
- Provide a high resolution image of your company logo for use in print promotions

Awards Gala Dinner Sponsorship

There are two levels of Awards dinner sponsors as general sponsors of the event itself. These levels of sponsorship are for companies who would like to show their support for the awards and excellence within the District.

Silver Sponsorship: *Investment: \$2500*

- Two tickets to attend the Awards dinner
- Logo and company name mention in some of the print marketing and promotional activities
- Recognition and acknowledgement at the Awards dinner

In return you agree to:

- Pay a cash sum of \$2500 plus GST payable on receipt of invoice
- Provide a brief profile (maximum of 50 words) of your company for promotional purposes
- Provide a high resolution image of your company logo for use in print promotions and on promotional material at the Awards dinner

Bronze Sponsorship: *Investment: \$1000*

- Recognition and acknowledgement at the Awards dinner

In return you agree to:

- Pay a cash sum of \$1000 plus GST payable on receipt of invoice
- Provide a high resolution image of your company logo for use on promotional material at the Awards dinner



We appreciate your consideration of sponsorship of the Sensational Selwyn Awards 2016 and look forward to discussing your involvement further.

