



2019

ADVENTURE TOURISM

Awards

Australia &  
New Zealand

# SPONSORSHIP PROSPECTUS

[ADVENTURETOURISMAWARDS.COM.AU](http://ADVENTURETOURISMAWARDS.COM.AU)





# SPONSORSHIP PROSPECTUS

## THE EVENT

Adventure Queensland (AQ), the peak backpacking and independent travel industry body for Queensland is excited to announce the return of the Adventure Tourism Awards and Youth Tourism Conference that will take place on the Gold Coast on Thursday 14 November 2019.

Following the success of last year's outstanding conference and awards night, AQ are continuing to focus on curating an industry led awards program to showcase some of Australia and New Zealand's tourism operators and we invite you to partner with the industry as a sponsor this incredible event.

Along with supporters and sponsors of the youth tourism sector, AQ's goal is to highlight the importance of formally recognising outstanding tourism experiences, people and places within this dynamic industry.

The Adventure Tourism Awards and Conference will provide an opportunity for industry members to come together and celebrate outstanding contribution and excellence.

The response from the 2018 event was overwhelming and demonstrated the need for collaboration and recognition.

## YOUTH TOURISM CONFERENCE

The Youth Tourism Conference is a dedicated one-day conference solely focused on addressing the challenges and opportunities that effect youth tourism in Australia and New Zealand.

Held on the 14th of November at The Island Gold Coast, the conference will include a full day of inspiring and sometimes challenging conference presentations from a range of speakers addressing the industry's most pressing issues and opportunities.

**The Youth Tourism Conference aims to:**

- Provide an annual platform for collaboration on ideas and issues impacting the youth travel sector in Australia and New Zealand.
- Raise the profile and importance of youth travel to all levels of Government.
- Provide a forum for industry members to learn trends and opportunities to help their business grow.



## ADVENTURE TOURISM AWARDS

Following the Youth Tourism Conference, the Adventure Tourism Awards will also be held at The Island Gold Coast in the brand new Glasshouse on the evening of Thursday, 14 November 2019.

The Adventure Tourism Awards recognises the outstanding achievements of tourism businesses that service the backpacker and youth travel sector across Australia and New Zealand.

**The Adventure Tourism Awards:**

- Promote a benchmark for industry best practice
- Provide an annual event that allows for the industry to unite, celebrate, network and learn.
- Recognise and reward excellence throughout the youth tourism industry in Australia and New Zealand.

## CONFERENCE VENUE

### THE ISLAND GOLD COAST

The Island is one of the newest boutique hotels on the Gold Coast, with an excellent reputation for hosting unforgettable functions and events.

## AWARDS CEREMONY VENUE

### THE ISLAND GOLD COAST

The Glasshouse is The Island Gold Coast's brand new and innovative marquee-style functions space that will provide the perfect setting for the 2019 Adventure Tourism Awards.



# SPONSORSHIP PROSPECTUS

## WHY SHOULD YOU BECOME A SPONSOR?

A sponsorship opportunity enables your organisation and brand to demonstrate its commitment to, and connection with the passionate youth tourism industry in Australia and New Zealand.

We have varying levels of tailored sponsorship packages available and an extensive promotional program to deliver maximum exposure for your brand. The sponsorship benefits associated with the Adventure Tourism Awards and Youth Travel Conference will spread across a wide range of mediums.

The Adventure Tourism Awards will provide a valuable environment for networking with key youth tourism industry leaders and decision makers and will showcase your services, supports and resources.

### Benefits:

- Strengthen your profile in the youth tourism sector
- Expand your network
- Showcase your practice, products and services face to face
- Meet key decision makers/influencers
- Generate new leads
- Brand exposure
- Access to targeted audience
- Have fun networking with a great bunch of professionals

### Sponsorship

We have a range of sponsorship packages designed to suit all your needs. Each allows you to showcase your products and services to the top marketing decision-makers and influencers in the youth/adventure tourism industry.

### How to reserve your sponsorship

Sponsorship spaces are limited and available on a first-come, best-fit basis. To apply to become a sponsor of the 2019 event, simply visit the website and complete the online sign-up form.

**Sign up online: [www.adventuretourismawards.com.au](http://www.adventuretourismawards.com.au)**

### Contact

For any other sponsorship related enquiries, please contact the Adventure Tourism Awards team:

Mobile: 0407 877 462

Email: [events@adventurequeensland.com.au](mailto:events@adventurequeensland.com.au)



2018 Adventure Tourism Awards Gold Sponsor



2018 Adventure Tourism Awards Winners



AQ Board and 2018 Adventure Tourism Awards Sponsors



# SPONSORSHIP OPPORTUNITIES



## 2019 ADVENTURE TOURISM Awards Australia & New Zealand

SPONSORSHIP INCLUSION	SPONSORSHIP LEVEL					
ADVENTURE TOURISM AWARDS	PLATINUM	GOLD	SILVER	BRONZE	CATEGORY	PRE-DRINKS
Complimentary tickets to the Adventure Tourism Awards	10	10	8	5	1	1
Company logo displayed on the Adventure Tourism Awards website and direct link to your site	✓	✓	✓	✓	✓	
Company name and logo featured on awards program	✓	✓	✓	✓	✓	✓
Sponsors certificate to recognise level of support	✓	✓	✓	✓	✓	✓
Company logo featured on promotional screens at the awards	✓	✓	✓	✓	✓	
Company named and thanked during awards	✓	✓	✓	✓	✓	
Invitation for two people to attend pre-awards VIP drinks	✓	✓	✓	✓		✓
Preferential seating at the Adventure Tourism Awards	✓	✓	✓	✓		
Sponsor recognised and featured on social media with dedicated post announcing support	✓	✓	✓	✓		
Sponsor logo featured on ATA co-branded table gift for all award attendees	✓	✓	✓	✓		
30 second showreel shown during awards (provided by sponsor)	✓	✓	✓			
Co-branding on official event photo backdrop media wall	✓	✓	✓			
Logo featured on website homepage as major sponsor	✓	✓	✓			
Company logo displayed on all awards	✓	✓				
Additional social media cross-posting, promoting your business or service	✓	✓				
Dedicated media release to database announcing company as major sponsor	✓	✓				
Electronic newsletter sent to all award attendees post event feat. major sponsors	✓	✓				
Opportunity for 'on the floor cross' to company spokesperson at event	✓					
Opportunity for corporate branding at VIP pre awards drinks (own supply)	✓					✓
Opportunity to speak for 5 minutes at the VIP pre awards networking drinks	✓					✓
Sponsor naming rights for the Adventure Tourism Awards	✓					
Number of awards aligned to your company	6	5	3	2	1	
Number of sponsor positions available	1	1	2	2	4	1
INVESTMENT	\$15,000	\$10,000	\$7,500	\$5,000	\$1,500	\$1,500



# SPONSORSHIP OPPORTUNITIES



## 2019 ADVENTURE TOURISM Awards Australia & New Zealand

SPONSORSHIP INCLUSION	SPONSORSHIP LEVEL			
YOUTH TOURISM CONFERENCE	PLATINUM	GOLD	SILVER	BRONZE
Company logo displayed on the Adventure Tourism Awards website and direct link to your website	✓	✓	✓	✓
Invitation to attend pre-awards VIP drinks	2	2	2	1
Conference pack insert (own supply)	2	2	1	1
Opportunity to display pull up display banner at the conference (own supply)	2	1	1	1
Sponsor recognised and featured on social media with dedicated post announcing support	✓	✓	✓	
Co-branded throwable microphone	✓	✓		
Electronic newsletter sent to all award attendees post event feat. major sponsors	✓	✓		
Acknowledgement at the conference as platinum conference partner	✓			
Opportunity to present to conference delegates	✓			
Complimentary tickets to Youth Tourism Conference	3	2	1	1
Number of sponsor positions available	1	1	1	2
INVESTMENT	\$5,000	\$2,000	\$1,000	\$500

Sponsorship spaces are limited.

To secure a sponsorship spot for this years event, register your interest online or email.

**Sign up online:** <https://www.adventuretourismawards.com.au/sponsorship/>

**Email:** [events@adventurequeensland.com.au](mailto:events@adventurequeensland.com.au)



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