2009 NSW TRAINING AWARDS
Recognising and rewarding excellence and outstanding achievement in vocational education and training

SPONSORSHIP PROSPECTUS
www.trainingawards.nsw.gov.au
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About the Awards

The NSW Training Awards are held annually by the Department of Education and Training to reward and promote vocational education and training (VET) excellence in NSW.

With the growing importance of vocational training in enhancing the State’s prosperity, the Awards play a critical role in the economic landscape by encouraging and celebrating excellence in skills development. Organisations that participate in the Awards as sponsors are recognised as leading contributors in building a skilled State.

The NSW Training Awards display the range and diversity of talent and skill in the VET sector in NSW across disciplines ranging from business and information technology, to cookery and hairdressing, to construction and engineering.

The Awards are held across eleven regions, culminating at the State level. The Award categories encompass students, schools, training providers and employers. In addition, there are several special industry-based achievement awards.

More than 500 entries are received each year, high media exposure is gained and over 800 of NSW’s most influential business, government and community leaders assemble to acknowledge extraordinary success in skilling the workforce.

This makes the NSW Training Awards the most prestigious program for the training sector in the State.

Sponsorship Levels

There are seven levels of sponsorship, each with its own package of benefits:

- Principal Partner
- Major Partner
- Alliance Partner
- Supporter
- Industry Excellence Sponsor
- Media Partner
- Regional Supporter
Principal Partner

A unique relationship that provides the highest prominence and a series of benefits that will position your organisation as a leader in developing the workforce of the future. You will have a key role in regional and State programs and Award presentation functions.

Corporate Image

As Principal Partner of the NSW Training Awards you will have a distinct advantage in being able to demonstrate the superior status of your organisation in regard to your contribution to the training sector through:

- Strong association with the benefits of achieving excellence in vocational education and training
- High profile with business and vocational education training sectors across NSW
- Alignment with the NSW Department of Education and Training and the NSW Training Awards
- Profile and logo will be prominent on the Training Awards website with a link through to your own website
- Premium positioning of logo on Awards promotional material
- Right to negotiate with the NSW Department of Education and Training to develop additional marketing and promotional opportunities.

Media exposure

- Acknowledgement as the Principal Partner of the NSW Training Awards in all media releases and Departmental publications relating to the Awards
- Prominent positioning of your logo in all paid advertising
- Opportunity to book additional advertising space in the Awards’ media partner’s special feature at reduced rates
- Specific mention and logo inclusion in Community Service Announcements televised throughout regional NSW.

Principal Partner Offer

- to be the Principal Partner of the NSW Training Awards
- to have significant presence through NSW State and regional events
- investment: $60,000 (exclusive of GST)
State Awards Benefit

The NSW Training Awards presentation night is the most prestigious event in the training sector’s calendar in NSW. It is held in September each year and is traditionally hosted by the NSW Minister for Education and Training.

More than 800 people from a broad cross section of the VET sector, senior government officers and high ranking representatives of commerce and industry in NSW attend the event.

Benefits received include:
- Prime sponsor positioning throughout the event
- Audio-visual piece, provided by you, to be played during the Awards presentation
- Plaque presented to you by the Minister or representative in recognition of your role and support in vocational education
- Opportunity to participate on an Awards judging panel
- Two VIP places at a table hosted by the NSW Minister for Education and Training or Director-General of Education and Training (parking included)
- One corporate table of ten (parking included) and the opportunity to purchase additional corporate tables
- Inclusion of profile and a full page advertorial in the souvenir program booklet
- Corporate logo on digital screens outside function room and on inside screens
- Announcements during the presentation acknowledging the sponsorship
- Opportunity to provide a memento to all guests
- Networking opportunities with students, training organisations, employers, industry associations and senior government representatives.

Regional Benefit

Principal Partner sponsorship of the NSW Training Awards will provide the opportunity to raise awareness of your contribution to regional communities and engage with local industries, training organisations and other stakeholders.

At the regional level, over 2000 people celebrate the achievements of students and employers at Awards presentation events held at local venues. From March through to September, momentum about the Awards gathers in the Central Coast, Hunter, North Coast, Illawarra, Western NSW, Sydney Metropolitan (four separate regions), the Riverina and New England regions.

Each of these regions involves their local communities, businesses and training organisations to engage with the Awards and participate through entering applicants or supporting through sponsorship. Significant media coverage is achieved, but can be further enhanced through sponsor driven initiatives.

Involvement at regional events will provide the following benefits:
- Logo placement on regional event printed materials
- Invitation to Awards presentation events
- Logo placement on official event signage at all four metropolitan events and seven non-metropolitan events
- Individual sponsor signage
- Recognition at Awards presentation
- Short presentation as part of Awards functions
- Photo opportunity with Awards winners
- Opportunity for ongoing promotions with finalists and winners
- Opportunity to participate on a regional Awards judging panel where appropriate.
Major Partner

An outstanding opportunity for your organisation to attain a high profile in the training market. A series of benefits provided at State and regional levels will position you as a leader in contributing to a skilled workforce.

**Corporate Image**

As Major Partner of the NSW Training Awards you will be able to demonstrate your commitment to vocational education and training through:

- Direct association with the benefits of achieving excellence in vocational education and training
- Alignment with an Award category that is judged at both State and regional levels.*

These categories are:

- Apprentice of the Year
- Trainee of the Year
- Vocational Student of the Year
- Aboriginal and Torres Strait Islander Student of the Year
- Australian School Based Apprentice of the Year

*representation of all categories in all regions is dependent on the number of eligible entries

- Strong profile with business and vocational education and training sectors across NSW
- Logo included on Awards promotional materials
- Logo on Training Awards website with link through to your own website
- Right to negotiate with the NSW Department of Education and Training to develop additional marketing and promotional opportunities.

**Media exposure**

- Acknowledgement as a Major Partner of the NSW Training Awards in media releases and Departmental publications relating to the Awards
- Inclusion of logo in all paid advertising
- Opportunity to book additional advertising space in the Awards’ media partner’s special feature at reduced rates.

**Major Partner Offer**

- to be a Major Partner of the NSW Training Awards
- to have significant presence through NSW regional events and communication
- to be linked directly with a major Training Awards category
- investment: $30,000 (exclusive of GST)
State Awards Benefit

The NSW Training Awards presentation night is the most prestigious event in the training sector’s calendar in NSW. It is held in September each year and is traditionally hosted by the NSW Minister for Education and Training.

More than 800 people from a broad cross section of the VET sector, senior government officers and high ranking representatives of commerce and industry in NSW attend the event.

Benefits received include:

- High profile throughout the event
- Short promotional message via slideshow / video presentation (no audio), to be supplied by you, to be played during pre-dinner drinks
- Invitation to participate on the Awards judging panel for your linked category
- Participation in presentation to the finalists and winner of the Award category
- Priority seating, and parking, for six representatives
- Inclusion of logo and profile in the souvenir program booklet
- Opportunity to purchase corporate tables
- Corporate logo on digital screens outside function room and on inside screens
- Announcements during the presentation acknowledging the sponsorship
- Networking opportunities with students, training organisations, employers, industry associations and senior government representatives.

Regional Benefit

Major Partner sponsorship of the NSW Training Awards will provide the opportunity to raise awareness of your contribution to regional communities and engage with local industries, training organisations and other stakeholders.

At the regional level, over 2000 people celebrate the achievements of students and employers at Awards presentations events held at local venues. From March through to September, momentum about the Awards gathers in the Central Coast, Hunter, North Coast, Illawarra, Western NSW, Sydney Metropolitan (four separate regions), the Riverina and New England regions.

Each of these regions involves their local communities, businesses and training organisations to engage with the Awards and participate through entering applicants or supporting through sponsorship. Significant media coverage is achieved, but can be further enhanced through sponsor driven initiatives.

Involvement at regional events will provide the following benefits:

- Logo placement on regional advertising and other print materials
- Logo placement on official event signage at seven non-metropolitan events and four metropolitan events
- Invitation to regional Awards presentation events
- Recognition at Awards presentation
- Networking with local businesses, training providers and Departmental staff
- Photo opportunity with Awards winners
- Opportunity for ongoing promotions with finalists and winners
- Opportunity to participate on the regional Awards judging panel for your linked category.
Alliance Partner

An excellent opportunity for your organisation to attain a high profile in the training market. A series of benefits provided at the State level will position you as a leader in contributing to a skilled workforce.

Corporate Image
As an Alliance Partner of the NSW Training Awards you will be able to demonstrate your commitment to vocational education and training through:

- Direct association with the benefits of achieving excellence in vocational education and training.
- Alignment with an Award category that is judged at the State level. These categories are:
  - VET in School Student of the Year
  - VET in School Excellence Award
  - Large Training Provider of the Year
  - Small Training Provider of the Year
  - Training Initiative Award
  - Employer of the Year
  - Small Business of the Year
- Logo or name included on selected promotional material
- Logo on Training Awards website
- Media exposure through inclusion of logo in all paid advertisements
- High profile with the vocational training and business sectors across NSW.

State Awards Benefit
The State Finals Awards Presentation night is the most prestigious event in the training sector’s calendar in NSW. It is held in September each year and is traditionally hosted by the Minister for Education and Training. More than 800 people from a broad cross section of the VET sector, senior government officers and high ranking representatives of commerce and industry in NSW attend the event.

Benefits include:

- High profile throughout the event
- Participation in presentation to the winner of the Award category
- VIP seating for six representatives
- Opportunity for purchasing corporate tables
- Logo and acknowledgement included in souvenir program
- Corporate logo on digital screens outside function room and on inside screens
- Announcements during the presentation acknowledging the sponsorship
- Networking opportunities with students, training organisations, employers, industry associations and senior government representatives.

Alliance Partner Offer

- to be a Alliance Partner of the NSW Training Awards
- to be linked directly with a Training Awards category
- investment: $11,000 (exclusive of GST)
Supporter

A great opportunity for your organisation to attain a high profile in the training market. A series of benefits provided at the State level will position you as a significant contributor to a skilled workforce.

**Corporate Image**

As Supporter of the NSW Training Awards you will be able to demonstrate your commitment to vocational education and training through:

- Direct association with the benefits of achieving excellence in vocational education and training
- Logo or name included on selected printed promotional material
- Media exposure through inclusion of logo in all paid advertisements
- Acknowledgement on Training Awards website
- High profile with business and vocational education and training sectors across NSW.

**State Awards Benefit**

The State Finals Awards Presentation night is the most prestigious event in the training sector’s calendar in NSW. It is held in September each year and is traditionally hosted by the Minister for Education and Training. More than 800 people from a broad cross section of the VET sector, senior government officers and high ranking representatives of commerce and industry in NSW attend the event.

Benefits received at the event include:

- Profile throughout the event
- Priority seating for two representatives
- Opportunity to purchase corporate tables
- Logo included in souvenir program booklet
- Corporate logo on digital screens outside function room and on inside screens
- Announcements during the presentation acknowledging the sponsorship
- Networking opportunities with students, training organisations, employers, industry associations and senior government representatives.

**Supporter Offer**

- to be a Supporter of the NSW Training Awards
- investment: $8,000 (exclusive of GST)
Industry Excellence Sponsor

As an organisation wishing to support an outstanding apprentice or trainee in your industry, you can sponsor a special Industry Award.

Existing awards are:

- Top Apprentice in the Vehicles Trade awarded by the Motor Traders’ Association of NSW
- Excellence in Trade Skills awarded by Unions NSW
- Phil Darby Memorial Award – Encouragement Award for an Apprentice or Trainee awarded by Australian Industry Group.

The nominees for these awards are selected by the regional committees from their finalists in the student award categories. The sponsoring organisation then selects the winner, who receives a cheque and trophy at the State Final Awards Presentation night.

Industry categories cover

- child care
- business and finance
- construction
- mining
- utilities
- manufacturing and engineering.

Benefits you will receive are:

- Direct association with the rewards of achieving excellence in vocational education and training
- Inclusion of your organisation’s name and direct association with the specific award in the souvenir program of the NSW Training Awards presentation
- Priority seating at the NSW Training Awards presentation night
- Opportunity to leverage your association with the Award within your own organisation and industry
- High profile with business and vocational education and training sectors across NSW.

Industry Excellence Sponsor Offer

- to sponsor an Industry Excellence category in the NSW Training Awards
- investment: $3,000 (exclusive of GST)
Media Partner

The NSW Training Awards values the support from media organisations. Becoming a Media Partner of the Awards will offer your media organisation a range of tailored benefits and will position you as a significant contributor to a skilled Australian workforce.

Importantly, your media organisation will be seen to support training opportunities which are essential for addressing skills shortages and will be clearly associated with the NSW Government’s ideals of fostering excellence in vocational education and training.

Regional Supporter

An excellent opportunity for your organisation to attain a high profile in specific geographic areas of the training market. You can select from one or more of the eleven regions throughout NSW, depending on the focus of your business. A series of benefits provided at the regional level will position you as a significant contributor to a skilled workforce.

Each region organises its own Awards and is managed by a local committee. All have their own promotional activities and presentation events. Benefits will vary from region to region.

Key Promotion Dates

<table>
<thead>
<tr>
<th>Awards activity</th>
<th>Month</th>
<th>Promotion</th>
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<tbody>
<tr>
<td>Awards launch</td>
<td>February</td>
<td>&gt; Launch event hosted by the NSW Minister for Education and Training and the Director-General of Education and Training</td>
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<tr>
<td></td>
<td></td>
<td>&gt; Website live</td>
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<td></td>
<td></td>
<td>&gt; Media Release announcing opening</td>
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<tr>
<td></td>
<td></td>
<td>&gt; Promotional campaign commences</td>
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<tr>
<td>Promotion of Awards</td>
<td>February – May</td>
<td>&gt; Media and promotion campaign continues advertising Awards, targeted at key industry sectors, organisations, influencers and decision makers.</td>
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<tr>
<td></td>
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<td>&gt; Judging panels are formed</td>
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<td></td>
<td></td>
<td>&gt; Regional events are promoted across the state</td>
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<tr>
<td>Regional Events Promotion</td>
<td>June – July</td>
<td>&gt; Regional Awards presentation events are held</td>
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<tr>
<td>Judging of State Finalists</td>
<td>August</td>
<td>&gt; Judging of state finalists commence</td>
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<td></td>
<td></td>
<td>&gt; Invitations sent to attend State Awards evening</td>
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<tr>
<td>Awards Presentation</td>
<td>September</td>
<td>&gt; State awards presentation night at Darling Harbour</td>
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The NSW Department of Education and Training gratefully acknowledges the support of the 2008 NSW Training Awards sponsors.

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