



# Sponsorship

## Monash Business Awards

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[www.monashbusinessawards.asn.au](http://www.monashbusinessawards.asn.au)



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# Monash Business Awards

## **History and Background**

The Monash Business Awards (MBA) were established in 1994 by ten senior executives from private sector and local government organisations. This group of people formed the “Executive Committee” of the MBA.

## **Purpose and Vision**

The MBA aims to promote business success and excellence through the recognition of significant achievements and innovations. Award nominees make a presentation to guests at regular business functions, which also host a keynote speaker. These events provide business people with the opportunity to meet, exchange ideas and discuss problems. Each year, category winners are announced at a Gala Dinner and Presentation Night.

## **Audience**

The MBA gathers together representatives from over 200 businesses and schools in the City of Monash. Some of the most senior members of the Monash business community are regular attendees, as well as the Mayor, CEO, Councillors and senior management of the City of Monash.

## **Community Projects**

The MBA is committed to contributing to the development of the local community. A percentage of the proceeds from an annual Charity Breakfast are given to a local community organisation. In 2000, the first Community Service Award was presented to the Child and Family Care Network (CFCN). Based in Glen Waverley and now known as bestchance Child Family Care, provides services to assist people commencing or returning to employment. Other community groups to receive donations are the Monash Volunteer Resource Centre, Cycle for Kids Charities and the Glenallen School.



## Speakers

Many high profile speakers have presented at MBA events including:

- Professor David de Kretser AC, Governor of Victoria
- The Hon. John Brumby, Former Victorian Treasurer
- The Hon. Steve Bracks, Former Victorian Premier
- Janet Holmes a' Court
- Hon. Justin Madden MLC, Minister for Sport
- Peter Abraam – CEO, The Victorian Major Events Company
- Ivan Deveson – Ex City of Melbourne Mayor and Ex CEO of Seven Network
- Cheryl Batagol, Chairperson – Melbourne Water Corporation
- Saul Eslake – ANZ Chief Economist
- Gregory Hywood – CEO, Tourism Victoria
- Stan Alves – Master Communicator
- The Hon. Tim Holding, Minister for Water, Minister for Finance, Workcover & the TAC, Minister for Tourism & Major Events
- Franz Madlener – Managing Director, Villa & Hut

## Sponsors

The support of sponsors is vital to the continuation and success of the MBA, which is a not for profit organisation.

### Major sponsors

- Mason Sier Turnbull
- ANZ Bank
- RACV – Business Insurance
- Worldwide Online Printing Mt Waverley
- Mulgrave Country Club
- Monash Journal
- Australia Post
- City of Monash
- Omnico Business Centre Monash
- Cetec Pty Ltd
- Connect East
- Novotel Melbourne Glen Waverley

### Minor Sponsors

- DTZ Australia
- Haywood Financial Management
- Lawsons Chartered Accountants
- Lyndhurst Renson Pty Ltd
- BDC Market Research

### Supporters

- Barter Card Melbourne East
- Harmon Group Hotels
- Wyndata
- Australian Pitch and Putt
- Action Coach
- Get More Pty Ltd

## Major Sponsor

### **Exposure and Benefits**

- Three complimentary tickets to each breakfast/lunch. (These tickets are transferable and may be used by any employee, client or guest of the company.)
- Four complimentary tickets to the Annual Dinner. (These tickets are transferable and may be used by any employee, client, or guest of the company.)
- Sponsor logo will be displayed on function invitations. (650 invitations are distributed)
- Sponsors will be formally acknowledged at each function during the Chairperson's opening speech.
- Sponsor logo to be displayed on the visual display at each event.
- Sponsor logo will be printed on the MBA banner, displayed at each function.
- Sponsor logo will be placed on the MBA website ([www.monashbusinessawards.asn.au](http://www.monashbusinessawards.asn.au)), including hyperlink to sponsor website.

### **Sponsors will have the opportunity to:**

- Display their company banner at the venue at each event.
- Provide information folder for distribution at one function per year, when and where possible. The chairperson in his speech will acknowledge the sponsor. This needs to be booked in advance with the Events Officer – (Heather Mileto, 9518 3587 or [mba@monash.vic.gov.au](mailto:mba@monash.vic.gov.au)) as there are only five events per year where this opportunity is available.
- Include promotional material in the folders distributed at each function. Sponsors may provide a promotional brochure promoting their company or services. Information folders are distributed to all attendees. Sponsors may wish to also provide pens or notepads that can be put out on the tables.
- Have a promotional display to promote their business and services. This needs to be booked in advance with the Events Officer – Heather Mileto, 9518 3587 or [mba@monash.vic.gov.au](mailto:mba@monash.vic.gov.au)
- Make a presentation about your company at a function where and when possible. This needs to be booked in advance with the Events Officer – (Heather Mileto, 9518 3587 or [mba@monash.vic.gov.au](mailto:mba@monash.vic.gov.au)) as there are only five events per year where this opportunity is available.

### **Contribution**

First year:                      \$5,000    Subsequent years:    \$2,200

*(The MBA executive committee reserves the right to alter these contributions and benefits as required)*

# **Minor Sponsor**

## **Exposure and Benefits**

- Two complimentary tickets to each breakfast/lunch. (These tickets are transferable and may be used by any employee, client or guest of the company.)
- Two complimentary tickets to the Annual Dinner. (These tickets are transferable and may be used by any employee, client or guest of the company.)
- Sponsors will be formally acknowledged at each function during the Chairperson's opening speech.
- Sponsor's company name will be displayed on function invitations. (650 invitations are distributed)
- Opportunity to include promotional material in the folders distributed at each function. Sponsors may provide a promotional brochure promoting their company or services. Information folders are distributed to all attendees.
- Sponsors are given the opportunity to have a promotional display to promote their business and services at one function per year. This needs to be booked in advance with the Events Officer – Heather Mileto, 9518 3587 or [mba@monash.vic.gov.au](mailto:mba@monash.vic.gov.au)

## **Contribution**

First year:                      \$1,800    Subsequent years:    \$1,800

*(the MBA executive committee reserves the right to alter these contributions and benefits as required)*

## Supporter

### **Exposure and Benefits**

- Reserved place at each of the 5-breakfast/lunch functions (RSVP still required).
- Sponsor company name listed as supporter on function invitations. (650 invitations are distributed)
- Opportunity to display promotional material on the rear table at each breakfast/lunch function. This is available near the nametags table.
- Acknowledgment at each function by chairperson, plus opportunity for representative to draw the door prize.

### **Contribution**

Purchase of at least one annual ticket (\$180 each) plus provides suitable door prizes at each of the five-breakfast/lunch functions throughout the year, or other in-kind support for the Awards. Door prizes/support proposal must be accepted by Committee.

*(the MBA executive committee reserves the right to alter these contributions and benefits as required)*

## Annual Ticket Holder (ATH)

### **Exposure and Benefits**

- Reserved place at each of the 5-breakfast/lunch functions (RSVP still required).
- Opportunity to display promotional material on the rear table at each breakfast/lunch function.
- New Annual Ticket Holders announced/introduced at the next breakfast/lunch function.

### **Contribution**

Currently \$180 per annual ticket (transferable – for example to staff or clients).

*(The MBA executive committee reserves the right to alter these contributions and benefits as required)*

***The following page contains the Application Form for sponsorship. Other than Annual Ticket Holders (separate form available by phoning 9518 3587), applications for all other levels of sponsorship must be approved by the MBA Executive Committee prior to acceptance.***



# ***Sponsorship Application***

Business Name: .....

Business Address: .....

.....

Contact Person: .....

Position: .....

Phone: ..... Fax: .....

Email: .....

Business Description: .....

.....

Date of Commencement: ..... Number of Employees: .....

Type of Sponsorship:      Major       Minor       Supporter

Proposed support in-kind: .....

.....

.....

Signature of Applicant: ..... Date: .....

Please submit this form to:

Monash Business Awards

PO Box 1

Glen Waverley VIC 3150

Phone: 9518 3587      Fax: 9518 3444 (Attention: Heather Mileto)