



SPONSORSHIP PROPOSAL

MID NORTH COAST

REGIONAL BUSINESS AWARDS

FRIDAY 19 SEPTEMBER 2025

SAILS RESORT, PORT MACQUARIE

CONTACT:

SANDRA CHAPMAN - STRATEGIC PARTNERSHIPS MANAGER

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2025 MID NORTH COAST BUSINESS AWARDS

Our iconic **Business NSW Business Awards** program recognises and celebrates business success throughout NSW, providing an opportunity for entrants to showcase their hard work, innovation and achievements. Our 2024 Mid North Coast Regional Business Awards were the largest to date with record numbers of entrants and attendees.

The 2025 Mid North Coast Business Awards will be held on 19 September 2025 in Port Macquarie and will celebrate business excellence across 20 categories. Our objective is to further increase entrant & attendee numbers, enhance brand visibility for our sponsors & deliver a distinguished event.

We invite you to review this proposal & eagerly anticipate your support for the 2025 Mid North Coast Business NSW Business Awards.

UNIQUE EXPOSURE

Gain exposure to a wide audience of business leaders, entrepreneurs, and industry professionals across the region. With over 250 members and attendees expected at the gala event, your brand will receive significant visibility

CUSTOMISATION

Tailor your sponsorship package to align with your organization's goals and objectives. Choose your preferred category to sponsor and explore additional branding and promotional opportunities to maximize your impact

NETWORKING

Engage with key stakeholders and decision makers in the business community during the gala event. Build valuable connections and partnerships while enjoying an evening of celebration and recognition.

THE CATEGORIES



OUTSTANDING EMPLOYEE

OUTSTANDING YOUNG BUSINESS LEADER

OUTSTANDING BUSINESS LEADER
20 EMPLOYEES & UNDER

OUTSTANDING BUSINESS LEADER
21 EMPLOYEES & OVER

EXCELLENCE IN INTERNATIONAL BUSINESS

EMPLOYER OF CHOICE
20 EMPLOYEES & UNDER

EMPLOYER OF CHOICE
21 EMPLOYEES & OVER

EXCELLENCE IN INNOVATION

EXCELLENCE IN SUSTAINABILITY

OUTSTANDING COMMUNITY ORGANISATION

OUTSTANDING NEW BUSINESS

EXCELLENCE IN DIVERSITY & INCLUSION

EXCELLENCE IN MICRO BUSINESS

EXCELLENCE IN SMALL BUSINESS

EXCELLENCE IN LARGE BUSINESS

OUTSTANDING VISITOR EXPERIENCE

OUTSTANDING VISITOR ECONOMY COLLABORATION

OUTSTANDING 24 HOUR ECONOMY COLLABORATION

EXCELLENCE IN SUSTAINABLE TOURISM

CHAMBER OF THE YEAR

SPONSORSHIP SCHEDULE

**19
MAY**

MARKETING CAMPAIGN COMMENCEMENT

PAID SOCIAL MEDIA CAMPAIGN, PRINT MEDIA, RADIO PROMOTION

JULY

SPONSORS & VIP EVENT

NETWORKING OPPORTUNITY FOR ALL SPONSORS, JUDGES
REGIONAL LEADERS & INVITED GUESTS

LOCATION TO BE ADVISED

**19
SEPT**

AWARDS NIGHT

FEATURED IN PRE-DINNER AREA, ON ALL EVENT COLLATERAL AND
DURING PRESENTATION OF AWARDS

SAILS RESORT, PORT MACQUARIE

OCT

THANK YOU CELEBRATION

NETWORKING OPPORTUNITY FOR ALL WINNERS, SPONSORS,
JUDGES, REGIONAL LEADERS & INVITED GUESTS

LOCATION TO BE ADVISED





MAJOR SPONSOR

4 free tickets & VIP seating with opportunity to purchase additional tickets

Promotional video played during awards speech

Radio promotion including 2 interviews & 9 x 30sec adverts across Coffs & Port

Newsletter to Mid Coast Businesses promoting the awards and sponsors

Paid s

Co-host of Sponsors & VIP event

Priority opportunity to provide inclusion for guest/winner gift bags or lucky door prize

Priority placement of business banners x 2

Logo on website, presentation & event menu/program

Presentation of Business of the Year award

Thank you celebration for sponsors & winners

**INVESTMENT
\$10,000**



CATEGORY SPONSOR

2 tickets with vip seating and opportunity to purchase additional tickets

Radio promotion from May to October

Newsletter to Mid north Coast Businesses promoting the awards and sponsors

2 tickets to pre-event sponsors event including regional leaders & invited guests

Paid social media campaign & individual post per business

2 tickets to thank you event for sponsors, winners & invited guests

Opportunity to provide inclusion for guest/winner gift bags

Business banners created & to be displayed in pre-dinner area

Logo on all category inclusions, event menu & program & business NSW website

Acknowledgment & promotion of your business during the awards by the MC

Presentation of an award on the night & official event photo with winner

**INVESTMENT
\$3,000**



Sponsorship Agreement 2025

Business Name: _____

ABN: _____

Contact Details

Contact Name: _____ Phone #: _____

Email: _____

Address: _____

City: _____ Post Code: _____

Partnership Level

☐ **Category Sponsor - \$3,000 +gst**

☐ **Event Partnership - Value: \$ _____**

Details: _____

A tax invoice will be provided once your agreement has been signed and returned.

Terms & Conditions

☐ **I confirm that I have read, understood & agree to the terms & conditions of the sponsorship.**

Please send your completed form & high res logo in monochrome to lauren.charlton@businessnsw.com

Signed for and on behalf of

Signed for and on behalf of BusinessNSW:

Signed: _____

Signed: _____

Name: _____

Name: _____

Date: _____

Date: _____