



**2023 Qantas Australian
Tourism Awards**

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Spirit of Australia



2023 AUSTRALIAN TOURISM AWARDS

SPONSORSHIP PROSPECTUS

www.qualitytourismaustralia.com

WELCOME

to the 2023 Australian Tourism Awards Sponsorship Prospectus!

Celebrating over 30 years, the Australian Tourism Awards are once again honouring businesses who are committed to excellence, innovation, and outstanding achievements in tourism. Join us as we embark on this exciting journey, attracting over 700 attendees from across Australia. Discover sponsorship opportunities that showcase your commitment to our thriving tourism industry and connect you with key decision-makers and industry experts.

We are thrilled to announce that this year's prestigious event will take place in the vibrant city of Darwin, Australia, on Friday, March 15, at the Darwin Convention Centre. Set against the backdrop of Darwin's tropical landscapes, the 2023 Australian Tourism Awards promise to be a celebration like no other.

This event promises to be an exceptional gathering of over 700 attendees, including industry leaders, tourism operators, media representatives and many more, all coming together to recognize excellence in tourism and its immense impact on our nation's economy and culture.

As a sponsor, your brand will be prominently showcased throughout the event, gaining valuable exposure among this distinguished audience. Your partnership with the 2023 Australian Tourism Awards will not only demonstrate your commitment to fostering excellence but also open doors to new opportunities within the thriving tourism sector.

Explore the various sponsorship packages outlined in this prospectus and join us in making the 2023 Australian Tourism Awards an outstanding success in the heart of Darwin, Australia.



DESTINATION

Darwin Convention Centre proudly hosts the prestigious Australian Tourism Awards, welcoming over 700 tourism professionals from across the nation to celebrate excellence in the industry.

Get ready to embrace Darwin's unique charm! Nestled in the Northern Territory's tropical paradise, this vibrant city offers a blend of Aboriginal heritage, multicultural influences, and a laid-back Aussie atmosphere. Explore lush national parks, embrace the rich and unique culture, and savor delectable cuisine.



EVENT DETAILS

Date:
Friday, 15 March 2024

Guest Numbers:
Approx 700 Guests

Venue:
Darwin Convention Centre
10 Stokes Hill Rd, Darwin City
Northern Territory, 0800

Program:
Talking Tourism Forum
2023 Qantas Australian Tourism Awards
Official Afterparty



UNLEASH YOUR BRILLIANCE!



The Australian Industry Tourism Council provides sponsorship opportunities for both the inaugural Talking Tourism Forum and the Qantas Australian Tourism Awards.

Benefits of sponsorship include:

- **Event Tickets:** You'll receive tickets to the event.
- **Prominent Branding:** Your brand will have prominent visibility throughout the event.
- **Marketing Exposure:** We'll showcase your company through our marketing channels.
- **Acknowledgment:** Your support will be acknowledged in all our event materials.
- **Social Media Boost:** We'll give your brand a boost on our social media platforms.
- **Industry Leadership:** You'll establish yourself as an industry leader, connecting with influential decision-makers and key figures.

Why you should sponsor

Industry Alignment: Your business objectives and values closely match the event and the broader tourism industry's goals and values, making you a perfect fit.

Shared Vision: We both share a common vision for the growth and development of the tourism sector, making us natural partners.

AWARDS DINNER SPONSORSHIP OPPORTUNITIES



	Produce Sponsor \$2,000 <i>Multiple Opportunities</i> Only available to food producers	Bronze Sponsor \$10,000 <i>Multiple Opportunities</i> Suitable for suppliers to the industry for national promotion	Silver Sponsor \$15,000 <i>Multiple Opportunities</i> Suitable for brands wanting to be celebrated nationally	Gold Sponsor \$20,000 <i>Multiple Opportunities</i>
Benefits				
Logo Display	On screen in Produce sponsor group during dinner breaks	Individual logo included in onscreen sponsor loop	Individual logo included in onscreen sponsor loop	Individual logo included in onscreen sponsor loop
Dinner Tickets	-	2 Tickets	4 Tickets	4 Tickets
Website	Logo only included	Logo included with link to your website	Logo included with link to your website	Logo included with link to your website
Category Sponsorship	-	1 Category Includes your logo to be shown alongside category onscreen, social media and program	1 Category Includes your logo to be shown alongside category on screen, social media and program	1 Category Includes your logo to be shown alongside category on screen, social media and program. Ability to present trophy to winner.
Official Program	Logo part of produce sponsor in food and beverage pages. Included in menu notes	Quarter Page Advertisement (Artwork supplied by sponsor)	Half Page Advertisement (Artwork supplied by sponsor)	Full Page Advertisement (Artwork supplied by sponsor)
Social Media	Inclusion in specific produce supplier post with others in this category	Dedicated post thanking sponsor with logo and link to sponsor's social tag and website	Dedicated post promoting sponsor with short spiel on company/ product, logo and link to social tag and website	Dedicated post promoting sponsor with short spiel on company/ product, logo and link to social tag and website
Gift Bag	Option to include item in Gift Bag given to all guests at the end of the event	Option to include item in Gift Bag given to all guests at the end of the event	Option to include item in Gift Bag given to all guests at the end of the event	Option to include item in Gift Bag given to all guests at the end of the event
VIP Cocktail Function Tickets	-	1 Ticket	2 Tickets	4 Tickets

Amounts displayed in this document are exclusive of GST

TALKING TOURISM FORUM

Friday 15 March 2024 | Darwin Convention Centre

About the Forum:

The Australian Industry Tourism Council (AITC) is proud to present the 'Talking Tourism' Forum, a premier event that brings together industry leaders, experts, and stakeholders from the tourism sector to discuss and explore the latest trends, innovations, and challenges shaping the future of tourism in Australia. This Forum serves as a platform for networking, knowledge sharing and collaboration among key players in the industry.

The Forum will address key themes including;

Journey to Inclusivity: Hear from businesses who have adapted to become more inclusive and learn practical solutions you can implement.

Digital Best Practices for Small Business: Steps and techniques that will future-proof your business.

How to Leverage Your Success: Insights on capitalizing on success, expanding market presence, and establishing a strong brand identity.





FORUM SPONSORSHIP OPPORTUNITIES

We currently have multiple sponsorship opportunities for you to explore. Whether you are seeking to boost your brand's visibility, connect with your target audience, or contribute to industry, our sponsorship packages can be tailored to suit your specific needs and goals.

Benefits	Trade Stand Only \$2,000 <i>Multiple Opportunities</i>	Bronze Sponsor \$3,000 <i>Multiple Opportunities</i>	Silver Sponsor \$5,000 <i>Multiple Opportunities</i>	Gold Sponsor \$10,000 <i>Multiple Opportunities</i>
Website	Logo included with link to your website	Logo included with link to your website	Logo included with link to your website	Logo included with link to your website
Trade Stand	Single	Single	Single	Single
App Notification	-	1	1	1
Banner Display	-	1	1	1
Forum Tickets	1 Ticket	1 Ticket	2 Tickets	4 Tickets

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Want to sponsor both the **Forum** and **Awards Dinner**?

We can craft a tailored sponsorship that covers both the Awards Dinner and Forum. This customised approach maximises your brand's visibility and increases your exposure to attendees and key stakeholders, helping you make a strong impact in both events.



FORUM SPONSORSHIP OPPORTUNITIES

Explore our unique sponsorship packages for exclusive benefits, unmatched branding opportunities, and a competitive edge. Maximise your partnership with us and elevate your brand to new heights - don't miss out!



	Wi-Fi Partner	Satchel Sponsor	Lanyard Sponsor	Satchel Insert
Benefits	\$4,000 <i>Exclusive Opportunity</i>	\$3,000 <i>Exclusive Opportunity</i>	\$3,000 <i>Exclusive Opportunity</i>	\$500 <i>Multiple Opportunities</i>
Website	Logo included with link to your website	Logo included with link to your website	Logo included with link to your website	-
Advertising Opportunities	Opportunity for video advertising during meal breaks	-	-	-
Banner Display	1	-	-	-
App Notifications	1	-	-	-
Trade Stand	Single	-	-	-
Forum Tickets	2 Tickets	-	-	-
Unique Benefit	Branded Phone Charging Station	Logo on Satchels	Logo on Lanyards	Provide 1 (one) Satchel Insert

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JOIN US

Don't miss the chance to be part of one of the Australian tourism industry's most anticipated event of 2024. Secure your sponsorship now and position your brand as a key player in shaping the future of tourism. For more information and to discuss sponsorship opportunities, please contact Rosie Peace on rosiep@associatedadvertising.com.au or 0410 518 884.

CONTACT US

Australian Tourism Industry Council

CEO - Erin McLeod

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Event Organisers: AA&P Events

Sponsorships - Rosie Peace

rosiep@associatedadvertising.com.au

Registrations - Helene Bakker

helene@associatedadvertising.com.au

KEY DATES

Sponsorship Bookings

16 February 2024

Logos and content

upon signing contract

Advertisement artwork

12 January 2024

Social Media content

12 January 2024

Registrations

11 February 2024

Guest names and dietaries

3 March 2024

BOOK NOW

To apply for any of the sponsorship in this application, please complete and return the 2023 Australian Tourism Awards Sponsorship & Exhibition booking form to Rosie Peace

**DOWNLOAD THE
BOOKING FORM**

WE HOPE YOU CAN JOIN US!



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