

Australian Web Awards Sponsorship Packages

The **Australian Web Awards** is an annual event that showcases outstanding work by Australian web designers and developers.

Entries are sought and awards presented in the following categories:

- Commercial
- eCommerce
- Education
- Government
- Innovation
- Not for Profit
- Personal
- Small Business
- Social Media
- Startup

A special award – the McFarlane Prize – is also presented.

Entries are sought from across Australia. Award ceremonies are held in all States and there is a National Web Awards Ceremony to announce the major winners.

The awards are run by the Australian Web Industry Association (AWIA).

Sponsorship categories

Principal Sponsor, National Web Award event \$5000

The principal sponsor will have a major presence at the National Web Awards Ceremony and be promoted at each of the State-based events.

The Principal Sponsor will be credited on the Australian Web Awards website and in all promotional material in print or online.

Specific benefits are:

- Opportunity to give a brief talk at the event
- Opportunity to present awards (including the McFarlane Prize)
- Company logo on "step and repeat" stage backdrop and the projected visuals during the presentation
- Six tickets to the Awards dinner event (valued at \$900)
- Distribution of company promotional material or software
- Company message in email announcements to 4,000 web industry members
- Sponsor status on press releases
- Sponsor logo and message on Australian Web Awards website

- Social media mentions on official Australian Web Awards and AWIA social sites, including Twitter, Facebook, Meetup and LinkedIn, reaching over 3,000 Professionals with a low degree of overlap on e-newsletter list

Bubbles Sponsor

\$2500

The Bubbles Sponsor will have a major presence at the National Web Award event by sponsoring the drinks that attendees will toast the category winners.

Specific benefits are:

- At least three mentions during the evening's formalities
- Signage or flyers at the event
- Two tickets to the Awards dinner event (value \$300)

Category Sponsor

\$1000

- Opportunity to present the award in that category
- References on social media during the awards and in the subsequent eNewsletter.
- Two tickets to the Awards dinner event (value \$300)

Local (State) Sponsor

\$500

- Opportunity to present the State-based awards
- References on social media during the awards, in the subsequent eNewsletter
- Recognition of support at the National Awards dinner event

About AWIA

The Australian Web Industry Association aims to educate the public about the industry and help members with professional development.

It does this through events, conferences and meetup groups including:

- Port80 networking events
- The Edge of the Web Conference and
- The Australian Web Awards.

Through these channels we reach around 4,000 web industry professionals across Australia.

Full details of the Australian Web Awards can be found at: www.webawards.com.au

Contacts

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