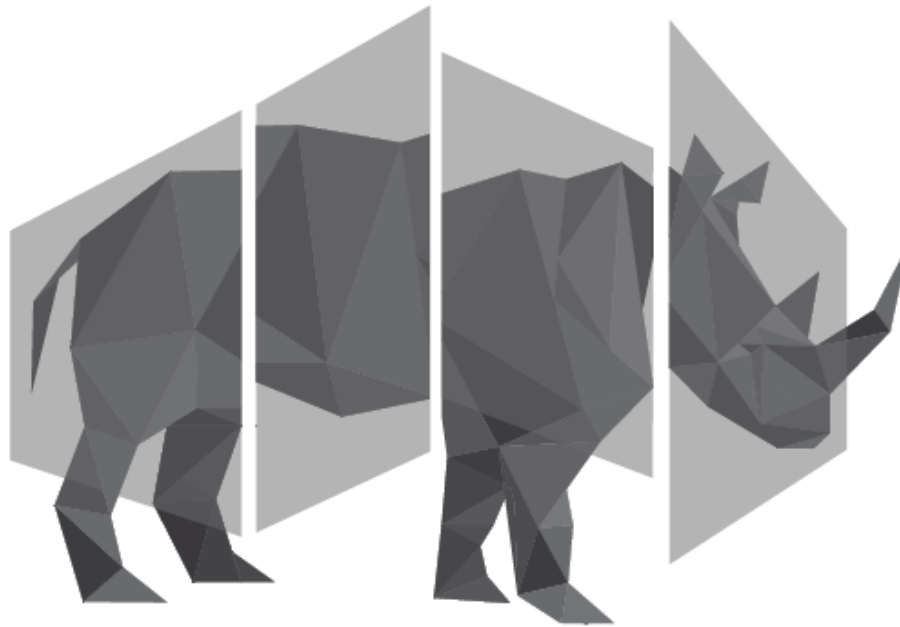


2017

Sponsorship Proposal

DUBBO CHAMBER
OF COMMERCE
**RHINO
AWARDS**



6/6/2017



Sponsorship Proposal
2017 Rhino Awards for Outstanding Business
Celebrating our 22nd Rhino Awards

The Rhino Awards for Outstanding Business are one of the city's most prestigious annual events.

Now in their 22nd year, the Rhino Awards are recognition and celebration of business excellence. They provide inspiration to business and set benchmarks for best practice.

The 2016 awards evening was a sell-out and we anticipate the 2017 event will just be as successful.

There are more than 2,000 businesses eligible to enter the Rhino Awards. The categories that a business can enter are listed on page two.

Past Rhino Awards winners have gone on to win prestigious national awards such as Telstra Small Business Awards, the Australia Post Small Business Awards, Champion of Champions and Tourism NSW Awards.

The Dubbo Chamber of Commerce and Industry invites you to consider developing a relationship with the best of the region's business community through sponsorship. The benefits of sponsorship are outlined on page six.

For more information about any of the details contained in this proposal, please contact:

Toni Beatty

Members Officer

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Mob: 0457 844 883

Email: admin@dubbochamber.com.au

The Dubbo Chamber of Commerce and Industry looks forward to partnering with you to present these prestigious awards,

Matt Wright

President

2017 Award Categories

The table below outlines the categories that the Chamber will present in partnership with our sponsors in 2017.

There will be one winner in each category.

Incumbent sponsors will be offered the option to re-sponsor their category first. New sponsors will be able to register their interest in the categories that best align with their business.

| Award | What it recognises | Additional info |
|---|---|--|
| <p>Gold Rhino Award</p> <p><i>This award is presented by the Chamber in partnership with our naming rights sponsor</i></p> | <p>Awarded to Dubbo's most outstanding business (and selected from the winner/finalists in the categories below. The award recognises a business that has attained significant growth and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth over the previous 12-24 months</p> | |
| <p>Excellence in Customer Service</p> <p><i>Best suited to a sponsor who is recognised for their excellent customer service.</i></p> | <p>Awarded to a business that recognises and demonstrates that their customers are the heart of their business.</p> | |
| <p>Start Up Superstar – Baby Rhino</p> <p><i>Best suited to a sponsor who encourages strategy, logistics and service</i></p> | <p>Awarded to a business that has been operating for less than 2 years that delivers a product/service/idea/invention with credible potential. This award recognises early-stage startups that have a solid chance of market success, and strongly displays the entrepreneurial spirit</p> | <p>The business that wins this category will receive automatic entry into the 2017 NSW Business Chamber Regional Business Awards (Central West).</p> |
| <p>Excellence in Products and Services</p> <p><i>One of our most popular categories.</i></p> | <p>Awarded to a business who delivers an exceptionally high quality product or service.</p> | |
| <p>Award for Employer of Choice*</p> | <p>The Employer of Choice award recognises excellence in HR and WHS initiatives</p> | <p>Businesses that win these categories will</p> |

| Award | What it recognises | Additional info |
|---|--|---|
| <i>Best suited to a sponsor who is an industry leader in the development and retention of their staff.</i> | and programs that provide a stimulating and supportive workplace for the benefit of the organisation and employee. Programs include employee education, training and development, as well as employee performance, remuneration, recognition and reward initiatives. | receive automatic entry into the 2017 NSW Business Chamber Regional Business Awards (Central West). |
| The Award for Excellence in Innovation* <i>Best suited a sponsor who is known for their innovative approach to business.</i> | Awarded to a business that demonstrate a commitment to continuous improvement | The business that wins this category will receive automatic entry into the 2017 NSW Business Chamber Regional Business Awards (Central West). |
| The Award for Excellence in Operational Safety (WH&S) <i>Best suited to a sponsor who has a strong safety record or supports businesses to implement safe business practices.</i> | Awarded to a business that demonstrates outstanding Excellence in Operational Safety. | All finalists in this category will receive automatic entry into the NSW Workcover Awards. |
| The Award for Excellence in Hospitality <i>Best suited to a business that is part of or supplies the hospitality industry.</i> | Awarded to a business, not for profit or community service organisations that demonstrate an outstanding contribution to the community | |
| The Award for Excellence in Environmental Sustainability – our Green Rhino <i>Best suited to a sponsor who demonstrates their own environmental responsibility.</i> | Awarded to a business that demonstrates environmental responsibility and sustainability. | |
| The Award for Excellence in Social Enterprise | Awarded to businesses that have been established to further a social purpose in a financially sustainable way. | The business that wins this category will receive automatic entry |

| Award | What it recognises | Additional info |
|---|--|---|
| <i>Best suited to a sponsor that has social purpose goals for their business</i> | These businesses are revenue generating and can be “not for profit” and “for profit”. | into the 2017 NSW Business Chamber Regional Business Awards (Central West). |
| <p>The Award for Excellence in Business (Business employing 20 or more fulltime employees)*</p> <p><i>One of our strongest categories.</i></p> | This award recognises a business that has attained significant growth and is able to demonstrate specific strategies and processes implemented to achieve sustainable growth over the previous 24 months. | The business that wins this category will receive automatic entry into the 2017 NSW Business Chamber Regional Business Awards (Central West). |
| <p>The Award for Excellence in Small Business* for businesses employing 20 or less fulltime employees over a previous 12-24 months.</p> <p><i>One of our strongest categories.</i></p> | The Excellence in Small Business award recognises a business that has attained significant growth and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth over a previous 12-24 months. | The business that wins this category will receive automatic entry into the 2017 NSW Business Chamber Regional Business Awards (Central West). |
| <p>Young Business Executive Award</p> <p><i>Best suited to a sponsor who sees the benefits of developing the region’s future leaders.</i></p> | This award recognises the career achievements of young professionals working within an organisation | The winner of this category will receive automatic entry into the 2017 NSW Business Chamber Regional Business Awards (Central West). |
| <p>Young Entrepreneur Award</p> <p><i>Best suited to a sponsor who recognises the regional benefits of supporting our young creative minds.</i></p> | This award recognises a young business person who, through their own commitment and passion, has started and built their own successful business | The winner of this category will receive automatic entry into the 2017 NSW Business Chamber Regional Business Awards (Central West). |
| <p>The Dubbo Chamber of Commerce - Business Leader Award</p> <p><i>Best suited to a sponsor who understands that value of strong leadership in business.</i></p> | The Business Leader award recognises the positive contribution made to business and the community by a business owner or professional | The winner of this category will receive automatic entry into the 2017 NSW Business Chamber Regional Business Awards (Central West). |

| Award | What it recognises | Additional info |
|---|--|-----------------------------------|
| <p>The Award for Employee of the year</p> <p><i>Best suited to a sponsor who understands that successful business is built on the back of valued employees.</i></p> | <p>Awarded to an employee that has gone above and beyond the call of duty and made a valuable contribution to the success of the business they work for.</p> | |
| <p>The Awards for Best Apprentice and Trainee of the year</p> <p><i>Best suited to sponsor who sees value in recognising and rewarding the star employees of tomorrow.</i></p> | <p>Awarded to an apprentice and trainee that has gone above and beyond the call of duty and made a valuable contribution to the success of the business they work for.</p> | |
| <p>The People's Choice Award</p> <p><i>Best suited to a business with a strong public profile.</i></p> | <p>Awarded to Dubbo's most popular business, as voted by the people of Dubbo</p> | <p>Awarded by popular choice.</p> |
| <p>The Service with a Smile Award</p> <p><i>Best suited to a business with a strong frontline customer focus and public presence.</i></p> | <p>Awarded to Dubbo's most popular employee, as voted by the people of Dubbo</p> | <p>Awarded by popular choice.</p> |
| <p>Dubbo's Best Tradie</p> <p><i>Best suited a business that works in or supports the trade industry.</i></p> | <p>Awarded to Dubbo's most popular Tradie, as voted by the people of Dubbo</p> | <p>Awarded by popular choice.</p> |
| <p>The Jean Emile Serisier Roll of Honour</p> <p><i>Best suited a business that has a long history within the region.</i></p> | <p>Awarded to a person or persons who have demonstrated a commitment to the Dubbo Business Community</p> | |

2017 Key dates

Rhino Launch – 16th June, nominations open Dubbo Turf Club

Info night – 4TH July

Nominations Close – 15th July

Entries close – 1st August

End of judging – 25th August

Finalist Cocktail night – 19th September

Gala night – 13th October

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RHINO AWARDS SPONSORSHIP OPPORTUNITIES

Benefits Table

| | Naming rights sponsor | Media | Platinum Sponsor | Diamond sponsor | Gold Sponsor | Silver Sponsors |
|--------------------------|---|---|---|---|--------------|-----------------|
| Number available | 1 only | To be negotiated | \$6600-00 | \$3,300-00 | \$1760-00 | \$660-00 |
| Branding Benefits | | | | | | |
| Naming rights | Naming rights as the Rhino Awards' Overall presenting partner | | | | | |
| Branding | Recognition in all branding and promotion material associated with the Rhino Awards and the naming rights sponsor | Recognition as the exclusive category media sponsor of the Rhino Awards for Outstanding business. | Recognised as the supporting partner for the sponsored silver Rhino Award category in all branding and promotional material | Recognised as an event sponsor for one of the Rhino Awards' family of events. | | |

| | Naming rights sponsor | Media | Platinum Sponsor | Diamond sponsor | Gold Sponsor | Silver Sponsors |
|-------------------------------|--|---|--|---|---|---|
| Number available | 1 only | To be negotiated | \$6600-00 | \$3,300-00 | \$1760-00 | \$660-00 |
| | THE XXXXX RHINO AWARDS FOR OUTSTANDING BUSINESS | | THE XXXXX AWARD FOR SMALL BUSINESS | THE RHINO WINNERS' BREAKFAST BROUGHT TO YOU BY XXXXX | | |
| Branding Benefits | | | | | | |
| Print | Logo and naming rights recognition in all print advertising. | Logo and recognition as a media partner in all print advertising. | Recognition in print media wherever award category is mentioned. | Recognition in print advertising wherever sponsored event is mentioned. | Name recognition in one main print advertising feature. | Name recognition in one main print advertising feature. |
| Radio advertising | Naming rights recognition in all radio advertising | Radio sponsor to tag all radio ads as exclusive radio sponsor | Recognition in radio ads wherever award category is mentioned | Recognition in radio advertising wherever sponsored event in mentioned | - | - |
| Television advertising | Prominent logo placement appears in all TV advertising plus | TV sponsor to tag all TV ads as exclusive TV sponsor | Logo appears in all TV advertising (logo board) | Logo appears in all TV advertising (logo board) | | |

| | Naming rights sponsor | Media | Platinum Sponsor | Diamond sponsor | Gold Sponsor | Silver Sponsors |
|-------------------------|--|---|--|--|--|--|
| Number available | 1 only | To be negotiated | \$6600-00 | \$3,300-00 | \$1760-00 | \$660-00 |
| | naming rights recognition. | Logo appears in all TV advertising for other media sponsors (logo board). | | | | |
| Social media | Naming rights recognition in all social media posts. FB and twitter posts on signing. | FB and twitter posts on signing | FB and twitter posts on signing | FB and twitter posts on signing | FB and twitter posts on signing | FB and twitter posts on signing |
| Chamber Website | Full page, links and opportunity for special offers throughout the Rhino campaign | Recognition of level of sponsorship, company logo & short profile on web site + link to company web site. | Recognition of level of sponsorship, company logo & short profile on web site + link to company web site | Recognition of level of sponsorship, company logo & short profile on web site + link to company web site | Recognition of level of sponsorship, company logo & short profile on web site + link to company web site | Recognition of level of sponsorship, company logo & short profile on web site + link to company web site |

| | | | | | | |
|---------------------------------------|---|--|--|---|--|--|
| <p>Award night recognition</p> | <ul style="list-style-type: none"> • Logo and naming rights recognition in all event signage, programs and other collateral • Prominent logo and naming right recognition in AV presentation throughout the evening. • Key address to more than 400 business guests and all <i>standing room only</i> ticket holders. • Presentation of the Gold Rhino Award in conjunction with Chamber. • Presentation of one other Rhino Award (to be negotiated) | <ul style="list-style-type: none"> • Logo recognition in all event signage, programs and other collateral • Prominent logo and naming right recognition in AV presentation throughout the evening. • Presentation of a silver rhino award • Opportunity to offer category winner additional prizes | <ul style="list-style-type: none"> • Logo recognition in event signage, programs and other collateral • Prominent logo and naming right recognition in AV presentation throughout the evening. • Presentation of a silver rhino award • Opportunity to offer category winner additional prizes | <ul style="list-style-type: none"> • Logo recognition in event signage, programs and other collateral at sponsored event • Logo recognition on sponsor loop at Gala evening | <ul style="list-style-type: none"> • Name recognition in Gala evening program • Logo recognition on sponsor loop at Gala evening | <ul style="list-style-type: none"> • Logo recognition on sponsor loop at Gala evening |
|---------------------------------------|---|--|--|---|--|--|

| | Naming rights sponsor | Media | Platinum Sponsor | Diamond sponsor | Gold Sponsor | Silver Sponsors |
|--|--|-------------------------|-------------------------|--|---------------------|------------------------|
| Number available | 1 only | To be negotiated | \$6600-00 | \$3,300-00 | \$1760-00 | \$660-00 |
| | <ul style="list-style-type: none"> Opportunity to offer category winner additional prizes | | | | | |
| Post award opportunities benefits | | | | | | |
| | <ul style="list-style-type: none"> Presentation at post Gala winner events One facilitated opportunity with Gold Rhino winner. | | | Logo recognition in post event signage, programs and other collateral at sponsored event | | |
| Hospitality benefits | | | | | | |
| Finalists cocktail party tickets | 4 | 4 | 4 | 4 | 2 | 2 |
| Gala dinner tickets | 6 | 4 | 4 | Either 2 | | |
| Winners function | 8 | 4 | 4 | 2 | 2 | 2 |

| | Naming rights sponsor | Media | Platinum Sponsor | Diamond sponsor | Gold Sponsor | Silver Sponsors |
|-------------------------|------------------------------|---------------------------------|-------------------------|------------------------|---------------------|------------------------|
| Number available | 1 only | To be negotiated | \$6600-00 | \$3,300-00 | \$1760-00 | \$660-00 |
| TOTAL INVESTMENT | | IN KIND to be negotiated | \$6600 | \$3300 | | \$660 |

The Dubbo Chamber of Commerce and Industry is only able to service these benefits with the full cooperation of the sponsoring businesses. If logos and other requested promotional material are not provided in a timely matter, Dubbo Chamber may not be able to provide these benefits.

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Dubbo Chamber of Commerce will provide each sponsor with the benefits described for each level as outlined in this sponsorship agreement: i.e. Platinum sponsors receives platinum benefits, and so forth for each level chosen.

As a sponsor you acknowledge that you have read and understood the details of your sponsorship as outlined in this agreement.

Business Name:

Contact Staff member:

Postal Address:

Contact Number:

Email Address:

If seeking Platinum sponsorship, please indicate which award category you would like to sponsor:

First Preference:

Second Preference:

Cash including GST (please invoice me) or
In-kind goods or services as detailed below:

Signature: _____

Date: _____