



AWA Australian
Web Awards
2021

2021 Australian Web Awards

Sponsorship Proposal

The Australian Web Awards

The Australian Web Industry Association (AWIA) hosts the Australian Web Awards and is the peak industry body for web design and development. With hundreds of active members Australia-wide, AWIA represents a diverse range of digital and creative professionals across a number of fields, such as advertising, marketing, creative agencies and freelancers.

Every year, The Australian Web Awards is the industry's acknowledgement of quality website and mobile development. Respected web industry professionals judge in a rigorous and anonymised system and in 2021, there are 9 categories:

- **Shoestring Website** (budget under \$10,000)
- **SEO Effectiveness**
- **Social Media Growth** (revised)
- **Small Business**
- **Medium to Large Business** (renamed, previously called Commercial)
- **E-commerce**
- **Government**
- **Education**
- **Not for Profit**

The Awards are commissioned by the **Australian Web Industry Association (AWIA)** and have been run nationally since 2009. The Australian Web Awards exist to recognise innovation and excellence in the web design and development industry.

Given the ever-increasing importance placed on digital media and online services in business and government, and the wealth of world-class talent available in our country, it is fitting that the awards programme congratulates those who excel in this field.

The awards dinner will be held on Saturday 22nd May on the Gold Coast, and will showcase the best of the best – the most creative, the most innovative, the best designed and most functional websites created and launched 1 January 2020 to 31 December 2020 from all across Australia.

#AWA2021 will see over 200 entries with 50+ finalists and winners, and will have more than 200 Australian industry leaders in attendance.

awards

Sponsoring The Australian Web Awards

Reasons To Sponsor

- To position your company as a leader in standards and excellence
- To raise awareness of your brand, services and products among your target market
- To network with influential members of the industry and build peer relationships

All Sponsors Receive

- Promotional references that will reach thousands of Australian web professionals
- Acknowledgement from the hosts at relevant events
- The ability to place promotional material and branding opportunity at educational and awards events
- Logo on the Australian Web Industry Association website

Additional tier-based benefits apply, as detailed in the following pages.

Options For Sponsorship

There are four (4) sponsorship levels:

- Gold
- Silver
- Category
- Table

Each level will now be explained, but if you have an idea of how you would like to contribute, please get in touch with the Board of Directors via the contact information listed on the last page of this document.

partnership



australian web awards

Gold Sponsor

Gold Sponsors Receive

At The National Event

- 4 x All Access Passes to the full 2021 Australian Web Awards program, inclusive of:
 - Edge of the Web Conference session
 - Networking/Welcome party
 - 2021 Australian Web Awards awards gala dinner
- Visual branded presence at event
- Right to present the McFarlane Award (Best in show) on stage (subject to availability)
- Opportunity to speak at Networking Event and Award nights
- Acknowledgement during all events as a 'Major Sponsor' by the host (AWIA)

Promotion

- Large logo placed prominently on:
 - www.webawards.com.au from now until September 2021 (when we will be preparing for 2022)
 - www.webindustry.org.au/awards from now until May 31, 2021
- Prominent logo and company description on event programme
- Short article in the Australian Web Industry Association monthly email newsletter featuring your business
- Prominent logo display on all web awards email newsletters (2000+ recipients and a minimum three insertions).
- Facebook page references (minimum eight)
- Twitter references (minimum eight) incl @references to the sponsor
- LinkedIn references (minimum two)
- Logo on all press releases (minimum three)

This amounts to a reach of over 3,000 professionals and perhaps 10,000 targeted impressions with the possibility of mainstream media attention.

Gold Sponsorship investment = \$7,500 incl GST

partnership



australian web awards

Silver Sponsor

Silver Sponsors Receive

At The National Event

- 2 x All Access Passes to the Edge of the Web Conference session, Networking/Welcome party and our 2021 Australian Web Awards awards night
- Right to present awards on stage
- Short opportunity to speak (limited spaces available)
- Acknowledgement during all events by the host
- Visual branded presence
- Distribution of printed material by arrangement

Promotion

- Small logo placed prominently on:
 - www.webawards.com.au from now until September 2021 (when we will be preparing for 2022)
 - www.webindustry.org.au/awards from now until May 31, 2021
- Prominent logo and company description on the AWIA website
- Reference on all web awards email newsletters
- Logo, link and company description on the AWIA website
- Facebook page references (minimum five)
- Twitter references (minimum five) incl @references to the sponsor

Silver Sponsorship Investment = \$5,000 incl GST

partnership



australian web awards

Bronze Sponsor

Bronze Sponsors Receive

At The National Event

- 1 x All Access Pass to the Edge of the Web Conference session, Networking/Welcome party and our 2021 Australian Web Awards awards night
- Acknowledgement during the event

Promotion

- References on one web award email newsletter (3000+ recipients)
- Facebook page references (minimum five)
- Twitter references (minimum five)
- Company reference and link directly above the category on the AWIA website

Bronze Sponsorship Investment = \$550 per category incl GST



diy sponsorship spots



australian web awards

Table Sponsor

Table Sponsors Receive

At The National Event

- 1 x ticket to the Edge of the Web Conference session and 2021 Australian Web Awards awards night
- Company Logo on program under sponsors
- Acknowledgement during the event
- Right to present an award on stage (subject to availability)

Promotion

- References on one web award email newsletter (2000+ recipients)
- Facebook page references (minimum two)
- Twitter references (minimum two)

Table Sponsorship investment = \$250 per table incl GST

Become A Sponsor

Reach out via email to sponsorship@webindustry.org.au to sponsor the awards or discuss your ideas.

sponsorship

about



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 networking events and the Australian Web Awards. AWIA represents over 600 companies and freelancers across Australia.



Get In Touch

Membership Enquiries:

membership@webindustry.org.au

Marketing or Sponsorship Enquiries:

sponsorship@webindustry.org.au

www.webindustry.org.au