



Australian Government

PRIME MINISTER'S NATIONAL
VETERANS'
EMPLOYMENT
AWARDS 2023

SPONSORSHIP PROSPECTUS

PRIME MINISTER'S NATIONAL VETERANS' EMPLOYMENT

Sponsorship of the Prime Minister's National Veterans' Employment Awards (the 'Awards') offers a unique opportunity to profile your organisation to a wide public audience, demonstrating the value you place on employing veterans and ADF partners. You can choose your level of support based on the sponsorship tiers outlined in this prospectus.

2023 AWARDS TIMELINE

MARCH

Nominations open and Awards campaign commences

MAY

Nominations close
Judging commences

JULY

Finalists announced and finalist promotion campaign commences

SEPTEMBER

Cocktail style award ceremony.
Promotional campaign of winners commences

**Final dates subject to confirmation*



"All of us here recognise the fundamental truth that veterans have extraordinary capacity and potential.

They bring the kind of lived experience that's a gift to any workplace.

Just as you've strengthened our nation in the past, you are already part of building our future.."

The Honourable Anthony Albanese MP
Prime Minister of Australia

ABOUT THE AWARDS

The Awards recognise the achievements of Australian organisations that make significant contributions to the employment of veterans and ADF partners. They also celebrate individual veterans and partners who are succeeding as employees and entrepreneurs.

The Awards are an initiative of the Veteran Employment Program, which seeks to increase employment opportunities for veterans and ADF partners by raising awareness of the skills, experience and attributes they bring to the civilian workplace.

The 2023 Award finalists will be featured via a range of communication channels to a diverse national audience. Finalists will be promoted in advance of the Awards ceremony in Canberra and will feature in additional promotional content 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 Awards will position your organisation as one that appreciates and recognises 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 2022 Awards event, attended by the Prime Minister and the Minister for Veterans' Affairs and Defence Personnel received strong engagement across multiple communication platforms including print, radio and digital channels such as Facebook, Twitter, LinkedIn and [the Awards' website](#).



Exposure

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



Name and logo recognition

Branding and logo placement across suitable Awards communications and related initiatives.

The Department of Veterans' Affairs and the Veteran Employment Program currently enjoy a following of:



46,900 Facebook



1,200 YouTube



2,350 LinkedIn (Program)

19,300 DVA e-News



10,500 DVA LinkedIn

232,300 Vetaffairs hardcopy recipients



8,700 Twitter

66,000 Vetaffairs (online recipients)

**At February 2023*

SPONSOR PACKAGE

Sponsoring the Awards provides opportunities to reach a diverse national audience and promote your organisation throughout the Awards cycle.

	GOLD SPONSOR \$20,000	SILVER SPONSOR \$10,000	BRONZE SPONSOR \$5,000	Sign up required by
Acknowledgment of sponsor on DVA social media	✓	✓	✓	30 June
Promotion of sponsor's experience with veteran employment (via social media, and on the Program Awards website)	✓	✓		30 June
Sponsor recognition during finalist and winner campaign	✓	✓	✓	30 June
Sponsor logo on Program Awards website	✓	✓	✓	31 July
Sponsor recognition during Awards Presentation Ceremony (verbal, print and digital)	✓	✓	✓	31 July
Sponsor recognition on media wall	✓	✓		31 July
Category naming rights (proudly supported by) and opportunity to present award	✓			31 July
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>	✓	✓	✓	31 July
Photo opportunity with Prime Minister or nominated representative	✓			31 July

FAQs

How do I apply for sponsorship?

Express your interest in sponsorship by emailing veteranemployment@dva.gov.au 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.

