

ACT TRAINING  
**AWARDS** 2022

**SPONSORSHIP**  
PROSPECTUS



**ACT**  
Government

## ABOUT THE AWARDS

The ACT Training Awards is an annual opportunity to showcase the commitment, innovation, and outstanding achievements of all those involved in the ACT vocational education and training (VET) sector.

The awards recognise, reward, and promote the training efforts and success of apprentices, trainees, VET students, teachers/trainers, registered training organisations and employers in the ACT across 13 categories. Winners in aligned categories also go on to compete for national success at the Australian Training Awards.



The ACT Government is committed to ensuring the ACT has a high-quality VET sector. Sponsoring the ACT Training Awards is an opportunity to show your support of Canberra's VET sector.

**The 2022 ACT Training Awards will take place on Thursday 15 September 2022.**

## KEY SPONSOR BENEFITS



### LOGO AND/OR PROFILE VISIBILITY

Branding and logo recognition in promotional materials, ACT Training Awards webpage, online nomination platform, online ticketing system and event presentation program.



### MEDIA EXPOSURE

The ACT Training Awards receives media coverage in local and social media outlets. In addition to the awards program, finalists and winners are promoted in activities targeting schools, parents, apprentices, trainees, employers, registered training organisations, industry groups and the general community.



### PRESENTATION EVENT

The ACT Training Awards presentation event is the premier event for the ACT vocational education and training (VET) sector. The evening provides a networking and promotional opportunity for your organisation to approximately 450 guests from the vocational education and training sector including key decision makers, employers, training providers, students, trainers and the Minister for Skills.



### POSITIVE BRAND ASSOCIATION

Through your support of the ACT Training Awards your organisation is associated with a sector committed to building the ACT workforce and providing successful career pathways. Your organisation has the opportunity to give back and engage with the community, rewarding those who set the benchmark for quality training outcomes in the ACT.



### DIRECT INVOLVEMENT

Your organisation has the opportunity to be involved in the judging process and meet some of the best apprentices, trainees, vocational students, trainers, employers and training providers in the ACT.

## AUSTRALIAN TRAINING AWARDS

Commencing in 1994, the Australian Training Awards are the peak national awards for the vocational education and training (VET) sector. The Awards recognise individuals, businesses, and registered training organisations for their contribution to skilling Australia.

Winners from the 2022 ACT Training Awards (in aligned categories) have the opportunity to compete against other state and territory winners for an Australian Training Award.

The national awards are held annually in November, with a different state or territory hosting each year. The 2022 Australian Training Awards will be held in Adelaide, South Australia.

The ACT VET sector excelled at the Australian Training Awards, held virtually in 2021. The ACT was represented by six individual finalists and two organisation finalists. In 2021, ACT Australian School-based Apprentice of the Year - Hannah Holford, ACT VET Teacher/Trainer of the Year - David Moore, and the ACT Industry Collaboration - CIT Renewable Energy Industry Collaboration, were named the national award winners in their associated categories.

Winners of an Australian Training Award receive widespread media attention locally and nationally to acknowledge their achievements in their field.

## SPONSORSHIP OPPORTUNITIES

The ACT Training Awards relies on the contributions of our generous sponsors. Sponsorship provides your organisation with a unique opportunity to gain exposure for your business and display your commitment to vocational education and training in the ACT.

Skills Canberra recognises that one size doesn't fit all when it comes to sponsorship. To discuss and design a tailor-made package, please contact Skills Canberra.

### ACT Finalists at the 2021

#### Australian Training Awards included:

- > ACT Apprentice of the Year - Morgan Sutton
- > ACT Trainee of the Year - Sophie New
- > ACT Aboriginal and Torres Strait Islander Student of the Year - Philip Khalu-Reindl
- > ACT Australian School-based Apprentice of the Year - Hannah Holford
- > ACT Vocational Student of the Year - Banda Ramadan
- > ACT VET Teacher/Trainer of the Year - David Moore
- > ACT Medium Employer of the Year - Pups4Fun
- > ACT Industry Collaboration Award - Canberra Institute of Technology, Neoen and Vestas

### Elodie Auvray

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## PLATINUM SPONSOR \$12,000 (GST EXCLUSIVE) - ONE PACKAGE AVAILABLE

The ACT Training Awards provides a networking and promotional opportunity for your organisation to around 450 guests comprising of employers, schools, RTOs, industry representatives, apprentices, trainees, VET students and VET teacher/trainers, government representatives and members of the Legislative Assembly.

Your valuable contribution will assist Skills Canberra to deliver the presentation event in September 2022 and provide a \$3,000 prize for an individual award category winner.

The Platinum sponsor will in return benefit from extensive exposure through a range of marketing channels including online, print and advertising as outlined below:

### NAMING RIGHTS

- > The platinum sponsor will have first choice in the exclusive naming rights to the category of your choosing and will be acknowledged as the single platinum sponsor of the presentation event.

### PROMOTIONAL OPPORTUNITIES

- > Acknowledgement of your sponsorship in relevant media releases promoting the awards
- > Logo and profile of your company on the ACT Training Awards webpage, in the “sponsorship” section
- > Company logo to be displayed on the login page and on the “Conditions of entry” pages of the ACT Training Awards online nomination portal (note: nominations close on Friday 13 May 2022)
- > A suite of the ACT Training Awards electronic promotional materials provided to you to assist in promoting your sponsored category, including social media tiles and email signature block graphics.

### JUDGING

- > Opportunity for a representative from your organisation to sit on one of the categories judging panels in July 2022
- > Opportunity for your organisation’s logo to be included in the footer of all emails to 2022 finalists, confirming their interview details
- > Opportunity for your banner to be displayed in the foyer and in the judging room (if interviews confirmed in person) or logo to be displayed on screen behind your judge (in the case of virtual interviews).

### ACT TRAINING AWARDS PRESENTATION EVENT OPPORTUNITIES

- > Ten (10) complementary tickets to the presentation event in September, including food, beverages and entertainment
- > Recognition in the ACT Minister for Skills’ address at the presentation event
- > Acknowledgement of your sponsorship by the Master of Ceremonies
- > Logo included on presentation event’s invitation materials
- > Opportunity to provide a two-minute speech and the honour of presenting the winner of your category with a certificate and trophy, on stage at the event
- > Logo displayed in a sponsor loop on the screen during the presentation event
- > Logo and profile of your company included in your category’s page, inside the event program that will be distributed to all guests on 15 September 2022
- > One page advertorial within the event program (artwork to be provided by the sponsor)
- > Logo included in the sponsor page of the event program with mention of your platinum sponsorship
- > Logo on the online ticket booking system with mention of your sponsorship
- > Name and logo included on the finalist and winner certificates for your chosen category
- > A framed certificate of appreciation presented to you on stage at the event
- > Opportunity to network with industry leaders
- > Opportunity to provide promotional materials on the tables of the event.

### AUSTRALIAN TRAINING AWARDS OPPORTUNITIES

- > Two (2) complimentary tickets to the Australian Training Awards presentation dinner to be held in Adelaide on Friday 18 November 2022\*
- > Acknowledgment of sponsorship in relevant Australian Training Awards materials
- > Opportunity to provide promotional materials during the two-day professional development session for ACT winners in October 2022
- > Opportunity to provide promotional materials in the ACT winners’ travel kit.

*\* All additional associated costs including travel and accommodation are not included.*

## GOLD SPONSOR \$8,000 (GST EXCLUSIVE) - MULTIPLE PACKAGES AVAILABLE

There are 11 ACT Training Awards categories open for sponsorship in 2022. As a gold sponsor, your valuable contribution will assist Skills Canberra to deliver the presentation event in September 2022 and provide a \$3,000 prize for an individual award category winner.

ACT Training Awards gold sponsors benefit from the following benefits and exposure through a range of marketing channels including online, print and advertising:

### NAMING RIGHTS

- > Exclusive naming rights to the category of your choosing\*

### PROMOTIONAL OPPORTUNITIES

- > Logo and profile of your company on the ACT Training Awards webpage, in the “sponsorship” section
- > A suite of ACT Training Awards electronic promotional materials provided to you to assist in promoting your sponsored category, including social media tiles and email signature block graphics.

### JUDGING

- > Opportunity for a representative from your organisation to sit on one of the categories judging panels in July 2022
- > Opportunity for your banner to be displayed in the judging room of your chosen category (if interviews confirmed in person) or logo to be displayed behind your judge (in the case of virtual interviews).

### AUSTRALIAN TRAINING AWARDS OPPORTUNITIES

- > One (1) complimentary ticket to the Australian Training Awards presentation dinner to be held in Adelaide on Friday 18 November 2022\*\*
- > Acknowledgment of sponsorship in relevant Australian Training Awards materials.

### ACT TRAINING AWARDS PRESENTATION EVENT OPPORTUNITIES

- > Six (6) complementary tickets to the presentation event in September, including food, beverages and entertainment
- > Recognition in the ACT Minister for Skills’ address at the presentation event
- > Acknowledgement of your sponsorship by the Master of Ceremonies
- > The honour of presenting the winner of your category with a certificate and trophy on stage at the presentation event
- > Logo displayed in a sponsor loop on the screen during the presentation event
- > Logo and profile included in your chosen category’s page inside the event program that will be distributed to all guests on 15 September 2022
- > Logo included in the sponsor page of the event program with mention of your gold sponsorship
- > Logo on the online ticket booking system with mention of your gold sponsorship
- > Logo included on the finalist and winner certificates for your chosen category
- > A framed certificate of appreciation presented to you on stage at the event
- > Opportunity to network with industry leaders
- > Opportunity to provide promotional materials on the tables of the event.

*\* Subject to availability.*

*\*\*All additional associated costs including travel and accommodation are not included.*

## ACT NATIONAL AWARDS TEAM SPONSOR \$6,000 (GST EXCLUSIVE) - ONE PACKAGE AVAILABLE

Each year, six individual finalists and shortlisted organisation finalists go on to represent the ACT at the Australian Training Awards. In preparation for this, Skills Canberra holds a two-day professional development course for all finalists. As the ACT National Awards Team sponsor, your valuable contribution will assist to cover team uniform, catering, venue hire and facilitation costs that assists Skills Canberra to support finalists to Adelaide for the 2022 Australian Training Awards.

This is an exclusive sponsorship package, to only one organisation. In return, your organisation will receive national coverage of your support as well as the below benefits:

### PROMOTIONAL OPPORTUNITIES

- > Your organisation's logo included on selected printed promotional materials
- > Logo on the ACT Training Awards webpage and presentation event program that will be distributed on 15 September 2022
- > An ACT Training Awards graphic acknowledging your sponsorship for email signatures and your website.

### ACT TRAINING AWARDS PRESENTATION EVENT OPPORTUNITIES

- > Four (4) complementary tickets to the presentation event in September, including food, beverages and entertainment
- > Acknowledgement of your sponsorship by the Master of Ceremonies
- > Logo displayed in a sponsor loop on the screen during presentation event
- > Logo included in the sponsor page of the event program that will be distributed to all guests, with mention of your sponsorship
- > A framed certificate of appreciation
- > Opportunity to network with industry leaders.

### AUSTRALIAN TRAINING AWARDS

- > Two (2) complimentary tickets to the Australian Training Awards presentation dinner to be held in Adelaide on Friday 18 November 2022\*
- > Acknowledgment of sponsorship in relevant Australian Training Awards materials
- > Logo on ACT Team uniform to be worn during the Australian Training Awards finalist week by the ACT finalists and the ACT State and Territory Liaison Officer
- > Opportunity to display your banner during the two-day professional development sessions to prepare the ACT winners to compete at nationals
- > Opportunity to provide promotional materials during the two-day professional development sessions for ACT winners
- > Opportunity to provide promotional materials in the ACT winners' travel kit
- > Logo and profile included in the two-day professional development sessions program
- > Opportunity to have an advertorial page within the two-day professional development session program (artwork to be provided by the sponsor).

**\*All additional associated costs including travel and accommodation are not included.**

## SILVER SPONSOR \$4,500 (GST EXCLUSIVE) - MULTIPLE PACKAGES AVAILABLE

Your valuable contribution as Silver Sponsor in 2022 assists Skills Canberra in delivering the presentation event in September.

Silver sponsors will in return receive the below benefits:

### PROMOTIONAL OPPORTUNITIES

- > Logo of your company on the ACT Training Awards webpage, in the "sponsorship" section
- > An ACT Training Awards promotional materials acknowledging your sponsorship, including email signatures and your website.

### ACT TRAINING AWARDS PRESENTATION EVENT OPPORTUNITIES

- > Four (4) complementary tickets to the presentation event in September, including food, beverages and entertainment
- > Acknowledgement of your sponsorship by the Master of Ceremonies
- > Logo displayed in a sponsor loop on the screen during presentation event
- > Logo of your company on the ACT Training Awards presentation event program that will be distributed to all guests on 15 September 2022
- > Logo on the online ticket booking system
- > A framed certificate of appreciation
- > Opportunity to network with industry leaders at a nationally recognised event
- > Opportunity to provide promotional materials in a on the tables of the event.

## BRONZE SPONSOR \$3,000 (GST EXCLUSIVE) - MULTIPLE PACKAGES AVAILABLE

We welcome organisations to support the ACT Training Awards through a small contribution of \$3,000. In return, your organisation will be acknowledged throughout the promotion of the ACT Training Awards and the presentation event.

Bronze Sponsors will receive the below benefits:

### PROMOTIONAL OPPORTUNITIES

- > Logo on the ACT Training Awards webpage and presentation event program
- > An ACT Training Awards graphic acknowledging your sponsorship for email signatures and your website.

### ACT TRAINING AWARDS PRESENTATION EVENT OPPORTUNITIES

- > Two (2) complementary tickets to the presentation event in September, including food, beverages and entertainment
- > Acknowledgement of your sponsorship by the Master of Ceremonies
- > Logo displayed in a sponsor loop on the screen during presentation event
- > Logo included in the sponsor page of the event program produced for the awards presentation event
- > Opportunity to network with industry leaders at a nationally recognised event
- > A framed certificate of appreciation.

# SPONSORSHIP OPPORTUNITIES

Benefit	Platinum Sponsor \$12,000	Gold Sponsor \$8,000	ACT Team Sponsor \$6,000	Silver Sponsor \$4,500	Bronze Sponsor \$3,000
Category Naming Rights	X	X			
<b>Single package exclusive to one sponsor</b>	X		X		
<b>Promotional Opportunities</b>					
Logo on ACT Training Awards website and event program	X	X	X	X	X
Profile on ACT Training Awards website	X	X			
Logo on nomination portal	X				
Electronic promotional materials	X	X		X	
Graphics for email signature blocks and your website	X	X	X	X	X
Acknowledgement in media releases	X				
Logo on promotional materials	X	X	X		
<b>Judging</b>					
Representative on a judging panel	X	X			
Banner in judging room	X	X			
Banner in the lobby	X				
Logo in interview details email	X				
<b>ACT Training Awards Opportunities</b>					
Complimentary tickets	10	6	4	4	2
Acknowledgement by Minister	X	X			
Acknowledgement by MC	X	X	X	X	X
Logo on event's invitations	X				

Benefit	Platinum Sponsor \$12,000	Gold Sponsor \$8,000	ACT Team Sponsor \$6,000	Silver Sponsor \$4,500	Bronze Sponsor \$3,000
On stage category presentation rights (no speech)	X	X			
Logo on screen sponsor loop	X	X	X	X	X
Logo in event program	X	X	X	X	X
Profile in event program	X	X			
Advertisement in the event program	X				
Logo on ticket booking platform	X	X		X	
Logo on finalist and winner certificates of your category	X	X			
A certificate of appreciation	X	X	X	X	X
Opportunity to network	X	X	X	X	X
Promotional materials in on the tables	X	X			
<b>Australian Training Awards Opportunities</b>					
Complimentary tickets	2	1	2	0	0
Acknowledgment at ATA	X	X	X		
PD Days promotional materials	X		X		
Travel kit promotional materials	X		X		
Logo and profile in PD Days program			X		
Advertisement in PD Days program			X		
Logo on ACT Team uniform			X		
Banner during the PD Days			X		

## KEY DATES

Completed sponsorship pledges are due to Skills Canberra by **Thursday 12 May 2022**.

Organisation/business logos and the name of a representant who will participate in judging to be sent to by Skills Canberra **Thursday 19 May 2022**.

Sponsorship invoices to be paid by **Friday 15 July 2022**.

To guarantee inclusion in relevant collateral, all logos must be emailed to [skills@act.gov.au](mailto:skills@act.gov.au) by the dates listed above. Logos must be supplied in EPS, ai, PDF or in JPEG format at 300dpi or higher.

## CONTACT

### Elodie Auvray

Engagement and Events Team Leader

Skills Canberra

ACT Chief Minister, Treasury and Economic Development Directorate

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Phone: (02) 6205 8555

## ACT TRAINING AWARDS 2022 SPONSORSHIP PLEDGE

### Organisation Details

Organisation Name \_\_\_\_\_ ABN \_\_\_\_\_

Postal Address \_\_\_\_\_

### Contact Details

Name \_\_\_\_\_ Email \_\_\_\_\_

Position \_\_\_\_\_ Phone \_\_\_\_\_

### Sponsorship Details

Level of sponsorship: (select one)

\$12,000 + GST - Platinum Sponsor

\$4,500 + GST - Silver Sponsor

\$8,000 + GST - Gold Sponsor

\$3,000 + GST - Bronze Sponsor

\$6,000 + GST - ACT National Awards Team Sponsor

If selecting Platinum or Gold sponsorship, please indicate your preferred category or categories: (please tick)

ACT Apprentice of the Year

ACT Small Employer of the Year

ACT Trainee of the Year

ACT Large Employer of the Year

ACT Aboriginal and Torres Strait Islander Student of the Year

ACT Small Training Provider of the Year

ACT Vocational Student of the Year

ACT Large Training Provider of the Year

ACT Australian School-based Apprentice of the Year

ACT Industry Collaboration Award

ACT VET Teacher/Trainer of the Year

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please email the completed sponsorship pledge to Skills Canberra via email to [skills@act.gov.au](mailto:skills@act.gov.au). Once the sponsorship pledge is received, a representative from Skills Canberra will be in contact with your nominated contact person to discuss the sponsorship arrangements.

Skills Canberra recognises that one size doesn't fit all when it comes to sponsorship investments. To discuss and design a tailor made package, please contact us.

*Please note that the information provided in this form will be used to generate the sponsorship invoice for payment.*



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