

The 2019 Mackay Region Tourism Conference and Awards





WELCOME FROM MICHELE

The Mackay Region Tourism Conference and Awards 2019 are the industry's annual premier tourism events.

The 2019 Conference aims to equip operators with training through a number of keynote speakers and workshops. This event is designed to challenge all operators to strive for excellence, to bring new and thought-provoking information to the table and to raise awareness on where we stand as an industry.

The Awards are a submission and inspection based program, as well as a benchmark tool for operators to compare themselves against other businesses. The Awards provide the opportunity to publicly acknowledge and showcase Mackay's finest tourism operators.

The conference and awards aim to recognise the outstanding achievements of Mackay's tourism industry, including individuals, businesses (industry operators) and events. It encourages excellence in the industry and promotes the growth of tourism products and services.

It also highlights sustainable economic and social benefits that flow directly from a successful tourism industry in our region. The prestige of being recognised by peers as a Mackay Region Tourism Award winner is highly regarded and can be used extensively in the marketing of their products and services.

Sponsorship with The Mackay Region Tourism Conference and Awards enables your organisation and brand to demonstrate its commitment to, and connection with, Queensland's \$25 billion tourism industry. In addition, sponsors also show their support of continued improvement of product quality and standards within the tourism industry.

Sponsors and partners of The Mackay Region Tourism Conference and Awards are offered:

- > Showcase opportunities for your brand, products and services to targeted and influential audiences;
- > Recognition for your organisation and its support of the continual improvement of tourism quality in the region and across Queensland;
- > Brand development and promotional opportunities within industry networks, and traditional and digital media;
- > Social media exposure through Mackay Tourism's digital channels and partnership engagement;
- > Alignment of your business with excellence through the industry's leading Awards Program.

Thank you for taking the time to read this sponsorship proposal and I hope MTL can work together with your business to create a successful event.

Michele Shea

Chair
Mackay Tourism Ltd.





Category Sponsor

\$2,000 - 17 Available

- > Naming rights for an award.
Award to be negotiated with Mackay Tourism
- > Opportunity to present the award, including an introduction of organisation before award
- > Logo to appear on all collateral for the awards and conference, including logo next to the category in the members collector program
- > Two tickets to the awards gala dinner
- > Two free tickets to the conference
- > Display banner or logo on big screen at awards (depending on venue)
- > Logo and profile link on www.mackayregion.com
- > Regular recognition in member e-newsletter.
- > Promotional spiel read out the conference
- > Opportunity to present one topic at the conference (depending on suitability to conference theme)

Categories:

- > Tourist Attraction
- > Adventure Tourism
- > Festivals and Events
- > Business Event Venues
- > Tour and Transport Operators
- > Excellence in Food Tourism
- > Tourism Restaurants and Catering Services
- > Ecotourism
- > Standard Accommodation
- > Deluxe Accommodation
- > Unique Accommodation
- > Hosted Accommodation
- > Caravan and Holiday Parks
- > New Tourism Business
- > Young Achievers Award
- > Outstanding Contribution by a Volunteer or Volunteer Group
- > Outstanding Contribution by an Individual



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