

2025

NEW ENGLAND NORTH WEST
BUSINESS AWARDS

RECOGNISING BUSINESS EXCELLENCE ACROSS
THE NEW ENGLAND NORTH WEST

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PARTNER WITH US:

Join us in celebrating excellence and innovation within the regional business community of the New England North West (NENW) by becoming an event partner of the highly anticipated **New England North West Business Awards Gala**.

This premier event attracts top entrepreneurs, industry leaders, and decision-makers, offering a unique opportunity to showcase your brand and align it with success and achievement.

ELEVATE YOUR BRAND AT THE NEW ENGLAND NORTH WEST BUSINESS AWARDS!

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ABOUT THE EVENT:

The NENW Business Awards recognise and honour outstanding businesses and individuals who have made significant contributions to the economic growth and development of our region.

From startups to established enterprises, these awards celebrate excellence across various categories, including innovation, sustainability, leadership, and community impact.



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WHEN AND WHERE:

The 2025 New England North West Business Awards will be held on Friday, 19 September 2025, starting at 6pm.

The Gala Awards will be held at the Armidale Ex-Services Club.



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WHY PARTNER WITH US?

Visibility: Gain prominent exposure to a targeted audience of business leaders, influencers, and potential customers.

Brand Association: Align your brand with excellence and innovation in our region's business community, enhancing credibility and reputation.

Networking Opportunities: Connect with industry peers, potential partners, and decision-makers during the event and beyond.

Marketing Reach: Benefit from extensive pre-event and post-event marketing campaigns (in accordance with your partnership option), reaching a wide audience through various channels.

Customisation: Tailor your partnership package to meet specific marketing objectives and budget requirements.

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SPONSORSHIP OPPORTUNITIES:

Major Partner: Enjoy significant branding and naming rights, extensive media coverage, and prominent recognition throughout the event and state.

Award Category Partner: Associate your brand with a specific award category, gaining visibility through logo placement, in-person presentation, verbal acknowledgements, and category-specific marketing efforts.



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MAJOR PARTNER BENEFITS:

- Major partner association with all aspects of the Business Awards advertising and promotion.
- Logo and name credits on all electronic direct mail (EDM) communication campaigns including call for entries, call for tickets, announcement of finalists, announcement of winners – to 2,200 business members across the region.
- Logo and/or name recognition on all television, radio, print, digital media and social media over the event marketing campaign period.
- Logo and name recognition with NENW Business Awards featured online with Business NSW.
- Recognition during the event cycle with verbal acknowledgements and multimedia presentations.
- Logo and name association with awards online.

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MAJOR PARTNER BENEFITS CONTINUED:

- Logo and name association with all event publicity, including media releases distributed to regional and local media, selected state-based media and Business NSW.
- Recognition during the awards ceremony with verbal event and award category acknowledgements by the Master of Ceremonies (MC).
- Signage opportunities at the gala event venue.
- Logo and name placement in the printed program – placed on each table at the awards.
- Opportunity for a two-minute corporate brand video to be played during the gala event.
- Opportunity for a representative to present a Major Partner two-minute address to the gala event audience.

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MAJOR PARTNER BENEFITS CONTINUED:

- Logo and name association with award category of choice.*
- Opportunity for a representative to present an award category of choice.*
- Four complimentary tickets to attend the gala event.
- Opportunity to purchase additional tickets at a discounted rate.
- Two complimentary tickets to attend the State Business Awards gala event in Sydney in October 2025.
- Post-event exposure in post-event recap materials.

* Sponsorship for specific award categories is available on a first-come, first-served basis. This means that the opportunity to sponsor a particular category is subject to availability.

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AWARD CATEGORY PARTNER BENEFITS:

- Category sponsor association with one of our award categories.*
- Logo and name credits with your nominated award category.
- Logo and name placement on electronic direct mail (EDM) communication campaigns associated with your award category.
- Logo and name association with award category online.
- Logo and name association with your award category publicity – in local and regional media.
- Logo and name placement in the printed program – placed on each table at the awards.
- Logo and name association with the award category on screen during the gala event.
- Opportunity for a representative to present your sponsored award category to the winner.
- Two complimentary tickets to attend the gala event.
- Opportunity to purchase additional tickets at a discounted rate.

2025 AWARD CATEGORIES:

- Outstanding Employee
- Outstanding Young Business Leader
- Outstanding Business Leader – 20 Employees and Under
- Outstanding Business Leader – 21 Employees and Over
- Excellence in International Business
- Employer of Choice – 20 Employees and Under
- Employer of Choice – 21 Employees and Over
- Excellence in Innovation
- Excellence in Sustainability
- Outstanding Community Organisation
- Outstanding Visitor Experience – Regional Only

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2025 AWARD CATEGORIES CONTINUED:

- Outstanding New Business
- Excellence in Diversity and Inclusion
- Excellence in Micro Business
- Excellence in Small Business
- Excellence in Large Business
- **Business of the Year**

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INVESTMENT:

Partnering up with Business NSW New England North West Business Awards signifies prestige and trust, showcasing your brand's commitment to professionalism, integrity, innovation and success within both your industry and our region.

MAJOR PARTNER

\$8,900 (plus GST)

Event Partnership value is \$35,600

AWARD CATEGORY PARTNER

\$2,000 (plus GST)

Event partnership value is \$8,000

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CONCLUSION:

Don't miss this unparalleled opportunity to elevate your brand. Join us as a partner of these distinguished Business Awards and position your brand for success.

Contact Business NSW New England North West today to explore sponsorship opportunities tailored to your brand.

**SHOWCASE YOUR COMMITMENT TO THE SUCCESS AND GROWTH OF THE
NEW ENGLAND NORTH WEST BUSINESS COMMUNITY!**

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