



**PARTNERSHIP PROPOSAL**



## Introduction

After 16 years of celebrating the achievements of the print and graphic arts industry and its suppliers, the Canberra and Region Graphic Arts Awards were repositioned in 2006 to reflect the changing face of the industry. In an exciting initiative which generated additional interest in their relevance and importance to the regional economy, the awards were re-engineered to attract more media attention, more entries and more attendees from Canberra and the surrounding region. The Awards were rebranded the PAGE AWARDS. The name stands for print and graphic excellence and aims to capture the imagination both of traditional print and new media professionals in a celebration of the collaborative client, agency, printer and supplier efforts that are required to deliver truly successful projects.

While the traditional award categories were still offered, the re-vamped PAGE AWARDS established a range of new awards to reward innovation, environmental responsibility, great partnerships and the special achievements of the industry's young achievers.

## **The economic value of our Industry to the economy**

The economic value of the industry is impressive as the following statistics from the ABS 2004 indicate:

- The printing industry is one of the largest manufacturing sectors in Australia employing more than 115,000 people.
- Small to medium businesses dominate the industry with 85.3 per cent employing less than 20 people; 94.4 per cent less than 50 and 97.5 per cent less than 100.
- The number of establishments in the industry total about 5,000 and are spread across Australia, having a physical presence in every region.
- Annual industry turnover is approximately \$18 billion, including more than \$9.3 billion in industry value added.
- The industry's annual exports total more than \$600 million and imports more than \$2 billion.
- Average annual capital expenditure is approximately \$746 million.

Combine this with the number of people employed in the graphic design and communication industries and you have a powerful voice on small business, employment, innovation, technology and environmental issues.



## **Revised Awards Format**

The re-engineered awards are designed to be relevant and appealing to a wider market in order to encourage additional attendance and ongoing media interest. The changing of the award categories make them multi-disciplinary/project based rather than solely craft-based, so project teams are rewarded rather than individuals (although there will obviously still be some special achievement awards for individuals).

This will allow more people to be impacted by the awards. An analogy could be made with the Academy Awards - Best Film; it is a collaboration of the skills and experience of a team of people.

Project teams will be encouraged to book tables.





## **The PAGE Awards categories**

- Best Annual Report Digital print
- Best Annual Report Offset print
- Environmental Excellence – project which best demonstrates use of environmentally responsible production processes
- Environmental Excellence – business (awarded to the business which best demonstrates environmental responsible principles in a commercial environment)
- Innovation Excellence – Project (creative dies, specialty treatments etc)
- Innovation Excellence - Business (can refer to any innovation in the business which has improved outcomes for clients.)
- Excellence in New Media (Multimedia/Web Development under \$10K)
- Excellence in New Media (Multimedia/Web Development over \$10K)
- Excellence in the production of other printed material offset or digital (under \$5000.00)
- Excellence in the production of other printed material offset or digital (over \$5000.00)
- Young Achiever Award (presented to a young person under 25 who has exemplified excellence in their work in previous 12 months)
- Service to industry award (presented to any person who has made a long-term commitment to the improvement of industry)



## Partnership Opportunities

In accordance with the reengineered awards the committee is also offering new partnership opportunities for companies to be involved.

We are now offering –

- Platinum Partner
- Gold Partner
- Silver Partner
- Bronze Partner
- Minor Partner



## **PLATINUM PARTNER**

### **Partnership Investment - \$8800.00 inc GST (one only)**

#### Benefits of Partnership

Acknowledgement and larger than others logo as Platinum Partner –

- › On front page of all promotional collateral including signage at media functions
- › On large screens at the Awards dinner more frequently than others as Platinum Sponsor
- › On Awards web site home page exclusively and other pages with links to your web site
- › Four seats at table with major local printing industry owners and key decision makers.
- › Opportunity to announce the winner of an award

## **GOLD PARTNER**

### **Partnership Investment - \$4400.00 inc GST**

#### Benefits of Partnership

Acknowledgement and larger than others logo as Gold Partner –

- › On all promotional collateral including signage at media functions
- › On large screens at the Awards dinner as Gold Sponsor
- › On selected Awards web site pages with links to your web site
- › Four seats at table with major local printing industry owners and key decision makers.
- › Opportunity to announce the winner of an award



## **SILVER PARTNER**

### **Partnership Investment - \$2200.00 inc GST**

Benefits of Partnership

Acknowledgement and logo as Silver Partner –

- › On all promotional collateral including signage at media functions
- › On large screens at the Awards dinner
- › On Awards web site sponsors page with links to your web site
- › Two seats at table with major local printing industry owners and key decision makers.

## **BRONZE PARTNER**

### **Partnership Investment - \$1100.00 inc GST**

Benefits of Partnership

Acknowledgement and logo as Bronze Partner –

- › On all promotional collateral including signage at the Awards
- › On large screens at the Awards dinner
- › Company name shown on Awards web site with links to your web site

## **MINOR PARTNER**

### **Investment - \$440.00 inc GST**

Benefits of partnership

- › Acknowledgement as a minor partner on the Awards dinner menu and web site
- › Acknowledgement along with other minor partners on large screens at the Awards Dinner





Please choose the Partnership Opportunities that you require and confirm on the attached form along with the payment .

Cheques should be made out to the “Page Awards” and sent to:

PO Box 1870

Fyshwick

ACT 2609

We will then contact you for your company logo and provide other partnership details to ensure your company gains maximum corporate exposure for your partnership investment.



## APPLICATION TO BE A SPONSOR-PAGE AWARDS 2007

ABN 84 720 646 451 - Printing Industries Association of Australia

Company/Organisation: .....

Contact name: .....

Address: .....

.....

Suburb: ..... Postcode:.....

Telephone (w): ..... Facsimile: .....

Email: .....

### SPONSORSHIP PACKAGE PREFERENCE

I/we would like to take up the following sponsorship package (inc GST)

- Platinum Partner                      \$8800.00
- Gold Partner                                \$4400.00
- Silver Partner                              \$2200.00
- Bronze Partner                             \$1100.00
- Minor Partner                              \$440.00

I/we understand that the sponsorship packages will be strictly in order of receipt of application form and deposit.

#### *Cancellation Policy*

*In the event of withdrawal of sponsorship, please be advised that unless that particular area of sponsorship is resold, the organisers will reserve the right to retain deposit monies received.*

We accept the terms and conditions as outlined in this Sponsorship/Exhibition Proposal and hereby enclose our cheque for \$ .....

Signed: ..... Date:                      /                      /

*(on behalf of the sponsor listed above)*

Deposit deadline: 50% by return mail (Balance deadline: 17 September 2007)

Please make cheques payable to: Canberra Region PAGE AWARDS and post to:

PO Box 1870 Fyshwick ACT 2609.

