

City of Wanneroo

2024 BUSINESS AWARDS

Presented by Wanneroo Business Association

**SPONSORSHIP
OPPORTUNITIES**



City of Wanneroo 2024 Business Awards

SPONSORSHIP BENEFITS



ABOUT

Delivered by Wanneroo Business Association (WBA) in partnership with the City of Wanneroo, the prestigious City of Wanneroo Business Awards are back! Align your brand with the largest business event in Wanneroo, organised by one of the leading business associations in Perth.

Presentation Dinner
Friday, 1 November 2024

Venue
Peter Moyes Anglican Community School

Attendance
200+ people

Promotional Opportunity
Over 14,000 businesses



WHY CHOOSE WANNEROO

Choosing the Wanneroo Business Awards as your sponsorship opportunity is an investment in the vibrant and rapidly growing community of Wanneroo. Your partnership offers extensive exposure, showcasing your commitment to the prosperity and development of the Wanneroo region while recognising and rewarding the best in business.

229,438
Residents

Predicted
population growth
of approx.
5000
residents per
annum

14,907
Businesses

64,366
Local Jobs

\$9.53 billion
GRP



2024 AWARDS CATEGORIES

Align your brand with a specific award of your choice for exclusive sponsorship. Sponsorship is available for the following Award Categories.

Best Business

Recognises outstanding achievement running a business.

Start Up

(Operating less than 2 years)

SOLD

Owner-Operator

Employing no more than 5 employees

SOLD

1-5 Employees
(Inclusive)

SOLD

6-14 Employees
(Inclusive)

15+ Employees

Celebrating Excellence

Recognising and honouring the outstanding achievements and contributions within our vibrant community.

Innovation
Development of a unique concept, service, product or way of doing business.

Customer Service
Delivering outstanding customer service.

SOLD

Community Engagement
Recognising a business, charity, NFP, or individual

Tourism
Celebrating outstanding destinations, events, experiences, and attractions in the City of Wanneroo.

Outstanding Achievements

Honouring the exceptional contributions and successes of individuals and businesses in the City of Wanneroo.

Trainee/Apprentice of the Year
Outstanding service to business.

Employee of the Year
Outstanding service to business.

SOLD

Business Leader of the Year
Leadership excellence in a manager, supervisor, owner, or team leader.

SOLD

2024 Business of the Year

Judge's Choice Award recognising a business achieving outstanding outcomes in all areas.

SOLD



SPONSORSHIP PACKAGES

Align your brand with this esteemed event and gain exposure to Wanneroo business community. Whether you're looking to increase brand visibility, engage with key stakeholders, or demonstrate your commitment to the local business community, sponsoring the City of Wanneroo Business Awards offers a valuable platform to showcase your brand while supporting the growth and celebrating the success of businesses in the City of Wanneroo.

Award Category

\$2,420

Sponsor an award category of your choice and receive exclusive sponsorship of the category with elevated exposure and branding opportunities.
Limited availability

Event Partner

\$1,100

Align your brand with the prestigious Wanneroo Business Awards and have your branding marketed to thousands of local businesses.
Limited availability

Live Social Media Wall

\$1,750

Engage with attendees projected on the big screen all night with your branding.
Includes safe message monitoring.
Only 1 available

Gift Bag

\$275

Send over 200 attendees home with a reminder of your business! Supply a promotional product, or brochure to be placed inside attendee gift bags.

Bar Branding

\$1,100

Promote your brand, products and services to attendees at the City of Wanneroo Business Awards with your own branding displayed at the bar.
Only 1 available

Pre-Dinner Drinks

\$1,300

Promote your brand, products or services as guests arrive for Pre-Dinner Drinks.
Only 1 available



*Prices are including GST

AWARD CATEGORY BENEFITS



\$2,425
per category

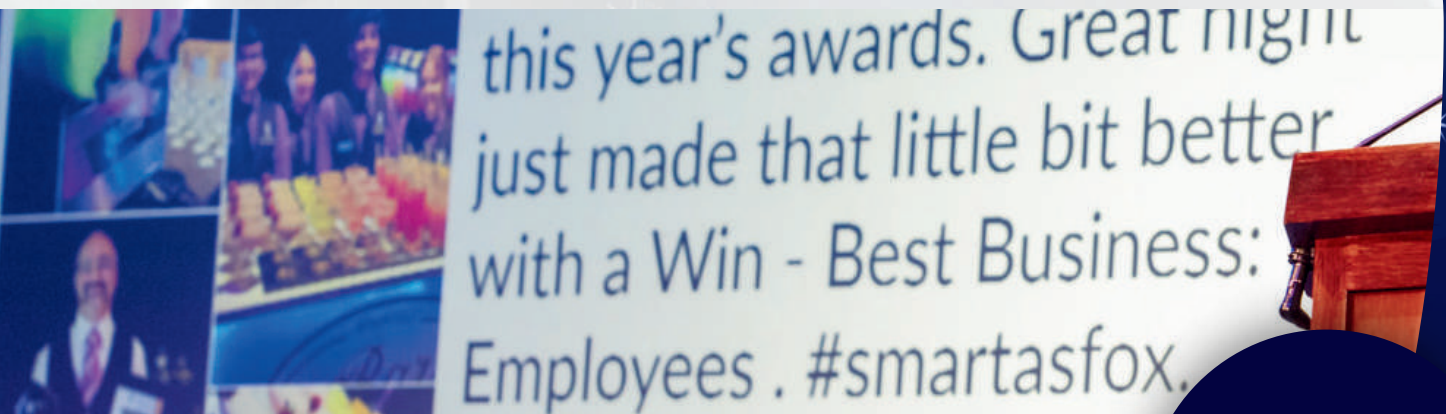
- Exclusive naming rights of an award category
- Two complimentary tickets to the awards dinner
- 1-2 minute speech at the awards dinner prior to award presentation
- Presentation of the award to the winner and runner up
- Promotion to over 14,000 businesses in the Australian Business Register
- Logo featured on the big screens
- Promotional item or brochure in all attendee gift bags
- Pull-up banner up to 1m width on display at awards dinner
- Logo featured in event program and finalist promotional emblems
- Logo on winner and runner up, trophy and certificate
- Logo in WBA email campaigns sent to over 2,500 people
- Tagged as a sponsor on WBA social media with a combined 8,500 followers
- Opportunity to promote your business in the Facebook event
- Recognition as sponsor during official welcome speech
- Photograph with winner and runner up
- Logo on sponsor's and event booking page on the WBA website
- Logo on the Business Awards entry website
- Contact details of category finalists supplied post event



LIVE SOCIAL MEDIA WALL BENEFITS

The Live Social Media Wall is shown above on the large screen in the middle of the stage and is always a highlight of the Awards Dinner.

Attendees are encouraged to share messages and photos to social media on the night using a hashtag to appear on the big screen within seconds.



- Exclusive naming rights for the live social media wall
- Branding of the Live Social Media Wall
- Two complimentary tickets to the awards dinner
- Pre-scheduled messages to appear throughout the evening
- Fully monitored software ensures all messages are moderated
- Promotion to over 14,000 businesses in the Australian Business Register
- Recognition as sponsor in official welcome speech
- Pull-up banner up to 1m width on display at awards dinner
- Promotional item or brochure in all attendee gift bags
- Logo featured in the event program
- Logo featured on the big screens
- Logo and message of recognition as sponsor on the wall
- Logo in WBA email campaigns sent to over 2,500 people
- Tagged on WBA social media with over 8,500 followers
- Announced and tagged as sponsor in the Facebook event
- Promote your business in the Facebook event
- Logo on WBA website
- Logo on Business Awards website

\$1,750
Exclusive



PRE-DINNER DRINKS BENEFITS



- Exclusive naming rights of the pre-dinner drinks
- Two complimentary tickets to the awards dinner
- The chance to brainstorm interactive ways to engage with attendees
- Banner on display at pre-dinner drinks and the awards dinner
- Opportunity to co-brand the photo wall
- Watermarked logo on all official pre dinner drinks photography
- Opportunity to display branded and promotional material in the pre-dinner drinks area.
- Recognition as sponsor in official welcome speech
- Promotion to over 14,000 businesses in the Australian Business Register
- Logo featured in the event program
- Logo featured on the big screens
- Promotional item or brochure in all attendee gift bags
- Logo in WBA email campaigns sent to over 2,500 people
- Tagged as a sponsor on WBA social media with 8,500 followers
- Announced and tagged as sponsor in the Facebook event
- Opportunity to promote your business in the Facebook event
- Logo on the WBA website
- Logo on Business Awards website

\$1,300
Exclusive



BAR BRANDING BENEFITS



\$1,100
Exclusive

- Exclusive branding of the bar
- Two complimentary tickets to the awards dinner
- Pull-up banner up to 1m width on display at awards dinner
- Recognition as sponsor in official welcome speech
- Promotion to over 14,000 businesses in the Australian Business Register
- Logo featured in the event program
- Logo featured on the big screens
- Promotional item or brochure in all attendee gift bags
- Logo in WBA email campaigns sent to over 2,500 people
- Tagged as a sponsor on WBA social media with 8,500 followers
- Announced and tagged as sponsor in the Facebook event
- Opportunity to promote your business in the Facebook event
- Logo on the WBA website
- Logo featured on Business Awards entry website



EVENT PARTNER BENEFITS

Promote your brand, products and services to businesses in the northern suburbs of Perth and to guests at the City of Wanneroo Business Awards. Align your brand with the largest business event, organised by the fastest growing business association in Perth.



\$1,100
Limited

- Two complimentary tickets to the awards dinner
- Pull-up banner up to 1m width on display at awards dinner
- Recognition as sponsor in official welcome speech
- Promotion to over 14,000 businesses in the Australian Business Register
- Quarter page ad in the event program
- Special shout out at the event
- Logo featured on the big screens
- List of attendees inc. email address provided post event
- Promotional item or brochure in all attendee gift bags
- Logo in WBA email campaigns sent to over 2,500 people
- Tagged as a sponsor on WBA social media with 8,500 followers
- Announced and tagged as sponsor in the Facebook event
- Opportunity to promote your business in the Facebook event
- Logo on the WBA website
- Logo featured on Business Awards website



GIFT BAG BENEFITS



BUSINESS
WANNEROO
Our Future is Bright

\$275
Limited

- Promotional item or company brochure in all attendee gift bags
- Logo featured in the event program
- Logo featured on the big screens
- Logo in WBA email campaigns sent to over 2,500 people
- Tagged as a sponsor on WBA social media with 8,500 followers
- Announced and tagged as sponsor in the Facebook event
- Opportunity to promote your business in the Facebook event
- Logo on event booking page on the WBA website

Gift Bag Item Ideas

The more creative, the more your business will be remembered!
It could be a brochure with a special offer, a pen, USB, or something unique for your business. Or, think outside the box and find something attendees can use on the night such as whistles, glow sticks, clappers, or event photo props!



SPONSORSHIP BENEFITS

Award Category \$2,425	Social Media Wall \$1,750	Pre-Dinner Drinks \$1,300	Bar Branding \$1,100	Event Partner \$1,100	Gift Bag \$275	
X						Award Category Exclusive Naming Rights
	X					Social Media Wall Naming Rights with Company Logo
		X				Pre-Dinner Drinks Exclusive Naming Rights
			X			Exclusive Branding Rights for the Bar
				X		Quarter Page Ad in Awards Dinner Program
X						Speech and Presentation of Award
X						Photograph with Winner and Runner Up
X						Logo on Winner's Trophy and Certificates
2	2	2	2	2		Complimentary Tickets
X	X	X	X	X		Recognition as Sponsor During Official Speeches
X	X	X	X	X		Logo on Website as Sponsor
X	X	X	X	X		Promotion through the ABR
X	X	X	X	X		Company Banner on Display
X	X	X	X	X	X	Promotional Item or Literature in Gift Bags
X	X	X	X	X	X	Logo in Awards Email Promotions
X	X	X	X	X	X	Logo on Event Presentation Screens
X	X	X	X	X	X	Tagged as a Sponsor on Social Media
X	X	X	X	X	X	Logo on the Event Program

All prices are including GST



Recitals

- a. This agreement confirms the offer of the above Sponsorship Fee by the Sponsor to the WBA towards the holding of the above listed event.
- b. The WBA accepts your offer on the terms set out in this agreement.

1. Scope of Agreement

Business Award Category sponsorship by Sponsor as outlined in Clause 2 of this Agreement. The WBA acknowledgement of sponsorship and provision of sponsorship rights as outlined in Clause 3 of this Agreement.

2. Sponsorship Fees

In consideration of the grant of Business Award Category sponsorship rights, the Sponsor agrees to contribute the above Sponsorship Fee to the WBA towards the cost of holding the event. The WBA agrees to use the sponsorship contribution for the sole purpose of the awards program. The WBA will accept the Sponsor's evaluation of goods and services for the purposes of the contract.

3. Sponsorship Rights

The sponsor shall be entitled to the benefits outlined above and as specified within the current sponsorship package, in accordance with the selected sponsorship type.

4. Cooperation

- a. Both WBA and the Sponsor will use all reasonable endeavors to conduct themselves in a manner to present a professional and high-quality promotion and image of business.
- b. If in the case that staff changes occur at the Sponsor, it is the responsibility of the Sponsor to provide WBA with written details of an alternative main point of contact for the sponsorship agreement within 2 weeks of the changes.
- c. WBA must not bring into disrepute or otherwise damage the name or goodwill of the Sponsor.
- d. The Sponsor must not bring into disrepute or otherwise damage the name or image of the WBA.
- e. WBA will use its best endeavors to ensure that all third parties act consistently with the Sponsorship Rights and Sponsorship Benefits set out in this agreement and do everything necessary for the Sponsor to perform its obligations under this agreement.
- f. The parties will use their respective best endeavors to prevent any third party from infringing the rights of either party and if necessary, take reasonable action to stop any actions and protect those rights.

5. Consent Required

The Sponsor agrees and acknowledges that all speeches and communications, and promotional items:

- a. must be provided to WBA prior to their delivery and/or circulation by the time stated in this agreement or, where no time is specified, within a reasonable time; and
- b. are subject to prior written approval from WBA which it may withhold in its absolute discretion.

6. Banners and Equipment

- The Sponsor must ensure that all banners and signage are provided to the WBA in a timely manner and not less than 48 hours prior to the event.
- The WBA will be responsible for the security of all banners and equipment after it has been delivered by the Sponsor to the WBA, venue, or event.
- The WBA will be responsible for the proper and effective installation, dismantling and packaging of all signage and equipment, unless otherwise provided in this agreement.
- The WBA will endeavor to ensure that the Sponsor's banner is best positioned in prime locations for maximum exposure at events and for any media coverage.
- Subject to wear and tear, the WBA will ensure that all banners and equipment remains in a presentable condition.
- The Sponsor must collect all banners and equipment when requested.

7. Termination

7.1 Mutual Termination Events for Default

Either the Sponsor or WBA may immediately terminate this agreement by written notice if:

- a. One party breaches a material term of this agreement; and
 - i. (i) It cannot be remedied; or
 - ii. (ii) If capable of being remedied, such breach is not remedied within 14 business days of a written request by the other party to remedy that failure;
- b. It becomes illegal for one party to perform any of its material obligations under this agreement; or
- c. An insolvency event occurs in relation to either party.

7.2 Sponsor Grounds for Termination for Default

- a. The Sponsor may immediately terminate this agreement by written notice to WBA if the Sponsor's name is, in the reasonable opinion of the Sponsor brought into disrepute by WBA or by being associated with WBA.
- b. Upon termination of this agreement by the Sponsor, WBA will refund to the Sponsor any Sponsorship Monies paid by the Sponsor in advance and which relates to the Sponsor Benefits it has paid for but not yet received and which WBA has not paid or committed to pay to a third party.

7.3 WBA Grounds for Termination for Default

- a. WBA may immediately terminate this agreement by written notice to the Sponsor if WBA's name is, in the reasonable opinion of WBA brought into disrepute by the Sponsor or by being associated with the Sponsor.
- b. Upon termination of this agreement by WBA, the Sponsor will forfeit any monies already paid in Sponsorship Monies and all rights referred to in this agreement or otherwise.

8. Dispute Resolution

If a dispute arises between the parties, the complainant must not commence any court or arbitration proceedings, except where that party seeks urgent interlocutory relief, unless it has first complied with this clause:

- a. Notification - The complainant must inform the respondent in writing of the following:
 - i. The nature of the dispute;
 - ii. The outcome the complainant desires, and
 - iii. The action the complainant believes will settle the dispute.
- b. Endeavour to resolve dispute - On receipt of the complaint by the respondent, both parties will make every effort to resolve the dispute by mutual negotiation within 14 business days.
- c. Mediation
 - i. If the dispute is not resolved within 21 business days of the respondent receiving notice, either party may refer the dispute to mediation administered by the Australian Commercial Disputes Centre (ACDC).
 - ii. The mediation must be conducted in accordance with the ACDC guidelines for commercial mediation operating at the time the dispute is referred to ACDC.
 - iii. The guidelines set out the procedures to be adopted, the process of selection of the mediator and the costs involved.
 - iv. The terms of the guidelines are deemed incorporated into this agreement.
 - v. Each party must attend the mediation.
 - vi. The parties are equally liable for the cost of mediation unless otherwise agreed upon in writing.
 - vii. Each party will pay their own cost of attending the mediation.
 - viii. This clause does not affect the rights of a party to the agreement to take legal proceedings under the agreement.
- d. Right to terminate - If the dispute has not been resolved after 30 days from commencement of mediation, either party may request the mediator to terminate the mediation.
- e. Survival of clause - This clause survives termination of this agreement.

9. Amendments

No amendment or variation of this agreement is valid or binding on a party unless in writing and executed by all parties.

10. Entire Agreement

This agreement is the entire agreement and understanding between the parties on everything connected with the subject matter of this agreement, and supersedes any prior understanding, arrangement, representation or agreements between the parties as to the subject matter contained in this agreement.

11. Events Beyond Control

Neither party shall be liable to the other party for any loss caused by any failure to observe the terms and conditions of this agreement, where such failure is occasioned by causes beyond its reasonable control including but not limited to by pandemic, fire, flood, riot, strike, war, restrictions and prohibitions or any other actions by any government or semi government authorities.

12. Severance

If anything in this agreement is unenforceable, illegal or void, it is severed and the rest of the agreement remains in force.

13. Notices

A communication required by this agreement, by a party to another, must be in writing and may be given to them by being:

- a. Delivered personally; or
- b. Posted to their address specified in this agreement, or as later notified by them, in which case it will be treated as having been received on the second business day after posting; or
- c. Faxed to the facsimile number of the party with acknowledgment of receipt received electronically by the sender, when it will be treated as received on the day of sending; or
- d. Sent by email to their email address, when it will be treated as received when it enters the recipient's information system.

14. Counterparts

This agreement may be executed in any number of counterparts each of which will be an original, but such counterparts together will constitute one and the same instrument and the date of the agreement will be the date on which it is executed by the last party.

City of Wanneroo 2024 Business Awards

SPONSORSHIP BENEFITS



CONTACT INFORMATION

Wanneroo Business Association is excited to partner with you to help us deliver a successful awards program for 2024

Contact us today and let's start the conversation.

Wanneroo Business Association

Phone: (08) 9206 3888

Email: admin@wba.asn.au

