



Australian Government



Prime Minister's
**National Veteran
Employment Awards**

2026 sponsorship prospectus



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About the Awards

The Prime Minister’s National Veteran Employment Awards (the Awards) recognise the achievements of Australian organisations that make significant contributions to the employment of veterans and Australian Defence Force (ADF) partners, as well as celebrating individual veterans and partners who are succeeding as employees and entrepreneurs.

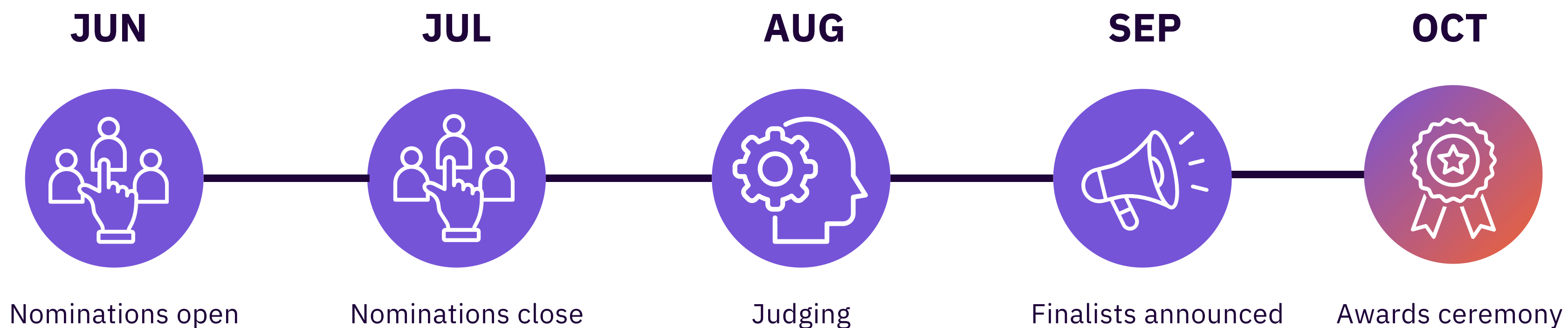
The Awards, an initiative of the Australian Government’s Veteran Employment Program, provide a valuable opportunity to celebrate contemporary, industry-leading practices and promote the skills veterans and partners bring to the civilian workforce across a range of industries and locations.

The 2026 Awards theme is ‘**Success beyond service**’. We will highlight not only how defence skills lead to success in civilian employment but also demonstrate ways veterans and partners continue to display the core ADF value of service. This theme promotes the ways the ADF culture of service continues into civilian life, employment, volunteering and entrepreneurship.



2026 Awards timeline

**Final dates subject to confirmation.*





Benefits for sponsors

Sponsoring the Awards will position your organisation as one that recognises and appreciates the skills, values and experience that members of the veteran community offer employers. Your organisation will benefit from being associated with a high-profile awards program.

Public recognition as a supporter of veteran employment

The opportunity to promote your organisation as a member of the growing veteran employment community, highlight veteran employment successes of your organisation and promote yourself as an employer of veterans. Sponsors will be provided with a range of Awards-branded promotional material to share on their own digital channels.

Targeted exposure

Our various communication channels – both digital and print – reach a diverse and engaged national audience.

Opportunities for high valued networking

You will receive invitations to attend the Awards ceremony, providing networking opportunities with like-minded organisations and individuals.

‘The cocktail style was great to enable more engagement with different people’

2024 sponsor - Downer



Sponsor packages

| | EXCLUSIVE Principal partner \$60,000 +GST | Major partner \$30,000 +GST | Partner \$15,000 +GST | Supporter \$5,000 +GST |
|--|--|--|--------------------------------------|---------------------------------------|
| Invitations to attend the Awards ceremony with reserved seating. | 6 invitations | 4 invitations | 3 invitations | 2 invitations |
| Exclusive benefits - see page 6 | ✓ | | | |
| Opportunity to 'Proudly support' and join the judging panel of one Award category. | ✓ | ✓ | | |
| Photo opportunity with Award winner on stage and at media wall (pending availability of parties). | ✓ | ✓ | | |
| Feature article highlighting your organisation's experience with veteran employment as part of the 'Meet our major partners' series on the VEP website and LinkedIn. | ✓ | ✓ | | |
| Opportunity to participate in VEP video series featured at the Awards ceremony/VEP website. | ✓ | ✓ | ✓ | |
| Inclusion in the Awards ceremony booklet and App (Principal: double-page ad, Major: full-page ad, Partner: half-page ad, Supporter: logo only). | ✓ | ✓ | ✓ | ✓ |
| Logo on the VEP website sponsor page and media wall. | ✓ | ✓ | ✓ | ✓ |
| Recognition during finalist and winner promotion including Awards communications products. | ✓ | ✓ | ✓ | ✓ |
| Official 2026 Awards sponsor logos pack for your use. | ✓ | ✓ | ✓ | ✓ |
| Acknowledgment as Awards sponsor on Department of Veterans' Affairs Facebook, Instagram and LinkedIn. | ✓ | ✓ | ✓ | ✓ |
| Use of approved Awards branded products | ✓ | ✓ | ✓ | ✓ |

Please note, some opportunities are time-dependent, deadlines will be specified in the Sponsorship Agreement.

Exclusive Principal partner benefits

As our exclusive Principal partner sponsor, your organisation will receive the following benefits and opportunities in addition to those listed in the packages table:

- Principal partner address - 2-minute speech at the Awards ceremony.
- Video feature highlighting your veteran employment activities, commitment and employees succeeding beyond their service. To be premiered at the Awards ceremony and featured on the VEP website and social media.
- Your logo featured on stage during the Awards ceremony.
- Your logo prominently featured on the sponsor webpage and media wall.
- Individual introduction post as the Principal partner on VEP LinkedIn.
- Your logo featured in the footer of Awards branded mail outs.



Award categories

Collaboration, individual or organisation award

- Champion of Veteran Employment

Individual awards

- Veteran Employer of the Year
- Partner Employee of the Year
- Veteran and/or Partner Entrepreneur of the Year

Organisation awards

- Small Employer of the Year
- Medium Employer of the Year
- Large Employer of the Year
- Best Regional Veteran Employment Initiative
- Best Veteran Employment Commitment Initiative





Frequently Asked Questions

How do I apply to sponsor the Awards? Express your interest via the [online EOI form](#) by 24 July 2026.

How many sponsorship packages are available? The number of sponsorship packages available for each category may be limited based on DVA's preferences for the event. Only one Principal partner package is available.

Will my expression of interest be accepted? - There is no guarantee that you will be offered a sponsorship package. Expressions of interests will generally be considered as they are received by DVA, and sponsorship packages may be allocated before the closing date. At any time, DVA may request you provide more information and DVA may undertake its own due diligence, including but not limited to a Fair Work Ombudsman compliance history search. Only successful applicants will be notified. DVA may withdraw any sponsorship offer at any time.

DVA will allocate sponsorship packages in its absolute discretion. DVA may consider a range of factors as it sees fit, which may include:

- what other expressions of interest have been received and sponsorship packages have been allocated
- consistency with government policy, such as conflicts of interest and compliance with laws, and
- the appropriateness of a sponsorship arrangement, including the alignment with the Veteran Employment Program.

How will I know if my expression of interest has been accepted? You will receive written advice confirming your level of sponsorship and a Sponsorship Agreement for signature. The tax invoice for the total amount will follow.

What does 'proudly support' mean? Sponsors will be acknowledged as 'proudly supporting' an Award category. Principal and Major partners may be offered the opportunity to select the Award category however the final decision will rest with DVA. A sponsor will not be offered to support any Award for which they are a nominee. The opportunity will be provided in order of EOI submission date with preference given to organisations that have joined the [Veteran Employment Commitment](#).

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. Some are time-dependant.

About the Veteran Employment Program








The Australian Government's Veteran Employment Program (VEP) delivers initiatives that support Australian organisations to improve employment outcomes for Australian Defence Force veterans.

The VEP's primary objectives are:

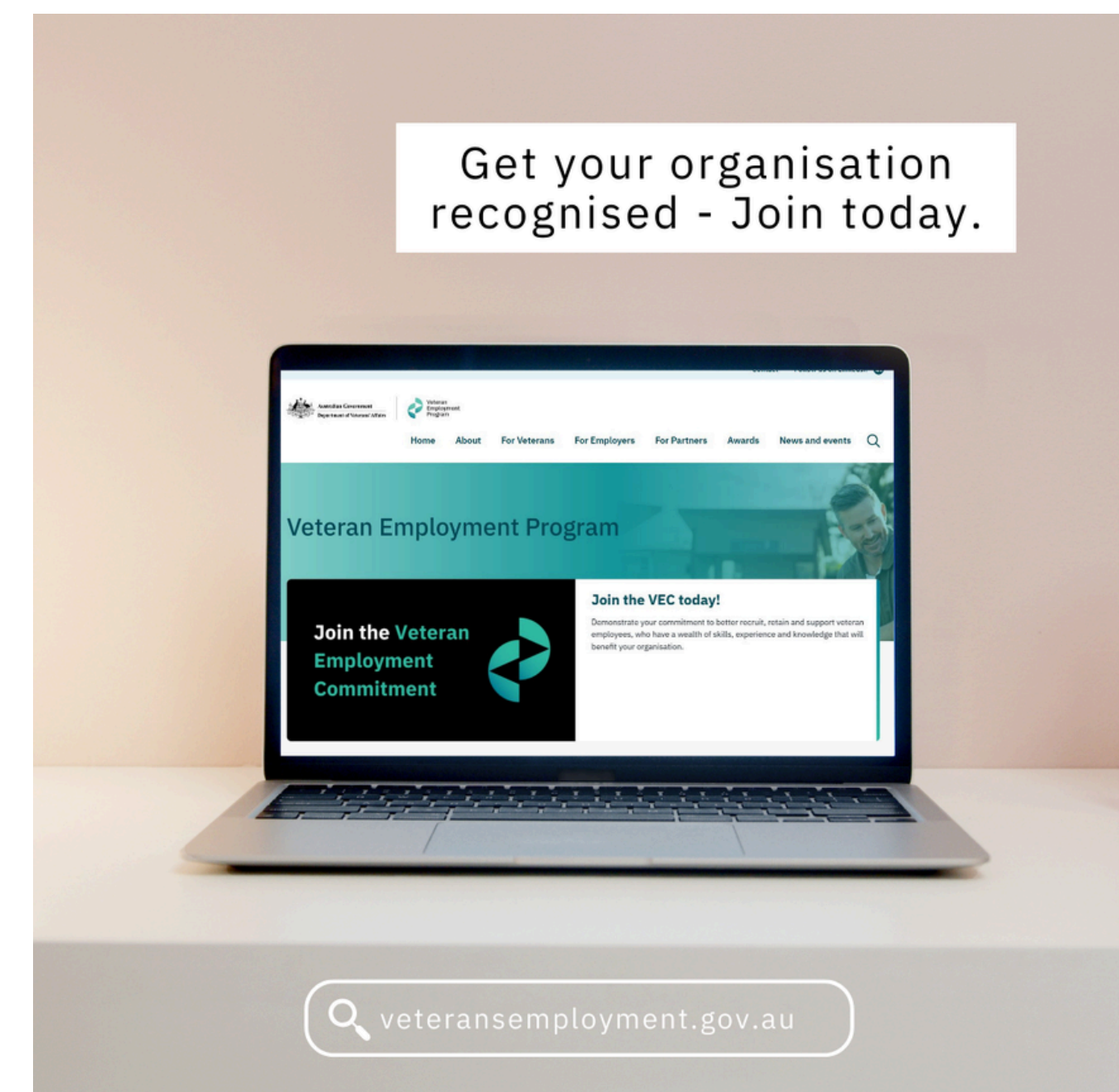
- Promoting the skills veterans bring to the civilian workforce to increase employment opportunities for veterans and partners
- Encouraging and supporting employers to recruit and retain veterans and to build veteran-inclusive environments, and;
- Delivering targeted programs and resources to support the collective efforts of the veteran employment community.

Along with the Prime Ministers National Employment Awards, the VEP delivers a range of initiatives including The Veteran Employment Commitment, advice and resources for employers, veterans and partners, plus grants and projects to deliver veteran employment outcomes.

The VEP engages with a wide network through a variety of channels outlined below:

| | |
|--|--|
|  54,000 Facebook |  4,350 DVA YouTube |
|  4,916 LinkedIn (VEP) |  2,590 DVA TV YouTube |
|  15,483 DVA LinkedIn |  120,000 Vetaffairs (online recipients) |
|  2,505 Instagram |  190,000 Vetaffairs hardcopy recipients |
|  19,000 DVA e-News | |

**At 15 June 2026.*





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