



Australian Government

PRIME MINISTER'S

VETERANS' EMPLOYMENT AWARDS 2022

SPONSORSHIP PROSPECTUS



“Now in their fifth year, the Awards showcase organisations that recognise the benefits of employing veterans in the workplace. It is exciting that in 2022, the Awards have expanded to more fully recognise the contribution partners of current and former ADF members also make to the workplace.

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 and their partners. You can choose your level of support based on the sponsorship tiers outlined in this prospectus.”

GEORGE FRAZIS

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



2022 AWARDS TIMELINE

FEBRUARY

Nominations open and Awards campaign commences

MARCH

Nominations close

APRIL

Judging commences

AUGUST

Finalists announced and finalist promotion campaign commences

NOVEMBER

Cocktail style presentation ceremony. Promotional campaign of winners commences

**Final dates subject to confirmation*



ABOUT THE AWARDS

The Prime Minister's Veterans' Employment Awards (the 'Awards') recognise the achievements of Australian organisations and individuals that make significant contributions to the employment of veterans, and partners of current and former serving Australian Defence Force (ADF) personnel.

The Awards are an initiative of the Prime Minister's Veterans' Employment Program, which seeks to increase employment opportunities for veterans and their partners by raising awareness of the skills, experience and attributes they bring to the civilian workplace.

2022 Award finalists will be featured via a range of communication channels to a diverse national audience. Finalists will be promoted in advance of a cocktail style Awards ceremony, to be held in Canberra, and will be complemented by additional promotion following the event.

AWARD CATEGORIES

Organisations:

Employer of the Year – Small

Employer of the Year – Medium

Employer of the Year – Large

Excellence in Supporting Veteran and/or Partner Employment

Outstanding Employer of the Year*

Individual:

Veteran Employee of the Year

Veteran Entrepreneur of the Year

Partner Employee of the Year

Partner Entrepreneur of the Year

Outstanding Contribution to Veteran and/or Partner Employment**

* Not open to public nomination

^ May not be awarded every year

BENEFITS FOR SPONSORS

Sponsoring the Prime Minister's Veterans' Employment Awards will position your organisation as one that appreciates the skills, values and experience that members of the veteran community offer employers.

You will benefit from being associated with a high profile awards program, with recognition of your organisation across the awards campaign.

As a sponsor you will be invited to the in-person Awards ceremony, offering networking opportunities with like-minded organisations and individuals, and the ability to promote and celebrate the veteran employment successes of your organisation.

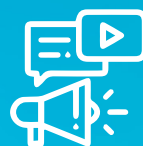
Our various communication channels – both digital and print – reach a diverse and engaged national audience. Sponsors will also be provided with a range of Awards-branded promotional material to share on their own digital channels.

The online announcement of the 2021 Awards by the Prime Minister of Australia, and the Minister for Veterans' Affairs and Minister for Defence Personnel, received engagement across multiple digital platforms including Facebook, LinkedIn, Twitter and the Award's website.



Name and logo recognition

Branding and logo placement across suitable Veterans' Employment Awards communications and related initiatives.



Exposure

Your support will be recognised on the Program website, during the Awards campaign and at the presentation ceremony.



Positive brand association

Peer recognition and a visible public commitment of your support for veteran employment.



Networking

All sponsors will benefit from attending the Awards presentation ceremony.

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



45,000 Facebook



1,900 YouTube



1,600 LinkedIn PMVEP

18,000 DVA e-News



8,900 DVA LinkedIn

258,000+ *Vetaffairs* hardcopy recipients



8,450 Twitter

33,000 *Vetaffairs* (online recipients)

**At February 2022*

SPONSOR PACKAGE

Sponsoring the Awards provides opportunities to reach a diverse national audience and promote your organisation throughout the Awards cycle (up to 10 months).

	GOLD SPONSOR \$20,000	SILVER SPONSOR \$10,000	BRONZE SPONSOR \$5,000	Sign up required by
Acknowledgment of sponsor on DVA social media	✓	✓	✓	31 July
Promotion of sponsor's experience with veteran employment (via social media, and on the Prime Minister's Veterans' Employment Program website)	✓	✓		31 July
Sponsor recognition during finalist and winner campaign	✓	✓	✓	31 July
Sponsor logo on Program Awards website	✓	✓	✓	30 September
Sponsor recognition during Awards Presentation Ceremony (verbal, print and digital)	✓	✓	✓	30 September
Sponsor recognition on media wall	✓	✓		30 September
Category naming rights (proudly supported by) and opportunity to present award	✓			30 September
Attendance at cocktail style event and presentation ceremony Gold – 10 invitations Silver – 5 invitations Bronze – 3 invitations <i>[may be subject to amendment if health restrictions apply]</i>	✓	✓	✓	30 September
Photo opportunity with Prime Minister or nominated representative	✓			30 September

FAQs

How do I apply for sponsorship?

Express your interest in sponsorship by emailing veteranemployment@dva.gov.au, Attn: Sharon Bulkeley or by completing the online form at www.veteranemployment.gov.au/form/sponsorship-registration.

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 and specifications for supply of the sponsor's logo and other material will be specified in the Sponsorship Agreement.

CONTACT

For enquiries, please contact the Department of Veterans' Affairs by email at veteranemployment@dva.gov.au, Attn: Sharon Bulkeley.

PRIME MINISTER'S

**VETERANS'
EMPLOYMENT
AWARDS 2022**

SPONSORSHIP PROSPECTUS 6

P04410d