



2019
**WHITSUNDAY
TOURISM**
Awards

SPONSORSHIP PROSPECTUS 2019

#WTA19





About the Awards

The Whitsunday Tourism Awards are the region's premier tourism event, established to pay tribute to the enormous contribution made by the region's tourism operators and service providers and to encourage excellence within the industry. The Awards are a submission and inspection based program and provide the opportunity to publicly acknowledge and showcase the Whitsundays finest tourism operators. The Awards cover 31 categories ranging from attractions, events, tour and transport, accommodation, restaurants, culture, ecotourism, marketing and recognition for individuals. The awards recognise growth in tourism products and services, and are based on businesses having a solid business plan, businesses that continually innovate their products and who implement targeted marketing campaigns.



The Whitsunday Tourism Awards aim to

- Publicly recognise and reward excellence throughout the Whitsunday tourism industry
- Support improved planning, development and internal analysis for tourism businesses
- Promote a benchmark for industry best practice
- Reinforce the value and contribution of the Whitsunday's \$727 million tourism industry
- Emphasise consumer confidence and industry pride for Whitsunday tourism products
- Encourage continual raising of standards among Whitsundays tourism operators, through accreditation and certification



- Provide an annual platform of celebration for the industry through networking opportunities for industry, supporters and sponsors

Why sponsor the Whitsunday Tourism Awards

Sponsorship with the Whitsunday Tourism Awards enables your organisation and brand to demonstrate its commitment to, and connection with, the Whitsundays tourism industry. In addition, sponsors also show their support of continued improvement of product quality and standards within the tourism industry. Varying levels of sponsorship and an extensive promotional program deliver wide-spread exposure for your organisation and brand across a range of mediums associated with the Whitsunday Tourism Awards.

Sponsors of the Whitsunday Tourism Awards are offered:

- Opportunities to expand relationships, collaborate and broaden existing networks with industry and business leaders
- Showcase opportunities for your brand, products and services to targeted audience of over 350 local business people
- Recognition for your organisation and its support of the continual improvement of tourism quality in the Whitsundays
- Substantial local PR generated about the event, creating many opportunities for sponsors to leverage
- Social media exposure through Tourism Whitsundays digital channels and partnership engagement
- Alignment of your business with excellence through the industry's leading awards program

Thank you
to our
sponsors in
2018





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Sponsorship Opportunities for 2019

SPONSOR BENEFITS	NAMING SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	CATEGORY SPONSOR
Company logo displayed on Tourism Awards section of website with direct link to your website	✓	✓	✓	✓	✓	✓
Company name mentioned during the event	✓	✓	✓	✓	✓	✓
Company logo featured on screen at event		✓	✓	✓	✓	✓
Logo inclusion on all signage produced for the event	✓	✓	✓	✓	✓	✓
Sponsors certificate to recognise the year and level of support	✓	✓	✓	✓	✓	✓
Use of official TW sponsors logo	✓	✓	✓	✓	✓	✓
Sponsors recognised and featured in relevant content on TW's social media channels	✓	✓	✓	✓	✓	
Company logo featured on the looped sponsors reel, played several times throughout the event	✓	✓	✓	✓	✓	
Logo featured in the printed Ceremony Awards Program	✓	✓	✓	✓		
Optional placement of signage at event	✓	✓	✓	✓		
Priority logo inclusion within all advertising of the event	✓	✓	✓			
Naming rights for an award and opportunity to present that award	✓	✓	✓			
Preferential seating at the Gala Ceremony in the VIP area at the front of the room	✓	✓				
Announcement of partnership via dedicated press release and at any other opportunity (eg. networking events)	✓	✓				
Associate Membership with Tourism Whitsundays to be provided for 2016/17	✓					
Naming rights for The Whitsunday Tourism Awards 2016/17	✓					
Complimentary tickets to attend the Awards Ceremony	10 Tickets	6 Tickets	4 Tickets	2 Tickets	1 Ticket	2 Tickets
TOTAL INVESTMENT	\$20,000	\$10,000	\$5,000	\$2,000	\$750	In Kind



Sponsorship Form

YES! Sign me up to sponsor our region's most prestigious event supporting excellence in our tourism industry!

Company/Business Name:	Contact Person:
Phone:	Email:
Company Postal Address:	

I would like to purchase the following sponsorship package:

Name:	Amount: \$ _____
	Name on card: _____
	Card number: _____
	Card type: _____
	Expiry: ____/____/____
	Invoice will be produced upon receipt of this form

Signed: _____

What to do next? On behalf of the Whitsundays tourism industry, TW thanks you for your commitment to the Whitsunday Tourism Awards, and support for business excellence in our region. Now that you have signed on to be a sponsor, please send a high resolution version of your logo to us and we will be in touch to arrange the rest of your sponsorship inclusions.
Please send form and logo to Aimee: aimee.cameron@tourismwhitsundays.com.au 07 4948 5900