



Australian Government  
Department of Veterans' Affairs



PRIME MINISTER'S  
**VETERANS'  
EMPLOYMENT  
AWARDS**



PRIME MINISTER'S  
**VETERANS'  
EMPLOYMENT  
AWARDS 2021**

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**SPONSORSHIP PROSPECTUS**



**“Sponsorship of the Awards offers a unique opportunity to profile your organisation to a wide public audience, demonstrating the value you place on employing veterans. You can choose your level of support based on the sponsorship levels outlined in this prospectus.”**

**GEORGE FRAZIS**

Chair of the Industry Advisory Committee on Veterans' Employment  
Managing Director and Chief Executive Officer,  
Bank of Queensland



**EXPECTED 2021  
AWARDS TIMELINE**

**OCTOBER** 2020  
Nominations open.

**NOVEMBER** 2020  
Nominations close.

**DECEMBER** 2020  
Judging commences.

**FEBRUARY** 2021  
Nominee promotional campaign commences.

**MAY – JUNE** 2021  
Online announcement.

**JUNE** 2021  
Presentation ceremony.  
Winners promotional campaign commences.





## ABOUT THE AWARDS

The Prime Minister's Veterans' Employment Awards recognise the achievements of Australian organisations in supporting and employing veterans and partners of serving Australian Defence Force members, as well as veterans who are making significant contributions to their workplaces.

The Awards are an initiative of the Prime Minister's Veterans' Employment Program, which aims to raise awareness of the unique skills and experience that veterans can bring to the civilian workplace and increase employment opportunities for veterans.

The 2021 Awards will reach a diverse national audience via an online announcement, complemented by an Awards presentation ceremony to be held at Parliament House, Canberra.

## AWARD CATEGORIES

Veteran Employee of the Year

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Veteran Entrepreneur of the Year

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Veterans' Employer of the Year – Small

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Veterans' Employer of the Year – Medium

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Veterans' Employer of the Year – Large

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Public Sector Excellence in Supporting Veteran Employment

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Excellence in Supporting Veteran Employment

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Excellence in Supporting Partner Employment

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Outstanding Veterans' Employer of the Year

# BENEFITS FOR SPONSORS

Sponsoring the Prime Minister's Veterans' Employment Awards will ensure your organisation is recognised as one that appreciates the skills, values and experience that veterans offer employers.

You will benefit from being associated with a high profile awards program, with recognition of your organisation across the awards campaign, and for Gold and Silver sponsors, throughout the year.

Our social media and online channels have national reach of a diverse and engaged audience. You will also receive a range of promotional material to share on your own channels.

The online announcement of the 2020 Awards was hosted by the Prime Minister of Australia, and the Minister for Veterans' Affairs and Defence Personnel, and received:

- more than **70,000** views
- **12,000** views on the Program website.



## Name and logo recognition

Highly visible branding and logo placement across suitable Veterans' Employment Program initiatives.

Opportunity to collaborate and expand networks.

The Department of Veterans' Affairs and the Prime Minister's Veteran Employment Program enjoys a following of:

*(At October 2020)*



## Exposure

Your support will be recognised on the Program website, during the Awards campaign and in the announcement.



**40,000** Facebook



**8,000** Twitter



**1,200** LinkedIn



**1,200** YouTube

**1,400** DVA Newsletter subscribers





#### Positive brand association

Enhance your corporate reputation through peer recognition and a visible public commitment of your support to veteran employment.



#### Social media exposure

Direct social media recognition of your organisation in posts associated with the Awards.



#### Awards announcement

Enjoy the benefits of being involved with an online announcement that has a national reach and helps to raise your organisations profile.



#### Networking

Gold sponsors will benefit from attending the Awards presentation ceremony.



# SPONSOR PACKAGE

Sponsoring the Awards provides opportunities to reach a diverse national audience and promote your organisation from sign up, until the commencement of the next Awards cycle (up to 9 months).

	<b>GOLD SPONSOR</b> \$20,000	<b>SILVER SPONSOR</b> \$10,000	<b>BRONZE SPONSOR</b> \$5,000	<b>SIGN UP REQUIRED BY</b>
Promotion of sponsor upon signing up (via social media)	✓	✓	✓	April
Sponsor logo on Program Awards website	✓	✓	✓	April
Promotion of sponsors experience with veteran employment (via DVA print or social media)	✓	✓		February
Sponsor recognition during nominee campaign preceding Awards (fortnightly, moving to weekly posts Feb – May)	✓	✓	✓	February
Sponsor recognition during Awards Announcement and at Presentation Ceremony (verbal & logos, banner or other)	✓	✓	✓	February
Category naming rights (proudly supported by)	✓			February
Attendance at presentation ceremony	✓			February
Sponsor recognition during post announcement promotion (weekly social media posts and Program website)	✓	✓	✓	April
Sponsor recognition and/or engagement as a 'veteran employment supporter' for relevant Program resources and events throughout the year (until commencement of next Awards event cycle)	✓	✓		February



# FAQs

## HOW DO I APPLY FOR SPONSORSHIP?

Express your interest in sponsorship by emailing [veteransemployment@dva.gov.au](mailto:veteransemployment@dva.gov.au), Attn: Donna Lawrie or by completing the online form at <https://www.veteransemployment.gov.au/contact-veterans-employment-program>

## WILL MY SPONSORSHIP BE ACCEPTED?

The Commonwealth reserves the right to accept or reject any application for sponsorship. Sponsorship packages will generally be allocated to those organisations who apply earliest, however, allocation of sponsorship packages is at the discretion of the Commonwealth, whose decision will be final.

## HOW WILL I KNOW IF MY SPONSORSHIP APPLICATION IS ACCEPTED?

You will receive written advice confirming your level of sponsorship and a tax invoice for the total amount will follow.

## WHAT DOES 'NAMING RIGHTS' MEAN?

Gold sponsors will be acknowledged as "proudly supporting" an award category in the announcement of the award and on the trophy. Gold sponsors may be offered the opportunity to select an Award for naming rights, however, the final decision will rest with the Commonwealth.

A sponsor will not be offered naming rights for any Award for which they are a nominee.

## WHEN DO I NEED TO SUPPLY MY LOGO OR OTHER MATERIALS

The deadlines for delivery or supply of the sponsor's logo will be specified in the Sponsorship Agreement.

## CONTACT

For enquiries, please contact the Department of Veterans' Affairs by email at [veteransemployment@dva.gov.au](mailto:veteransemployment@dva.gov.au) Attn: Donna Lawrie

