



TASMANIAN TRAINING AWARDS

2024

Sponsorship Prospectus



Tasmanian
Government

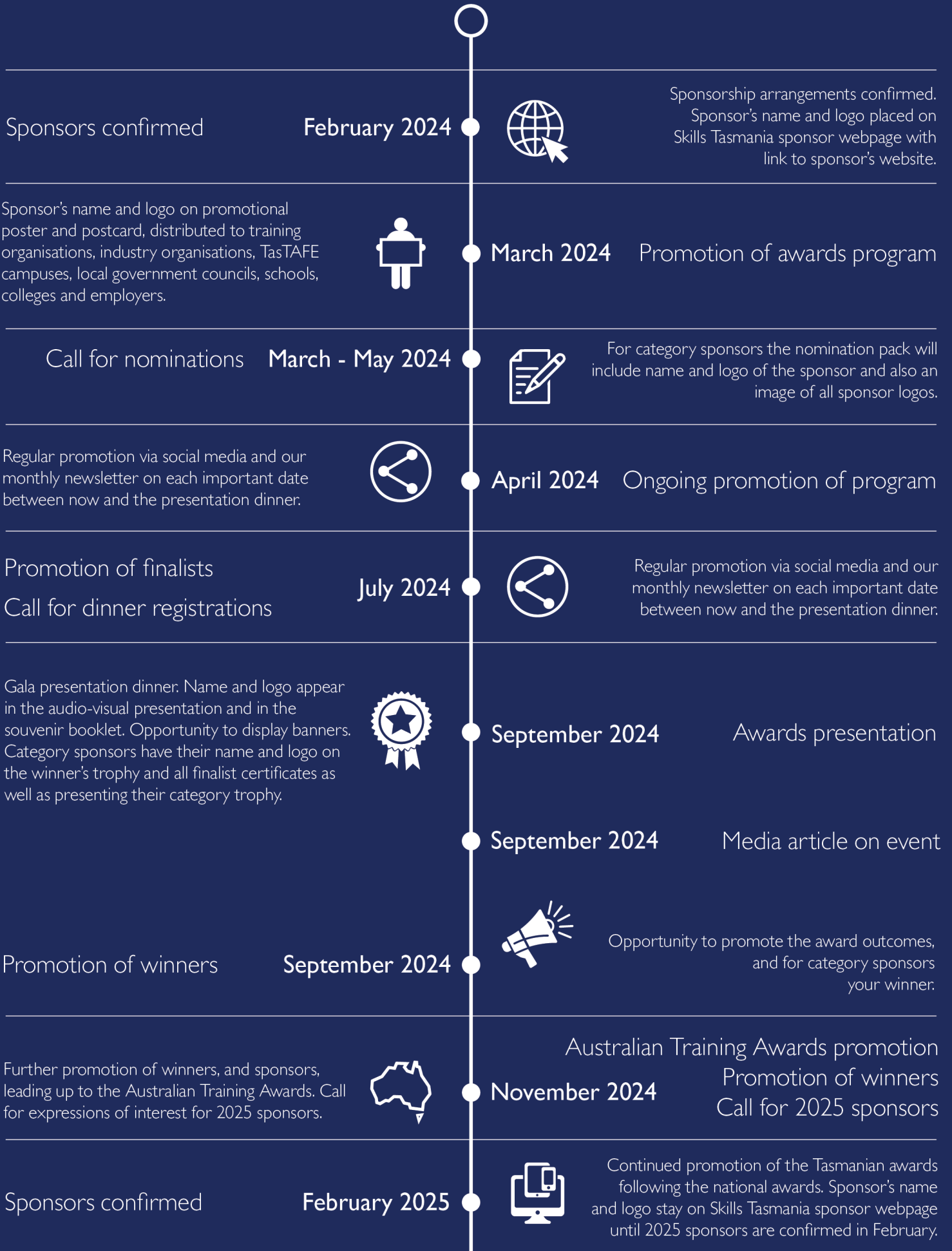


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SPONSORSHIP TIMELINE

12 months of promotion



About the Tasmanian Training Awards

The annual Tasmanian Training Awards celebrate the outstanding achievements of apprentices, trainees and vocational students, their contribution to their workplaces, and the teachers, trainers, training providers and employers who support them.

Hosted by the Department of State Growth through Skills Tasmania, these awards set the gold standard for vocational education and training in Tasmania.

With a proud history that dates back to 1949 when Stewart Ingles, a carpenter from the North West coast was awarded the first Apprentice of the Year, the event is now a highlight of the training sector calendar.

This year's winners will be announced at a gala dinner on Friday, 6 September 2024 at the Hotel Grand Chancellor, Launceston for over 400 guests from the training, business and industry sectors.

The success of the Tasmanian Training Awards is underpinned by the generous support of our sponsors and supporters.

We invite you to join that prestigious and valued group of sponsors who have shown their commitment to the future of Tasmania's training sector and we offer you a range of benefits tailored to your budget.



Key sponsorship benefits

Partnering with the Tasmanian Training Awards demonstrates your organisation's commitment to the difference vocational education and training in Tasmania can make to people's lives.

Positive brand association

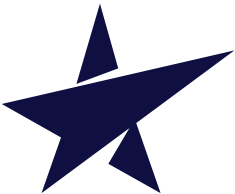


Your organisation will be associated with a program that sets the benchmark for quality training outcomes in Tasmania and provides positive career pathways for learners.

This is an opportunity to engage with the community and gain significant exposure through your involvement over a 12 month period.

Your alignment starts with the launch of the program. It then includes the call for nominations, the promotion leading up to the awards presentation dinner, publicity during the dinner and throughout the celebration that follows.

Logo and/or name recognition



Your logo will appear on promotional event material including a postcard and poster that are distributed to training providers, Group Training Organisations, Industry Associations, Local Government Councils, schools and colleges and employers.

Your name and logo will also feature on the dedicated Tasmanian Training Awards Sponsors' page on the Skills Tasmania Awards website, with a link to your website.

Category sponsorship

If you opt for a category sponsorship, your organisation will also be directly associated with an award category of your choice (subject to availability) and your logo will appear on the winner's trophy, the finalists' certificates and the nomination pack for that category.





Gala dinner - Friday 6 September 2024



Your sponsorship will be acknowledged at the Tasmanian Training Awards Presentation Dinner attended by over 400 guests.

The dinner provides networking and promotional opportunities with attendees including parliamentarians, employers, industry groups, training providers, individual learners and teachers/trainers.

Your organisation's name and logo will feature as part of the audio-visual presentation during the evening and in the souvenir booklet that all attendees receive. You will also have the opportunity to display banners at the event.

Media exposure



The Tasmanian training Awards has a special media focus, showcasing the astounding individuals, training organisations and businesses that support VET.

Sponsors will be showcased on Skills Tasmania's 'Discover VET' social media throughout the year as well as on the dedicated Sponsors' page on the Awards website.



Sponsorship categories

There are three levels of sponsorship available.

Premium sponsorship

\$10,000 ex. GST

As a Premium sponsor, your organisation will be a primary partner for the event and directly associated with the program through co-branding, ("The Tasmanian Training Awards, proudly sponsored by [your business' name]").

You will receive a full promotional advertising package, invitation to be on a judging panel, 10 complimentary tickets to the event, an opportunity to speak at the event and prominent advertising exposure on the night.

Category sponsorship

Individual award categories (9 available) \$5,000 ex. GST

Organisation award categories (5 available) \$5,000 ex. GST

There are fourteen awards and you may choose to sponsor one or more awards.

In return your organisation will receive exclusive naming rights for your chosen category (subject to availability), media exposure and promotion, and four complimentary tickets to the event (per category).

Sponsors of Individual Awards are contributing a monetary prize for award winners in each category. Individual Award winners* will also be nominated to the Australian Training Awards.

Details of the available categories are listed on the following page.

Support sponsorship

\$1,500 ex. GST

Our support sponsors are also critical to ensuring our gala presentation dinner is a prestigious night to remember. For a contribution of \$1,500, your organisation will be acknowledged on the Tasmanian Training Awards website and during the gala dinner. You will also receive two complimentary tickets to the event.

Full details of each sponsorship category are listed on page 9 of the prospectus.

We appreciate all levels of financial support for the Tasmanian Training Awards so please contact us if you would like to negotiate an alternative package.

*There are no Australian Training Awards equivalents for the Equity Vocational Student of the Year, Equity Apprentice/ Trainee of the Year and VET in Schools Student of the Year.

Award categories

Sponsors of the individual award and organisation award categories will have exclusive naming rights to one or more of the following awards.

Individual award categories \$5,000 each	
Apprentice of the Year*	Presented to an individual who is undertaking an apprenticeship and has been outstanding in all aspects of their training.
Trainee of the Year*	Presented to an individual who is undertaking a traineeship and has been outstanding in all aspects of their training.
Aboriginal and Torres Strait Islander Student of the Year*	This award recognises the achievement of an Aboriginal or Torres Strait Islander student who is undertaking an apprenticeship, traineeship or a course of study leading to national qualification, and who has been outstanding in all aspects of their training.
Vocational Student of the Year*	This award recognises an outstanding student's achievement in a course of study leading to a nationally recognised qualification.
VET Teacher/Trainer of the Year*	Presented to a vocational education and training (VET) teacher or trainer who demonstrates innovation and excellence in providing nationally recognised training to students at a registered training organisation (RTO), or in partnership with an RTO.
School-based Apprentice/Trainee of the Year*	Presented to a student who is undertaking a Certificate II or above qualification as a school-based apprentice/trainee. The Award recognises the student's commitment to their formal studies at school and in the workplace.
VET in Schools Student of the Year	Presented to a full-time year 10, 11 or 12 student undertaking an accredited vocational education and training (VET) course that has a vocational placement component. The award recognises the student's commitment to their formal studies and their VET course.
Equity Apprentice/Trainee of the Year	Presented to an apprentice/trainee who overcomes significant barriers or disadvantage to undertaking their vocational education and training qualification.
Equity Vocational Student of the Year	Presented to a vocational student who overcomes significant barriers or disadvantage to undertaking a vocational education and training course.

*Winner will represent Tasmania at the Australian Training Awards.

There are no national equivalents to the VET in Schools Student Award, Equity Apprentice/Trainee Award and Equity Vocational Student Award.

Organisation award categories \$5,000 each

Small Employer of the Year	Presented to a small enterprise that employs 99 or fewer full-time equivalent employees and has achieved excellence in the provision of nationally recognised training to its employees.
Employer of the Year	Presented to an enterprise that employs 100 or more full time equivalent employees and has achieved excellence in the provision of nationally recognised training to its employees.
Small Training Provider of the Year	Presented to a registered training organisation with fewer than 500 students that demonstrates excellence and high level performance in all aspects of vocational education and training.
Large Training Provider of the Year	Presented to a registered training organisation with 500 or more students that demonstrates excellence and high level performance in all aspects of vocational education and training.
Industry Collaboration Award	Presented to the parties of an exemplary skills development collaboration between industry and the vocational education and training sector. Collaboration must be between at least one employer/ industry body and at least one registered training organisation who delivers nationally recognised vocational education and training.

Organisation award category winners will undergo an Australia-wide shortlisting process for the Australian Training Awards.



Sponsorship package summary

Sponsorship package	Premium \$10,000	Individual award \$5,000	Organisation award \$5,000	Support \$1,500
BRANDING RIGHTS				
Co-branding of program and events	✓			
Naming rights to an award*		✓	✓	
PROMOTIONAL MATERIAL				
Logo and co-branding on cover of all promotional material	✓			
Logo on all promotional material	✓	✓	✓	
Name and logo on sponsors' page of Tasmanian Training Awards (TTA) website with link to your website	✓	✓	✓	✓
Logo displayed on winner's trophy		✓	✓	
Logo displayed on category finalists certificates	✓	✓	✓	
A TTA sponsor graphic for your use in marketing your business	✓	✓	✓	✓
Opportunity to share promotional content through Skills Tasmania social media channels	✓ 3 articles	✓ 2 articles	✓ 2 articles	
JUDGING				
Representative invited to judge on an award interview panel*	✓	✓	✓	
PRESENTATION EVENT				
Complimentary tickets to the gala dinner (valued at \$130 per ticket)	10	4	4	2
Sponsorship acknowledged at gala dinner	✓	✓	✓	✓
Representative invited to speak at gala dinner	✓			
Representative invited to be a part of the presentation of the award to the winner		✓	✓	
Logo featured as part of the audio-visual presentation at the gala dinner and in souvenir booklet	✓ Large	✓ Medium	✓ Medium	✓ Small
Logo and co-branding words 'proudly sponsored by' featured as part of the audio-visual presentation at the gala dinner and in souvenir booklet	✓			
Option to display advertising banners at the venue	✓	✓	✓	
Full page advertisement in program booklet	✓			
Name on sponsored award category page of program booklet		✓	✓	

Please contact us if you wish to discuss tailoring a sponsorship package that will meet your needs.

* It is important that sponsors do not have a real or perceived conflict of interest through their support for a category. If this is the case, we will work with sponsors to find an alternative solution.

To register your interest please complete our Tasmanian Training Awards Sponsorship Expression of Interest form
Become a sponsor, downloadable from www.skills.tas.gov.au/ttasponsors



Skills Tasmania

GPO Box 536 Hobart
TAS 7001 Australia

Phone: 1800 655 846

Email: enquiries@skills.tas.gov.au

Web: www.skills.tas.gov.au/ttasponsors.

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