



**NORTHERN BUSINESS
Achievement Awards**

Business Excellence in Melbourne's North



2017 SPONSORSHIP

**NORTHERN BUSINESS
Achievement Awards
(NBAA)**

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NORTHERN BUSINESS Achievement Awards (NBAA)

Introduction

It is with great pleasure that we invite you to become a sponsor of the Northern Business Achievement Awards (NBAA). We invite you to read this sponsorship information and take this opportunity to be a part of this event and learn of the great innovative outcomes that local SMEs in Melbourne's North have achieved and are prepared to share with you.

Did You Know?

"Melbourne's North is dealing with massive population growth, with recent government data showing that it will become home to more than 300,000 additional residents by 2031, reaching 1.3 million persons and approaching Adelaide in size. Melbourne's North is also home to a significant manufacturing base, including the growing Food and Beverage sector, as well as a significant number of jobs in healthcare and retail and some significant economic and social assets such as Melbourne Airport, the Melbourne Wholesale Markets, the Northern and Austin Hospital groups, La Trobe and RMIT Universities and the Bendigo Kangan Institute and Melbourne Polytechnic."

Melbourne's North – the new knowledge economy

Overview of the NBAA Breakfasts

The NBAA Awards are a partnership of industry, education, local and state government and decision makers across Melbourne's north, and essential events for those seeking to do business in the region.

Purpose of the NBAA

To recognise the business achievements of SMEs in the northern region of Melbourne and as part of the development, marketing and promotion of Melbourne's north, by recognising local business achievement, encouraging innovation and excellence, and providing valuable networks and opportunities for growth and development.

Format

The NBAA 2017 Awards comprises four breakfasts, held during the year at the Mantra Bell City Ballroom and culminating in a Grand Finale Presentation. Each breakfast features a high profile speaker addressing SME business goals, aim and challenges in the current climate, as well as the presentation of two Award Nominees and recognition of a Young Business Achiever from each of the six LGAs comprising Melbourne's north.

Dates

3rd March 2017 - Breakfast

Hosted by: Hume City Council and Banyule City Council

1st June 2017 - Breakfast

Hosted by: Nillumbik Shire Council and Moreland City Council

7th September 2017 - Breakfast

Hosted by: City of Whittlesea

7th December 2017 - GRAND FINALE

Hosted by: City of Darebin and End of Year Awards

NBAA Awards

Award winners will be announced at the Grand Finale Breakfast on 7th December 2017. This year, there will be eight different Awards presented:

- Business of the Year Award (Overall Award)
- Export Award (Individual Award)
- Customer Service Award (Individual Award)
- Innovation and Enterprise Award (Individual Award)
- Human Resources Award (Individual Award)
- Sustainability and Environment Award (Individual Award)
- Industry Education Engagement Award (Individual Award)
- Workplace Diversity Award (Individual Award)
- *Young Achievers (Recognition)*

Who Attends the Breakfasts?

Breakfasts are attended by 200 to 250 key decision makers from industry, government and education, from the northern region of Melbourne. Attendees include regional leaders who have made a major contribution to the economy, the community and to the development of employment skills for the next generation.

Geographically, the regional coverage of the NBAA Awards encompasses the LGAs of Banyule, Darebin, Hume, Moreland, Nillumbik and Whittlesea.

Benefits to Your Organisation

As a sponsor

- The event will provide your organisation with direct awareness and exposure to a target group of cutting edge businesses, leaders in their fields, and award winning businesses in their industry sector.
- Your organisation will have unique exposure to over 200 business people per breakfast, including an excellent cross-section of chief executives, managing directors and business owners and senior staff from a range of organisations.
- You will receive extensive promotional presence.
- You will receive significant discounts to attend the breakfast series.
- You will position your brand as supporting Victorian Government business programs and initiatives in Melbourne's north that contribute towards the business development and growth of this area.
- You can leverage the event to seek opportunities for your own media and PR campaigns.
- Your logo will appear in advertisements for NBAA in the Epoch Times.
- Your logo and description of your organisation will appear on the NBAA website.
- Your logo will feature in email blasts to over 4,500 businesses.
- Each of the seven LGAs in Melbourne's North extensively promote the NBAAs. Your logo will feature in electronic and hard copy mailouts undertaken by each LGA.

Sponsorship Options

Naming Rights for Individual Awards - \$5,000 each plus GST

This Award recognises business excellence in a particular category.

Entitlements include:

- Recognised sponsor of the chosen award, to be presented at the Grand Finale Breakfast.
- Co-sponsorship of one (1) breakfast.
- Company Logo included on sponsored breakfast invitations as the breakfast sponsor.
- Company Logo included on large screen video presentation run before, during and after the sponsored breakfast and at the Grand Finale breakfast.
- Company Logo included on the sponsored breakfast programs and the Grand Finale breakfast programs.
- Direct link from NBAA website to your website with up to 50 words promotion (this can be updated throughout the year highlighting special events).
- Recognition of your contribution to the NBAA at the sponsored breakfast and Grand Finale breakfast.
- Two (2) complimentary seats at the sponsored breakfast and two (2) complimentary seats at the Grand Finale breakfast.
- Opportunity to purchase up to an additional five (5) tickets discounted by 10% off the individual price.
- Opportunity to provide a Door Prize/Promotional Giveaway with 50 word announcement at your sponsored breakfast.
- Foyer information table for your nominated sponsored breakfast.

Naming Rights for Business of the Year Award - \$10,000 plus GST

This award recognises the overall excellence of a business.

Entitlements include:

- Recognition as sponsor of the NBAA Business of the Year Award, to be presented at the Grand Finale Breakfast.
- Co-sponsorship of one (1) breakfast.
- Company Logo included on sponsored breakfast invitations as the breakfast sponsor.
- Company Logo included on large screen video presentation run before, during and after the sponsored breakfast and at the Grand Finale breakfast.
- Company Logo included on the sponsored breakfast programs and the Grand Finale breakfast programs.
- Opportunity to display a company banner at the Grand Finale breakfast (Specifications will be provided).
- Direct link from NBAA website to your website with up to 50 words promotion (this can be updated throughout the year highlighting special events).
- Recognition of your contribution to the NBAA at each breakfast presentation (4 breakfasts)
- Five (5) free seats at each Breakfast - with the opportunity for one (1) person to sit at the head table for your nominated sponsored breakfast.
- Opportunity to purchase up to an additional five (5) tickets discounted by 10% off the individual price.
- Opportunity to provide a Door Prize/Promotional Giveaway with 50 word announcement for the Grand Finale Breakfast.
- Foyer information table for your nominated sponsored breakfast.

Marketing Plan

Direct Email Campaigns

- Each breakfast is significantly promoted by NORTH Link and the seven city councils to their databases of local businesses and key decision makers in the area. Combined databases for each council represents direct access to over 10,000 businesses in the area.
- Direct email blasts in the weeks leading up to each breakfast, including sponsor information, speaker profile and breakfast program. Local organisations and companies in the area also send out e-news to their databases.
- E-newsletters from each council.

Website

- The NBAA website, used as the focus of the NBAA marketing and communication plan, is a powerful tool. It is constantly updated and refreshed to reflect the latest news, speaker profiles and award nominees' information.
- Council Websites regularly update their website pages.

Media Coverage

- The high-profile speakers often attract both specialist and general media representatives.
- Interviews and post-breakfast news articles and editorials are key leverage opportunities for our sponsors and partners both in the local community newspaper and other media outlets.

Advertising

- Advertising campaigns for each breakfast are placed in the Epoch Times.

For Further Information

Please visit the website at www.nbaa.com.au or contact NORTH Link at:

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Partners/ Sponsors

The support of Sponsors is extremely important to the success of the NBAA, which will foster and encourage businesses in the region to achieve business excellence, growth and competitiveness.

Their support enables professionals from a variety of areas and backgrounds to get together for shared learning and networking opportunities that will benefit the northern region of Melbourne.

Partners



Naming Rights Sponsors



Sponsors



Media Partners



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