



DUBBO
BUSINESS
CHAMBER

**2025 Rhino
Awards**

21 NOVEMBER 2025



SPONSORSHIP PROPOSAL

The Dubbo Business Chamber is proud to announce the **29th Annual Rhino Business Awards**, celebrating the incredible success stories across our region.



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2025 Rhino Business Awards

SPONSORSHIP PROPOSAL

Now in its 29th year, the Dubbo Business Chamber's Rhino Business Awards recognise and celebrate business excellence across our region. These awards provide a platform for local businesses to showcase their achievements, inspire future leaders, and set a benchmark for best practice.

Hosted by the Dubbo Business Chamber, the Rhino Business Awards are one of Dubbo's most prestigious annual events, supported by a high-impact campaign period that gives sponsors multiple ways to connect with businesses across the region.

When you sponsor the Rhino Business Awards, you're supporting local businesses in a practical, visible way. It's a chance to build relationships with potential customers and partners, raise your profile and join us in saying "well done" to businesses across our region.

Over 2,000 businesses are eligible to enter across four award categories: Roll of Honour, Business Categories, Individual Categories, and People's Choice. Winners in select categories automatically progress to the 2026 Western NSW Business Awards. Many past recipients have also gone on to earn national recognition through the Telstra Best of Business Awards, Tourism NSW Awards and Australia Post Small Business Awards.

For more information, please reach out to our team via:

executiveofficer@dubbochamber.com.au or call 0457 844 883

We'd love to have you as part of the 2025 Rhino Business Awards!

Max Bowers

President

Dubbo Chamber of Commerce



Award Categories DUBBO RHINO AWARDS

The 2025 Rhino Business Award categories are grouped into four areas – the Roll of Honour Award, Business Award Categories, Individual Categories & People's Choice Categories. Award categories can be sponsored by businesses that choose to invest in the Platinum Tier.

Roll of Honour Award

Jean Emile Serisier Roll of Honour Award – Sponsored by The Dubbo Business Chamber and co-presented with the Council (Mayor).



Business Award Categories

- Gold Rhino Award for Business of the Year
- Excellence in Micro Business [less than 5 employees] *
- Excellence in Small Business [5 - 20 employees] *
- Excellence in Large Business [21+ employees] *
- Outstanding Community Organisation *
- Outstanding New Business *
- Excellence in Innovation *
- Excellence in Sustainability *
- Outstanding Employer of Choice *
- Excellence in Diversity & Inclusion *
- Outstanding Visitor Experience *
- Excellence in Agribusiness

Individual Categories

- Outstanding Employee *
- Outstanding Young Business Leader *
- Outstanding Business Leader *
- Apprentice and Trainee of the Year



People's Choice Categories

- People's Choice Award - Dubbo's Favourite Business
- People's Choice Award - Dubbo's Favourite Tradie

* The business that wins this category will receive automatic entry into the 2026 Business NSW Western NSW Business Awards.

Roll of Honour Award

The Jean Emile Serisier Roll of Honour

Best suited a business that has a long history within the region.

Sponsored by The Dubbo Chamber of Commerce

Recognises those who demonstrate outstanding entrepreneurial spirit, strategic business direction and innovative ideas, whilst providing inspiration to a new generation of upcoming business leaders.

Business Award Categories

Gold Rhino Award

This award is presented by the Chamber in partnership with our naming rights sponsor

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.

Excellence in Micro Business

The Excellence in Micro Business Award recognises a business with less than 5 employees that has effectively driven growth and can demonstrate the specific strategies implemented to achieve business success and/or resilience in the previous year.

Excellence in Small Business

The Excellence in Small Business Award recognises a business over 2 years old with 5-20 employees that has effectively driven growth and can demonstrate the strategies implemented to achieve business success and/or resilience.

Excellence in Large Business

Recognises a business (employing 21 or more employees at the time of entry) 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.

Outstanding Community Organisation

Best suited to a sponsor that has social purpose goals for their business

The Outstanding Community Organisation Award recognises an organisation that works to improve the social, cultural, or environmental wellbeing of the community. This category is open to social enterprises and not-for-profit organisations that have been trading for a period of over 24 months at the time of entry.

Outstanding New Business

Best suited a business that has a long history within the region.

This category recognises 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 start-ups that have a solid chance of market success, and strongly displays the entrepreneurial spirit.

Excellence in Innovation

Best suited a sponsor who is known for their innovative approach to business.

The Excellence in Innovation Award recognises a business that has implemented innovative solutions for new and existing needs through the introduction or improvement of a product, technology, or application that impacts the wider community.

Excellence in Sustainability - Green Rhino	Best suited to a sponsor who demonstrates their own environmental responsibility.	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.
Outstanding Employer of Choice	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.	
Excellence in Diversity & Inclusion	The Excellence in Diversity and Inclusion Award recognises businesses that address the needs of a diverse community, including seniors, people from Culturally and Linguistically Diverse (CALD) backgrounds, and people with disability. An inclusive business facilitates the needs of all its employees and customers.	
Outstanding Visitor Experience	The Outstanding Visitor Experience award recognises a business that understands the importance of visitor engagement for a region's economy and reputation. The business needs to articulate how it promotes the region while also offering an exceptional visitor experience.	
Excellence in Agribusiness	Best suited to a sponsor with strong ties to the agricultural sector or a commitment to supporting regional agribusiness and innovation.	Our newest award, recognising a business that operates within or services the agribusiness sector and demonstrates outstanding performance, innovation, and contribution to the industry.

Individual Categories

Outstanding Employee	Best suited to a sponsor who understands that successful business is built on the back of valued employees.	The Outstanding Employee Award recognises an inspirational employee who has demonstrated a passion for their role and a commitment to their workplace and the community. 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.
Outstanding Young Business Leader 18-35 YEARS	Best suited to a sponsor who recognises the regional benefits of supporting our young creative minds.	The Outstanding Young Business Leader Award recognises an inspirational business leader, aged 35 or under at the time of entry, who has demonstrated a commitment to their workplace, industry, and the community through leadership.
Outstanding Business Leader 36+ YEARS OLD	Best suited to a sponsor who understands that value of strong leadership in business.	The Outstanding Business Leader Award recognises an inspirational business leader, aged 36 years or over at the time of entry, who has demonstrated a commitment to their workplace, industry, and the community through leadership, while also providing mentorship to others.

Apprentice and Trainee of the Year

Best suited to sponsor who sees value in recognising and rewarding the star employees of tomorrow.

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.

People's Choice Categories

PEOPLE'S CHOICE AWARDS

Dubbo's Favourite Business

Best suited to a business with a strong public profile.

Awarded to Dubbo's most popular business, as voted by the public.

PEOPLE'S CHOICE AWARDS

Dubbo's Favourite Tradie

Best suited a business that works in or supports the trade industry.

Awarded to Dubbo's most popular trade-based business (i.e. electrician, plumber, builder, painter) as voted by the public.

Roll of Honour Award



Business Award Categories



Individual Categories



People's Choice Categories



Rhino Sponsorship Opportunities

Investment (price GST exclusive)

Naming Rights \$20,000 Packages available 1	Venue Sponsor \$7,000 Packages available 1	Platinum AWARD CATEGORIES \$5,000 Packages available 18	Gold \$2,000 Packages available UNLIMITED	Silver \$880 Packages available UNLIMITED
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VIP ACCESS & NETWORKING

Secure additional tickets before the public release	✓	✓	✓	✓	✓
Gala & Cocktail event tickets	8 Gala / 4 Cocktail	4 Gala / 2 Cocktail	4 Gala / 2 Cocktail	2 Gala / 2 Cocktail	1 Gala / 1 Cocktail
Connect in the VIP area	✓ + invite clients	✓	✓		

BRAND VISIBILITY

Your logo on all event signage and materials	Naming rights + Event title	Category recognition + VIP Area Sign	Category recognition	Group logo	Group logo
- On screens during events	Prominent naming rights recognition	Prominent category recognition	Prominent category recognition	Sponsor loop	Sponsor loop
- Pull-up banner placement	Featured position	Group logo	Group logo	Group logo	Group logo
- Printed Gala programme	Featured	✓	✓	✓	✓
- On winner announcement videos	Featured	Category recognition	Category recognition		
- Certificates and public announcements for finalists and winners	Featured	Category recognition	Category recognition		
- Window stickers and digital badges for finalists and winners	Featured	Category recognition	Category recognition		
Present awards on stage with photo ops	Gold Rhino Award	Award Category	Award Category		
Key address to 300+ local business guests	✓				

NEWSLETTER

Featured in Chamber newsletter with 700+ local business subscribers	Full feature + website link	Promoted when you sign	Promoted when you sign	Promoted when you sign	Promoted when you sign
Promote special offers to attendees after event	✓	✓	✓	✓	✓
3 additional newsletter mentions during the year (e.g. promotions, milestones, events)	✓	✓	✓	✓	Add-on available
Brand promotion in newsletter footer	12 months	6 months	6 months		

Naming Rights \$20,000 Packages available 1	Venue Sponsor \$7,000 Packages available 1	Platinum AWARD CATEGORIES \$5,000 Packages available 18	Gold \$2,000 Packages available UNLIMITED	Silver \$880 Packages available UNLIMITED
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WEB & SOCIAL MEDIA PRESENCE

Sponsor thank-you posts when you sign up (Instagram, Facebook, LinkedIn)	✓	✓	✓	✓	Social share
Featured on Chamber website with SEO link	Full article with interview	Venue spotlight article	Business profile with logo	Logo + link	Logo
Write a blog post for Chamber website	✓	✓	✓	✓	Add-on available
Website and email badge graphics	✓	✓	✓	✓	✓
Social media post templates ready to share	✓	✓	✓	✓	✓
15-30 second video of your team at the gala (social media reel format)	✓	✓	✓	Add-on available	Add-on available
Professional photos of your team from the Gala (5+ images) for use in your business marketing	✓	✓	✓	Add-on available	Add-on available
Tagged in winner and finalist announcement posts	✓	✓ + Location tag	✓		

EXTENDED VISIBILITY

Offer additional prizes to category winners	✓	✓	✓	✓	✓
Opportunity to join judging panels in other regions	✓	✓	✓	✓	✓
12-month Chamber membership (cash sponsors)	✓	✓	✓		
Host your own networking event (\$550 value)	✓	✓	✓		
Media coverage in print and radio	✓	✓	✓		
Featured in winner announcement press release	✓	✓	✓		



Sponsorship Agreement

DUBBO RHINO AWARDS

The Dubbo Business Chamber 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, we may not be able to provide these benefits.

DETAILS

Business Name: _____

Contact Person: _____

Contact Number: _____

Contact Email: _____

Sponsorship Level Applying for: _____

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

First Preference: _____ 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 TERMS

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

Invoice to be paid by: _____

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

Signature: _____ Date: _____

Event Timeline for Sponsors

DUBBO RHINO AWARDS

RHINO AWARDS – IMPORTANT DATES

Launch, announcement and nominations OPEN	Thursday 24 July, 2025
Awards nominations OPEN	Thursday 24 July, 2025
People's Choice Voting OPEN	Tuesday 19 August, 2025
Awards nominee entries CLOSE	Monday 25 August, 2025 11.59pm
Start of judging	Thursday 28 August, 2025
End of judging	Monday 22 September, 2025
People's Choice nomination entries CLOSE	Monday 22 September, 2025
Finalist Cocktail night event	Thursday 23 October, 2025
GALA NIGHT event	Friday 21 November, 2025



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**20
25 Rhino
Awards**

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

M: 0457 844 883

Email: executiveofficer@dubbochamber.com.au

We are proud to partner with local businesses like yours to help make these
awards happen.