

Sponsorship

Prospectus / 2024



Best in Business Awards

Friday 29th November

Keppel Bay Conference Centre



About the Awards

Now in its fourth year, the Best in Business Awards were created to highlight the achievements and capability of regional businesses and their people.

Proudly brought to you by Capricorn Enterprise and the Capricornia Chamber of Commerce, this year's Awards will include nine judged categories along with the ever-popular People's Choice Award.

Categories for 2024 include:

- Best New Business
- Best Apprentice or Trainee
- Best Employee
- Best Manager or Owner
- Best Community Enterprise
- Best Sustainable
- Best Small Business
- Best Medium to Large Business
- Best Young Business Leader
- People's Choice

The Awards will once again bring together leaders to celebrate and acknowledge excellence and exceptional achievements.

Award nominees, finalists and winners will be announced at the Best in Business Awards Gala, to be held on Saturday 29th November at the Keppel Bay Conference Centre. The anticipated sell-out event promises to be an evening of entertainment.

It gives us great pleasure to invite you to join us in becoming a sponsor of the region's premier business awards event.

On behalf of Capricorn Enterprise and Capricornia Chamber of Commerce, we look forward to working with you to deliver this exciting event.



Supporting local charities

This year, the Best in Business Awards will be raising much needed funds for two very important charities - CQShines Foundation and Fitzroy Community Hospice.

By coming on board as a sponsor, you will be directly benefiting these two local organisations...

CQShines is your dedicated Hospital Foundation for CQ, committed to creating better health outcomes. CQShines Foundation exists to deliver hope through life-changing medical research, and improved care in our public hospitals and services in the community. All donations made to CQShines Foundation contributes towards critical funding for equipment, education, training and research in medical and health science which will advance, support and promote public health for the members of our community.



Fitzroy Community Hospice is a not-for-profit charitable organisation establishing a hospice in Rockhampton to provide much needed palliative care and support services for Central Queenslanders with an incurable illness. Donations will enable the Hospice to establish and operate a professional and sustainable community-based palliative care service that provides the highest standard of comprehensive and holistic end of life care and compassionate support, based on mutual respect, trust and recognition of individual needs.





The Best in Business Awards are an exciting opportunity to highlight the many successful businesses operating across our region.

We look forward to celebrating our local, innovative businesses who continue to thrive, and the people who make our destination unique.

Mary Carroll, CEO, Capricorn Enterprise



Thank you for the opportunity to sponsor and be an entrant.

It was such a great night when it came to recognition, awards and celebrating the successes of many.

The interview process was thorough too and I appreciated the experience.

The team had a great night and were excited to be there! There were even haircuts involved and new suits which is how I know they knew it was a big deal that we were in the running!

Nyree Johnson, Owner, Johnson's 4WD Repair Shop



The Awards Night

- Premier Regional Event
- 29th November 2024
- At the brand new Keppel Bay Conference Centre
- Black tie
- Sit down meal and drinks package
- Capricorn Coast region's 'Night of Night's'
- Nine judged Award categories
- 250+ attendees (sell-out event previously)
- Loads of networking opportunities
- Fundraising for two essential charity partners
- Celebrity Emcee - Kimberley Busted
- Live entertainment and dance floor
- Jam-packed full of branding opportunities!



Get involved

It gives us great pleasure to invite you to join us in becoming a sponsor of the region's premier business awards event. With a range of opportunities to place your business brand in front of a diversity of attendees, this event provides an immense return for your investment. We work with our sponsors to come up with a tailored solution to connect you with our audience, such as special products or anything else you think would be suitable. Please discuss your needs with us.

Sponsorship categories include:

PLATINUM PARTNER - \$10,000+GST

ENTERTAINMENT SPONSOR - \$2500+GST

PRE-DINNER DRINKS SPONSOR - \$2500+GST



BECOME AN ENTERTAINMENT SPONSOR

INVESTMENT \$2,500+GST investment

Benefits include:

PRE-EVENT PROMOTION:

- Recognition of sponsorship on all pre-event marketing and communications advertising the gala dinner
- Use of the Best in Business Awards logo for your electronic and print marketing and communications for six weeks prior to event
- Social media exposure through both Capricorn Enterprise and Capricornia Chamber of Commerce

AT THE GALA AWARDS PRESENTATION DINNER:

- Two tickets
- Recognition of sponsorship by the MC
- Logo in gala dinner program

ENDURING VALUE:

- Recognition by industry as a sponsor who supports local excellence
- Best in Business Awards website exposure for 12 months with your logo, and website link on sponsors page



Brad Butcher

Australian country singer-songwriter will grace guests with his talents during pre-dinner drinks. The Capricorn Coast local has released four studio albums and won two golden guitars at the Country Music Awards of Australia.



33 RED

33 RED from the Gold Coast are ready to bring their electric atmosphere to the 2024 Best in Business Awards this year. Their infectious energy and toe-tapping beats are sure to get you on your feet and dancing the night away!

BECOME A PRE-DINNER DRINKS SPONSOR

\$2500+GST

Benefits include:

PRE-EVENT PROMOTION:

- The opportunity to have pre-approved merchandise in the pre-drinks area
- Two (2) pull-up promotional banners in the pre-drinks area
- Recognition of sponsorship on all pre-event marketing and communications advertising the gala dinner
- Use of the Best in Business Awards logo for your electronic and print marketing and communications for six weeks prior to event
- Social media exposure through both Capricorn Enterprise and Capricornia Chamber of Commerce

AT THE GALA AWARDS PRESENTATION DINNER:

- Two tickets
- Recognition of pre-dinner drinks sponsorship by the MC
- Logo in gala dinner program

ENDURING VALUE:

- Recognition by industry as a sponsor who supports local excellence
- Best in Business Awards website exposure for 12 months with your logo, and website link on sponsors page



The Award Categories (available for sponsorship)

BEST NEW BUSINESS	SOLD
BEST SMALL BUSINESS	SOLD
BEST COMMUNITY ENTERPRISE	SOLD
BEST MEDIUM TO LARGE BUSINESS	SOLD
BEST SUSTAINABLE BUSINESS	SOLD
BEST EMPLOYEE	SOLD
BEST APPRENTICE OR TRAINEE	SOLD
BEST MANAGER OR OWNER	SOLD
YOUNG BUSINESS LEADER (NEW IN 2024)	SOLD
PEOPLE'S CHOICE	SOLD



Sponsorship Checklist

Before and During the Awards	Platinum Partner	Award/Event Partner
Acknowledgement and organisation logo on the awards website	✓	✓
Organisation logo on pre-event marketing	✓	✓
Organisation profile (300 words) included on forum website	✓	
Organisation logo included on forum website	✓	✓
Organisation mentioned within pre and post event media releases	✓	✓
On stage co-branding display for all award presentations	✓	
Featured opportunity for prominent product display and branding	✓	
Organisation name and logo in the Awards program	✓	✓
Introductory 3 minute speaking opportunity at awards opening	✓	
Sponsor presentation of their Best in Business Award category	✓	✓
Organisation logo on presentation slideshow throughout the event	✓	✓
Complimentary attendee passes (Platinum x 4, Award/Event x 2)	✓	✓



Benefits cont.

After the Awards	Platinum Partner	Award/Event Partner
Photos of the event displayed on the Capricorn Enterprise website	✓	✓
Photos uploaded to social media and sponsors tagged	✓	✓
Sponsor acknowledgement in the forum post event report	✓	
First right of refusal for continued sponsorship in 2025	✓	✓



For more information on sponsorship, please contact:

Alyssah Anderson
alyssah@capricornenterprise.com.au
07 4927 2055



About us

Capricorn Enterprise is one of Queensland's thirteen (13) official membership-based Destination Management Organisations and is recognised as the peak business and industry body for the Capricorn Coast Region within Central Queensland and the Southern Great Barrier Reef destination.

Our organisation is chartered to deliver several key services, including assisting with the facilitation of a strong, healthy, and diverse local economy through Destination Marketing, Business Support, Visitor/Tourism Servicing and Investment Attraction.

The Capricornia Chamber of Commerce was formed in June 2013, after resounding feedback from the business community that a chamber presence in this region is vital for the growth and sustainability of business and industry.

The Chamber committee has a strong commitment to support the business community in Capricornia and are passionate about this region, and the opportunities represented here.

We believe that The Capricornia region is in a prime position to launch itself into the future and offer a dynamic environment for existing and potential businesses, in which to prosper and grow.

For more information on the 2024 Best in Business Awards, visit www.capricornbestinbusiness.com.au

