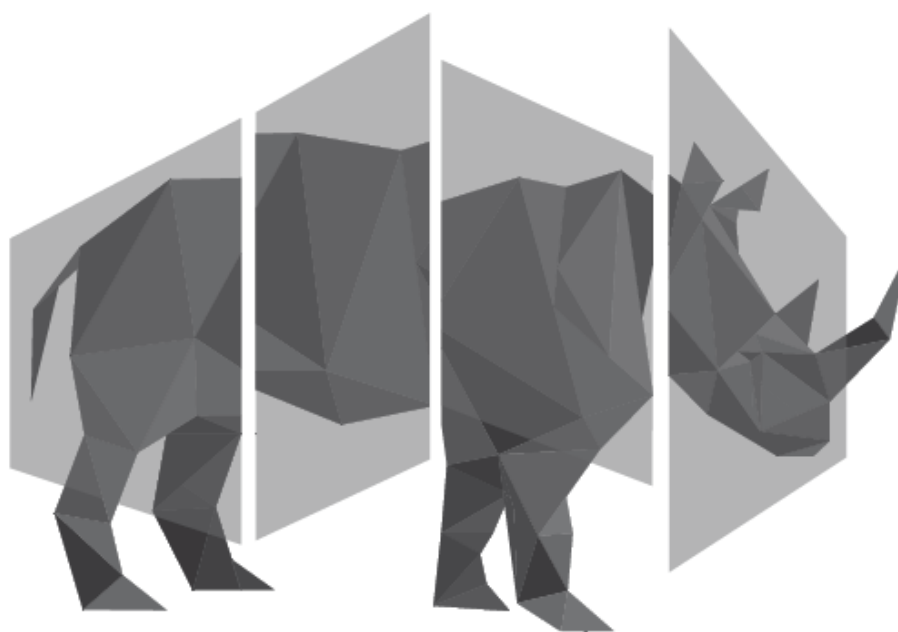


# 2018

DUBBO CHAMBER  
OF COMMERCE

# RHINO AWARDS



v1 2018.03.26



## Sponsorship Proposal

### 2018 Rhino Awards for Outstanding Business

### Celebrating our 23<sup>rd</sup> Rhino Awards

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

Now in their 23rd year, the Rhino Awards are recognition and celebration of business excellence. They provide inspiration to business and set benchmarks for best practice.

There are more than 2,000 businesses eligible to enter the Rhino Awards. The categories that a business may be nominated for and/or 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 other of our 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

P: 02 6884 4883 M: 0457 844 883

Email: [admin@dubbochamber.com.au](mailto:admin@dubbochamber.com.au)

The Dubbo Chamber of Commerce and Industry looks forward to partnering with you to present these recognisable and prominent awards.

Matt Wright

**President**

**Dubbo Chamber of Commerce**

# AWARD CATEGORIES

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There are 11 Business Awards Categories, four Individual Categories and four People's Choice Categories. As well as, the prestige Roll of Honour Award.

## **Roll of Honour Award**

1. Jean Emile Serisier Roll of Honour Award

## **Business Award Categories**

1. Gold Rhino Award
2. Excellence in Small Business (Less than 20 employees)\*
3. Excellence in Business\*
4. Excellence in Social Enterprise\*
5. Start Up Superstar\*
6. Excellence in Innovation\*
7. Excellence in Sustainability\*
8. Outstanding Employer of Choice\*
9. Excellence in Customer Service
10. Excellence in Products and/or Service
11. Work Health Safety\*\*

## **Individual Categories**

1. Outstanding Young Employee\*
2. Outstanding Young Entrepreneur\*
3. Outstanding Business Leader\*
4. Apprentice and Trainee of the Year

## **People's Choice Categories**

1. People's Choice Award - Dubbo's Favourite Business
2. People's Choice Award - Service with a Smile
3. People's Choice Award - Dubbo's Best Tradie
4. People's Choice Award - Hospitality

***\* The business that wins this category will receive automatic entry into the NSW Business chamber Regional Business Awards (Central West).***

***\*\*All finalists in this category will receive automatic entry into the NSW Workcover Awards.***

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

CATEGORY	WHAT IT RECOGNISES
<p><b>THE JEAN EMILE SERISIER ROLL OF HONOUR</b>  <i>Best suited a business that has a long history within the region.</i></p>	<p>Recognises those who demonstrate outstanding entrepreneurial spirit, strategic business direction and innovative ideas, whilst providing inspiration to a new generation of upcoming business leaders.</p>
<p><b>GOLD RHINO AWARD</b>  <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><b>EXCELLENCE IN SMALL BUSINESS</b></p>	<p>Recognises a company (employing less than 20 employees) that has attained significant growth and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth in the previous 24 months.</p>
<p><b>EXCELLENCE IN BUSINESS</b></p>	<p>Recognises a business (employing 20 or more employees) that has attained significant growth and is able to demonstrate the specific strategies and processes implemented to achieve sustainable growth over the previous 24 months.</p>
<p><b>OUTSTANDING YOUNG ENTREPRENEUR (18-35 YEARS OLD)</b>  <i>Best suited to a sponsor who recognises the regional benefits of supporting our young creative minds.</i></p>	<p>Recognises an inspirational young person aged between 18-35 years who, through their own commitment and passion, has built and operates a successful business. This award recognises young business leaders who demonstrate outstanding entrepreneurial spirit, strategic direction and innovative ideas whilst providing inspiration to a new generation of upcoming young business people.</p>
<p><b>OUTSTANDING YOUNG EMPLOYEE (18-35 YEARS OLD)</b>  <i>Best suited to a sponsor who understands that successful business is built on the back of valued employees.</i></p>	<p>The Outstanding Young Employee award recognises an inspirational young employee aged between 18-35 years. To enter into this award the individual must have been employed by their current employer for a minimum of 18 months at the time of entry.</p>
<p><b>OUTSTANDING BUSINESS LEADER (36+YEARS OLD)</b>  <i>Best suited to a sponsor who understands that value of strong leadership in business.</i></p>	<p>Recognises the positive contribution made to business by business people and professionals. The award recognises those who demonstrate outstanding entrepreneurial spirit, strategic business direction and innovative ideas, whilst providing inspiration to a new generation of upcoming business leaders.</p>
<p><b>EXCELLENCE IN INNOVATION</b>  <i>Best suited a sponsor who is known for their innovative approach to business.</i></p>	<p>Recognises businesses that have made significant contributions to their industry through the introduction or improvement of an idea, method, technology, process or application.</p>
<p><b>OUTSTANDING EMPLOYER OF CHOICE</b></p>	<p>Recognises organisations that put in place strategies and initiatives to create stimulating and supportive workplace environments for their employees. These strategies or initiatives must have a positive impact on both employees and the organisation as a whole.</p>
<p><b>START UP SUPERSTAR – BABY RHINO</b></p>	<p>This category recognises a business that has been operating for</p>

<i>Best suited to a sponsor who encourages strategy, logistics and service</i>	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.
<b>EXCELLENCE IN SOCIAL ENTERPRISE</b> <i>Best suited to a sponsor that has social purpose goals for their business</i>	Open to businesses that have been established to further a social purpose in a financially sustainable way. These businesses are revenue generating and can be “not for profit” and “for profit”.
<b>EXCELLENCE IN SUSTAINABILITY - GREEN RHINO</b> <i>Best suited to a sponsor who demonstrates their own environmental responsibility.</i>	Recognises businesses that are working to reduce the impact of their operations on the environment and/or provide products and services that have positive environmental outcomes. Please note: where sustainability is your core business, you must enter this category based on sustainable initiatives and projects within your business, not related to your core offering.
<b>APPRENTICE AND TRAINEE OF THE YEAR</b> <i>Best suited to sponsor who sees value in recognising and rewarding the star employees of tomorrow.</i>	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.
<b>EXCELLENCE IN CUSTOMER SERVICE</b> <i>Best suited to a sponsor who is recognised for their excellent customer service.</i>	Awarded to a business that recognises and demonstrates that their customers are at the heart of their business.
<b>EXCELLENCE IN PRODUCTS AND/OR SERVICE</b> <i>One of our most popular categories.</i>	Awarded to a business that delivers an exceptionally high quality product and/or service.
<b>EXCELLENCE IN WORK HEALTH SAFETY</b> <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 Work Health Safety (Operational Safety).
<b>PEOPLE'S CHOICE AWARD - DUBBO'S FAVOURITE BUSINESS</b> <i>Best suited to a business with a strong public profile.</i>	Awarded to Dubbo's most popular business, as voted by the public.
<b>PEOPLE'S CHOICE - SERVICE WITH A SMILE</b> <i>Best suited to a business with a strong frontline customer focus and public presence.</i>	Awarded to Dubbo's most popular employee, as voted by the public.
<b>PEOPLE'S CHOICE - DUBBO'S BEST TRADIE</b> <i>Best suited a business that works in or supports the trade industry.</i>	Awarded to Dubbo's most popular trade-based business (i.e. electrician, plumber, builder, painter) as voted by the public.
<b>PEOPLE'S CHOICE - HOSPITALITY</b> <i>Best suited to a business with strong focus on quality food and beverage deliver to customers.</i>	Awarded to a restaurant, cafe, function centre, pub, licensed club or caterer that demonstrates excellence in hospitality.

## RHINO AWARDS SPONSORSHIP OPPORTUNITIES

	NAMING RIGHTS	PLATINUM (Award Categories)	DIAMOND	GOLD	SILVER
<b>Investment (price GST inclusive)</b>	To be negotiated	\$5,500	\$3,300	\$1,760	\$660
Number of packages available	1	18	unlimited	unlimited	unlimited
Number of cocktail event tickets	4	2	2		
Number of gala event tickets	8	4	3	2	2
Race day tickets	6	4	2	2	
<b>PRESENTATIONS RECOGNITION (Finalist cocktail, gala and Gold Rhino Chamber breakfast events)</b>					
Recognition in all branding and promotion material associated with the Rhino Awards and the naming rights sponsor	✓				
The [insert your business name] Rhino Awards for Outstanding Business	✓				
Recognised as the supporting partner for the sponsored silver Rhino Awards category in all branding and promotional material		✓			
The [insert your business name] Rhino Awards for Excellence [insert award category]		✓			
<b>PRE-EVENT RECOGNITION</b>					
<b>Print advertising</b>					
Logo and naming rights recognition in all print advertising	✓				
Recognition in print media wherever award category is mentioned		✓			
Logo recognition in one main print advertising feature			✓	✓	✓
Logo recognition on main pull-up banner	✓	✓	✓	✓	✓
<b>Radio advertising</b>					
Naming rights recognition in all radio advertising	✓				
Recognition in radio ads wherever award category is mentioned		✓			
Recognition in radio advertising for one day			✓		
<b>Television advertising</b>					
Prominent logo placement appears in all TV advertising plus naming rights recognition	✓				
Logo appears in all TV advertising (logo board)		✓			
<b>Social media acknowledgement</b>					
Naming rights recognition in all social media posts (paid and unpaid advertising)	✓				
Facebook and Twitter posts on signing	✓	✓	✓	✓	✓
<b>Chamber website acknowledgement</b>					
Full page, links and opportunity for special offers throughout the Rhino campaign	✓				
Sponsorship level recognition with company logo (linked to company website) and short profile		✓	✓	✓	

	NAMING RIGHTS	PLATINUM (Award Categories)	DIAMOND	GOLD	SILVER
<b>BESPOKE RECOGNITION</b>					
<b>Video production</b>					
Bespoke video and business branded video (for sponsor to use on own digital channels) · x1 HD web ready film approx 1-3 minutes in length · x1 HD Instagram ready film approx 1 minute in length	✓	✓			
<b>Digital and social media</b>					
Bespoke social media post image (for sponsor to use on own social media channels)	✓	✓	✓	✓	✓
Bespoke sponsor email signature (for sponsor to use with the staff's email signature)	✓	✓	✓	✓	✓
<b>ON THE NIGHT - EVENT RECOGNITION</b>					
· Logo and naming rights recognition in all event signage and programs · Prominent logo and naming rights recognition in AV presentation throughout the evening · Key address to more than 400 business guests · Presentation of the Gold Rhino Award in conjunction with Chamber · Opportunity to offer category winner additional prizes	✓				
· Logo recognition in event signage and programs · Prominent logo and category recognition in AV presentation throughout the evening · Presentation of a Silver Rhino Award · Opportunity to offer category winner additional prizes		✓			
· Logo recognition in event signage and programs · Logo recognition on sponsor loop at Gala evening			✓		
· Name recognition in Gala evening programs · Logo recognition on sponsor loop at Gala evening				✓	
· Logo recognition on sponsor loop at Gala evening					✓
<b>POST-EVENT RECOGNITION</b>					
The Rhino Winners' announcement media release	✓	✓			
Final recognition in print advertising relevant to your level of sponsorship	✓	✓	✓	✓	
Final recognition in radio advertising relevant to your level of sponsorship	✓	✓			
Final recognition in radio advertising for one day			✓		
Final recognition in TV advertising relevant to your level of sponsorship	✓	✓			

The Dubbo Chamber of Commerce & Industry will provide each sponsor with the benefits described for each level as outlined in this sponsorship opportunities table.

## SPONSORSHIP AGREEMENT

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

DETAILS	
Business Name:	
Contact Person:	
Contact Number:	
Contact Email:	

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

**List first Preference:**

**List second Preference:**

*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.*

### Payment term

Cash including GST (invoiced to contact email) or in-kind goods or services as detailed below:

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**Invoice to be paid before 30 June 2018, please.**

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

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## EVENT INFORMATION FOR SPONSORS

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<b>RHINO AWARDS – Important Dates</b>	
Launch announcement and nominations OPEN	25 May
RACE DAY event	15 June
Awards nominee entries OPEN	16 June
Information night	19th June
Nominations CLOSE	16 July
Awards nominee entries CLOSE	2 August
Start of judging	3 August
End of judging	25 August
People's Choice nomination entries CLOSE	25 August
Finalist Cocktail night event	18 September
GALA NIGHT event	19 October