



CHAMBER OF COMMERCE AND INDUSTRY INC.

## SPONSORSHIP PROPOSAL

### 2021 Alcoa Peel Business Excellence Awards

*This special awards event is anticipated to be delivered in two unique stages, providing prolonged exposure for the event sponsors. The initial stage will consist of virtual awards announcement events for each category and the second stage will consist of a Special Celebration event at a later date.*

**Date:** Saturday 23 October 2021

**Venue:** Peel Thunder Football Club  
Dower Street, Mandurah

**Time:** 5:00pm for a 6:00pm start

#### About Peel Chamber of Commerce & Industry Inc.

Acknowledged as Australia's most rapidly developing region, the Peel's diverse economy continues to experience substantial growth. As the largest organisation representing businesses in the Peel region, the Peel Chamber of Commerce and Industry's role is to influence and inspire business vitality in the region. We strive to positively influence the environment in which businesses operate by providing a range of business support services. Established in 1960, the Peel Chamber of Commerce and Industry Inc. understands the needs of Peel businesses and is the established voice of business on a range of issues. Our core mission is to provide fair and active representation of all members with commitment, honesty and ethics. We achieve this by supporting businesses and professional organisations, providing a range of support services, promoting members and lobbying on behalf of business interests. The Chamber's network extends across the Peel Region encompassing five local government areas actively promoting the interests of our members. Business, government and professional organisations know that working with a proactive Chamber brings a range of positive outcomes for their activities in the Peel Region. In the fight for a better business environment, the Peel Chamber does collectively for business, what individual businesses cannot achieve alone.

***Membership of the Peel Chamber is an investment in good business***



## 2021 Alcoa Peel Business Excellence Awards

The annual Alcoa Peel Business Excellence Awards continue to be a huge success and renowned as THE largest annual gala business event in the Peel Region. 2020 will be remembered as a very distinctive year in our story, as all of us, regardless of business size, industry or age, struggled with all the challenges presented by the COVID-19 pandemic. This was also the case with the 2020 Alcoa Peel Business Excellence Awards process requiring significant program adjustment and augmentation, resulting in great success for all involved.

The prestigious awards continues to provide exclusive and unique sponsorship opportunities, maximising and exposing your business further in the lead up to the evening, and to over 200 attendees and participants.

***Support your local inspiring business community in its pathway to success!***

### 2021 Alcoa Peel Business Excellence Awards Categories:

- Home-based Business
- Micro Business (0 - 4 Employees)
- Business with 5 – 10 Employees
- Business with 11 – 20 Employees
- Start Up Business
- Tourism Excellence
- Community Engagement
- Food & Beverage Industry Innovation
- Tully Collins Excellence in Service
- Business Of The Year

With the target audience for the 2021 Alcoa Peel Business Excellence Awards continuing to consist of a range of businesses in the Peel Region, this special awards event will be delivered in two unique stages, provided prolonged exposure for the event sponsors and participant businesses alike. The initial stage will consist of virtual awards announcement events for each category, consisting of a video message from the category sponsor and a live announcement of the finalists, runner up and winner. Delivered on our dedicated social media page, these announcements and video presentations can be shared and revisited multiple times increasing the reach and exposure exponentially.

The second stage will consist of a cocktail event to be held on **Saturday 23 October 2021** at Peel Thunder Football Club. This event will incorporate a regional business community celebration, bringing everyone together to recognise the outstanding businesses we have in this region. During this special event, sponsors will be invited to present trophies and certificates to Winners and Runners Up.



## Sponsorship benefits for the 2021 Alcoa Peel Business Excellence Awards

- Your company logo will be featured on:
  - All newspaper advertisements
  - All nomination forms and entry packs
  - All Peel Chamber email marketing publications
  - All Special Celebration Event tickets
  - All Special Celebration Event programs
  - All event gift bags
  - All social media announcements
  - Within the sponsor logo cluster featured on ALL category trophies and certificates for the 2021 Awards
  - Within the custom 2021 Awards banner which will feature in all presentation photos
  - The unique Awards banner pole advertisement on Mandurah Road and window display located at the Peel Chamber office within the Mandurah Transit Station
  - Dedicated Awards page on the Peel Chamber website
  - Featured in the Bloopers Reel
- Unique Awards program sponsor logo to be used on any of your marketing material
- Inclusion of one promotional item in the gift bags
- Your company retractable exhibition banner prominently displayed at the Special Celebration event
- An employee or representative from your company to present one award category trophy at the Special Celebration event.
- Use of your award presentation video for further promotion of your business and your support for this very unique awards program.
- Your company will receive four complimentary tickets to attend the Special Celebration event.

### Your Investment

**Awards Sponsorship — \$2000 (excluding GST)**



## TERMS & CONDITIONS

- Agreed sponsorship is to be paid within 30 days of invoice being issued unless prior arrangement is made.
- All sponsorship benefits will come into effect once sponsorship payment has been processed.
- All award category presentations will be allocated by the Peel Chamber at the Peel Chamber's discretion closer to the event date. Sponsors will be consulted accordingly prior to this being finalised.
- Please see the full project terms and conditions for more information.

**I hereby acknowledge and accept the above stated terms and conditions and confirm support for the 2021 Alcoa Peel Business Excellence Awards.**

Sign: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date:        /        / 2021

The 2020 event was only made possible through the generous support and sponsorship of the business community, and we intend to again replicate and expand the event in 2021. Without significant sponsorship and financial support, this special celebration event would not be achievable.

**Thank you very much for your consideration regarding this proposal**

Kind Regards,



**Andrew McKerrell**

*General Manager*

*Peel Chamber of Commerce & Industry Inc.*

*Mandurah Transit Station*

*Cnr Galgoyl Rd and Allnutt St*

*PO Box 574, Mandurah WA 6210*

*P: (08) 9581 3693*

*E: [manager@peelcci.com.au](mailto:manager@peelcci.com.au) W: [www.peelcci.com.au](http://www.peelcci.com.au)*

*Facebook.com/peelcci Twitter:peelchamber*

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