



# SPONSORSHIP PROSPECTUS



## About the Event

The Whitsundays Tourism Awards is 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 29 categories ranging from attractions, events, tours 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 Whitsundays Tourism Awards aim to:

- Publicly recognise and reward excellence throughout The Whitsundays 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 Whitsundays \$1.2 billion tourism industry
- Emphasise consumer confidence and industry pride for Whitsundays 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 Whitsundays Tourism Awards

Sponsorship of the Whitsundays 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 for the continued improvement of product quality and standards within the tourism industry. Varying levels of sponsorship and an extensive promotional program deliver widespread exposure for your organisation and brand across a range of mediums associated with the Whitsundays Tourism Awards.



## Sponsors of the Whitsundays 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 a targeted audience of over 350 local business representatives
- Recognition for your organisation and its support of the continual improvement of tourism quality in The Whitsundays
- Substantial local PR is 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



	NAMING RIGHTS (1)	PLATINUM SPONSOR (2)	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	IN KIND SPONSOR
Complimentary tickets to attend the Awards Ceremony	10 Tickets	8 Tickets	6 Tickets	2 Tickets	1 Ticket	2 Tickets
Naming rights for the 2023 Whitsunday Tourism Awards Event	✓					
Business Membership with Tourism Whitsundays to be provided for 2023/24	✓	✓				
Announcement of partnership via dedicated press release and at any other opportunity (eg. networking events);	✓	✓				
Preferential seating at the Gala Ceremony in the VIP area at the front of the room	✓	✓	✓			
Naming rights for an award and opportunity to present that award	✓	✓	✓			
Priority logo inclusion within all advertising of the event	✓	✓	✓			
Optional placement of signage at event	✓	✓	✓			
Logo featured in the printed Ceremony Awards Program	✓	✓	✓	✓		
Sponsors recognised and featured in relevant content on TW's social media channels	✓	✓	✓	✓		
Company logo displayed on Tourism Awards section of website with direct link to your website	✓	✓	✓	✓		
Use of official WTA sponsors logo	✓	✓	✓	✓	✓	✓
Sponsors certificate to recognise the year and level of support	✓	✓	✓	✓	✓	✓
Company logo featured on the looped sponsors reel, played several times throughout the event	✓	✓	✓	✓	✓	✓
Logo inclusion on all signage produced for the event	✓	✓	✓	✓	✓	✓
Company logo featured on screen at event	✓	✓	✓	✓	✓	✓
Company name mentioned during the event	✓	✓	✓	✓	✓	✓
<b>TOTAL INVESTMENT</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>In Kind</b>





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The Whitsundays

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# The Whitsundays TOURISM AWARDS 2024

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ookeasy  
tourism solutions

#WTA24