



Australian
Web Awards
2024

2024 Australian Web Awards

Sponsorship Proposal

The Australian Web Awards

Every year the Australian Web Industry (AIWA) comes together to celebrate the achievements of outstanding web design and development. The Australian Web Awards, an industry tradition since 2009, are made possible by our sponsorships and industry engagement.

The night of nights is hosted by the peak industry body AIWA, and the awards are judged by professionals from within our industry. The process is rigorous and anonymised to ensure that within the 14 Industry categories, 7 business size categories and 10 technology categories, the best examples of innovation and excellence in the web design and development industry are recognised.

Business Size

- Not for Profit
- Government
- Start-up (less than 2 years in business)
- Small Business (1-5 staff)
- Medium Business (6-19)
- Large Business (20-199)
- Enterprise (200+)

Technology Used

- Drupal
- Headless
- Innovation
- Mobile App
- Web App
- Shopify
- Web3
- WordPress
- Adobe Experience Manager

Industry Category

- Agency (new)
- Community & Culture
- Construction & Manufacturing
- Education
- Entertainment & Events
- Financial Services (new)
- Health & Wellness
- Hospitality (Food & Drink)
- Technology (IT/Software)
- Professional Services
- Retail & eCommerce
- Science & Sustainability (new)
- Sports & Recreation
- Tourism

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 program congratulates those who excel in this field.

The awards gala will be held on Saturday, 18th May in Melbourne, 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 2023 to 31 December 2023 from all across Australia.

#AWA2024 will see over 250+ 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

- Position your company as a leader in standards and excellence
- Raise awareness of your brand, services and products among your target market
- Network with influential members of the industry and build peer relationships

All Sponsors Receive

- Promotional references that will reach thousands of Australian web professionals
- Acknowledgment from the hosts at the presentation event
- The ability to place promotional material at the awards presentation evening
- Logo on the Australian Web Industry Association website
- Additional tier-based benefits apply, as detailed on the following pages.

Options for Sponsorship

There are five (5) sponsorship levels:

- Gold
- Silver
- Bronze (Category)
- Judging Discipline
- Friends of AWIA

The five sponsorship tiers are outlined in this document, however we are open to new ideas for contributions and support. Please get in touch with us via the contact information listed on the last page of this document if you would like to discuss this further.

partnership



Gold Sponsors Receive

At the National Event

- 4 x tickets to the 2024 Australian Web Awards presentation night
- Visual branded presence at event
- The right to present the McFarlane Award (Site of the Year) on stage (subject to availability)
- An opportunity to speak at the Awards presentation night
- Acknowledgment as a 'Major Sponsor' by the host (AWIA)
- Distribution of printed material by arrangement

Promotion

- Large logo placed prominently on:
 - ◇ www.webawards.com.au from now until September 2024 (when we will be preparing for 2025)
 - ◇ www.webindustry.org.au/web-awards from now until September 2024 (when we will be preparing for 2025)
- Prominent logo and company description on event materials
- Article in the Australian Web Industry Association monthly email newsletter featuring your business
- Prominent logo display on AWIA email newsletters (1500+ recipients and a minimum three insertions).
- Facebook and Instagram page references (minimum eight)
- Twitter (X) references (minimum eight) incl @references to the sponsor
- LinkedIn references (minimum three)
- Logo on all press releases

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

ship
sponsors



Bronze sponsors may select a specific category for sponsorship. Only 1 sponsor per category is permitted.

Bronze Sponsors Receive

At the National Event

- 1 ticket to the 2024 Australian Web Awards presentation night
- Acknowledgment during the event
- Visual branded presence

Promotion

- References in one web award email newsletter (1500+ recipients)
- Facebook and Instagram page references (minimum five)
- Twitter references (minimum three)
- LinkedIn Reference (minimum two)
- Company reference and link directly above the category on the AWIA website

Bronze Sponsorship investment = \$1000 per category incl GST



partnerships



Entries into the Australian Web Awards are judged across six main disciplines, which are:

- Accessibility
- Content
- User Experience (UX)
- Web Development
- Design
- SEO

We're offering six (6) sponsorship opportunities for these disciplines. This gives you the chance to be part of our national event and showcase your business to attendees of the awards gala, as well as our growing membership base of digital professionals.

Judging Discipline Sponsors Receive

At the National Event

- 1 x ticket to the 2024 Australian Web Awards presentation night (50% off for additional passes for up to 3 people)
- Right to present your chosen discipline 'Best in Show' award on stage and brief opportunity to speak to promote your brand
- Acknowledgment during the event by the host
- Visual branded presence
- Opportunity to offer branded merchandise or collateral to guests

Promotion

- Small logo placed prominently on webawards.com.au from now until September 2024 (when we will be preparing for 2024)
- Reference on all AWIA email newsletters
- Min. 5 posts to promote your brand on all AWA social channels.

Judging Discipline Sponsorship Investment = \$1000 per category incl GST

digital
sponsors



Join the Friends of AWIA

If you're passionate about digital and looking to support the Australian Web Industry Association (AWIA), join the Friends of AWIA. We'll give you access to a range of benefits, including yearly AWIA membership, and promote your business to our growing membership base.

The Friends of AWIA is a yearly sponsorship program designed to build community, foster mutual growth, and a way to contribute to Australia's booming digital industry. Your business will be exposed to thousands of digital professionals (and their networks) working right around Australia. It's an opportunity to be seen as a leader in digital and expand your reach while also contributing to your peers and the wider industry.

Benefits

- 4 x free entries into the Australian Web Awards
- Logo on website year round
- Monthly newsletter feature
- Monthly social media promotion across all AWIA channels
- Free AWIA annual membership for you and your team

Investment = \$10,000 incl GST

Become A Sponsor

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

digital 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.

Membership Enquiries:
membership@web.org.au

web.org.au



Get In Touch

Marketing or Sponsorship Enquiries:
sponsorship@webindustry.org.au

www.webawards.com.au