

The Whitsundays

2020 TOURISM AWARDS

Sponsorship
Prospectus

An aerial photograph of a tropical lagoon. The water is a vibrant turquoise color, transitioning to a deeper blue towards the bottom. The lagoon is surrounded by a complex coral reef system, visible as irregular patches of brown and white against the blue water. The overall scene is serene and scenic, typical of a tropical island environment.

The Whitsundays

2020 Tourism Awards

About the Awards

The Whitsunday Tourism Awards are the region's premier tourism event, established to pay tribute to the enormous contribution made by the region's tourism operators and service providers and to encourage excellence within the industry. The Awards are a submission and inspection based program and provide the opportunity to publicly acknowledge and showcase the Whitsundays finest tourism operators. The Awards cover 31 categories ranging from attractions, events, tour and transport, accommodation, restaurants, culture, ecotourism, marketing and recognition for individuals. The awards recognise growth in tourism products and services, and are based on businesses having a solid business plan, businesses that continually innovate their products and who implement targeted marketing campaigns.



The Whitsunday Tourism Awards aims to:

- ≈ Publicly recognise and reward excellence throughout the Whitsunday tourism industry
- ≈ Support improved planning, development and internal analysis for tourism businesses
- ≈ Promote a benchmark for industry best practice
- ≈ Reinforce the value and contribution of the Whitsunday's \$727 million tourism industry
- ≈ Emphasise consumer confidence and industry pride for Whitsunday tourism products
- ≈ Encourage continual raising of standards among Whitsundays tourism operators, through accreditation and certification
- ≈ Provide an annual platform of celebration for the industry through networking opportunities for industry, supporters and sponsors

[#thewhitsundaystourismawards](https://www.whitsundays.com.au/tourism-awards)

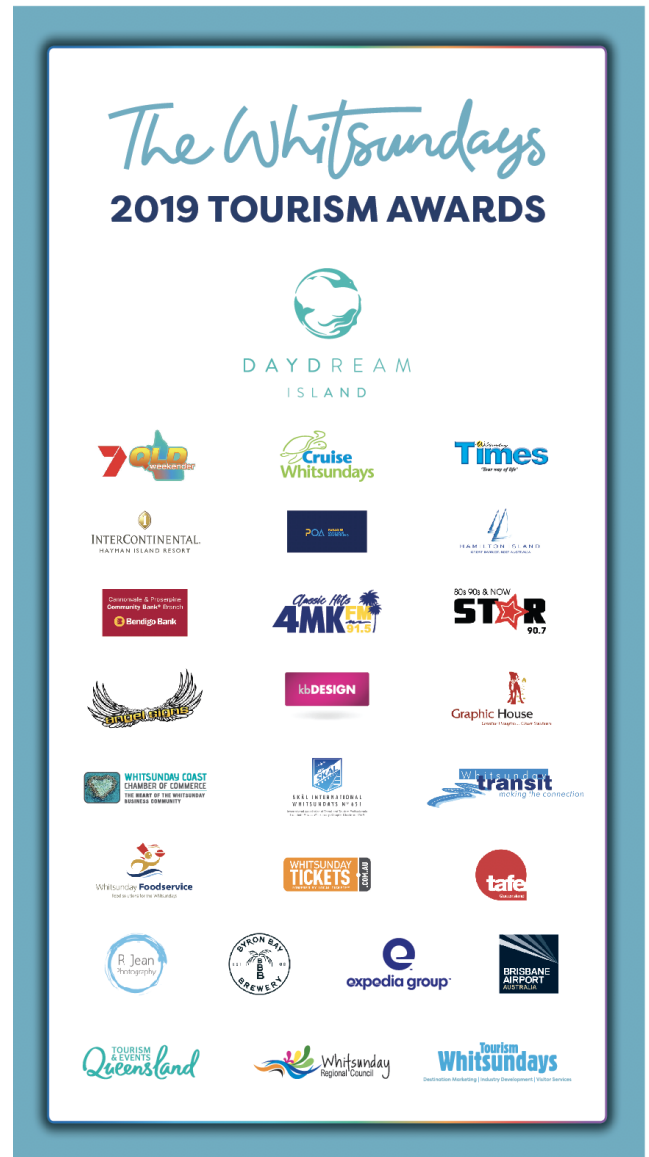
The Whitsundays

2020 Tourism Awards

Why sponsor the Tourism Awards

Sponsorship with the Whitsunday Tourism Awards enables your organisation and brand to demonstrate its commitment to, and connection with, the Whitsundays tourism industry. In addition, sponsors also show their support of continued improvement of product quality and standards within the tourism industry. Varying levels of sponsorship and an extensive promotional program deliver wide-spread exposure for your organisation and brand across a range of mediums associated with the Whitsunday Tourism Awards.

Thank you to our sponsors in 2019



#thewhitsundaystourismawards

The Whitsundays

2020 Tourism Awards

	NAMING RIGHTS & ENTERTAINMENT SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	CATEGORY SPONSOR TBC
Complimentary tickets to attend the Awards Ceremony	10 Tickets	8 Tickets	6 Tickets	2 Tickets	1 Ticket	2 Tickets
Naming rights for the 2020 Whitsunday Tourism Awards Event	✓					
Associate Membership with Tourism Whitsundays to be provided for 2020/21	✓	✓				
Announcement of partnership via dedicated press release and at any other opportunity (eg. networking events);	✓	✓				
Preferential seating at the Gala Ceremony in the VIP area at the front of the room	✓	✓	✓			
Naming rights for an award and opportunity to present that award	✓	✓	✓			
Priority logo inclusion within all advertising of the event	✓	✓	✓			
Optional placement of signage at event	✓	✓	✓			
Logo featured in the printed Ceremony Awards Program	✓	✓	✓	✓		
Sponsors recognised and featured in relevant content on TW's social media channels	✓	✓	✓	✓		
Company logo displayed on Tourism Awards section of website with direct link to your website	✓	✓	✓	✓		
Use of official WTA sponsors logo	✓	✓	✓	✓	✓	✓
Sponsors certificate to recognise the year and level of support	✓	✓	✓	✓	✓	✓
Company logo featured on the looped sponsors reel, played several times throughout the event	✓	✓	✓	✓	✓	✓
Logo inclusion on all signage produced for the event	✓	✓	✓	✓	✓	✓
Company logo featured on screen at event	✓	✓	✓	✓	✓	✓
Company name mentioned during the event	✓	✓	✓	✓	✓	✓
TOTAL INVESTMENT	\$20,000	\$10,000	\$5,500	\$2,500	\$1,250	In Kind

#thewhitsundaystourismawards



The Whitsundays
2020 Tourism Awards

#thewhitsundaystourismawards