

2023 EVENT SPONSORSHIP PROSPECTUS



ADVENTURE
TOURISM
Awards

SURVIVOR EDITION

[ADVENTURETOURISMAWARDS.COM.AU](https://adventuretourismawards.com.au)



SPONSORSHIP PROSPECTUS

THE EVENT

Adventure Queensland (AQ) is excited to announce the return of the industry led youth tourism awards ceremony and half-day conference to be held on Thursday 9 November 2023.

AQ, who is the peak backpacking and independent travel industry body for Queensland, successfully showcased and recognised outstanding tourism experiences, people, and places within this dynamic and important industry across Australia and New Zealand in 2018 and 2019 through the introduction of the Adventure Tourism Awards and Youth Tourism Conference.

The industry-led awards program will make its 2023 comeback in a special once-off format, themed 'SURVIVOR', and we invite you to partner with the industry as a sponsor of this incredible event.

Along with supporters and sponsors of the youth tourism sector, AQ's goal is to bring the industry together to work towards a stronger future whilst highlighting the importance of formally recognising and awarding operators and individuals for showing resilience.

The Adventure Tourism Awards and Conference will provide an opportunity for industry members to stand together and simply celebrate the fact we're still standing – For surviving the most challenging of years, the entire youth and adventure industry deserves recognition.

YOUTH TOURISM CONFERENCE

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

Held on the 9th of November 2023, the conference will include a wide range of presentations designed to inspire for the future, celebrate success, and inform and educate the industry on the latest tech solutions and new initiatives for a sustainable future.

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

The Adventure Tourism Awards 'SURVIVOR EDITION' will follow the Youth Tourism Conference on the evening of Thursday, 9 November 2023.

This once-off 'SURVIVOR EDITION' format will not showcase the same nomination, submission, voting and judging process as previous years, but instead will provide a light-hearted spin on our traditional awards programme.

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.

A MESSAGE FROM AQ PRESIDENT

"It's important that our industry comes together once again, to not only celebrate our successes, but to also stand together as we look forward to the future after surviving the absolute toughest times in the history of tourism. The 2023 'SURVIVOR EDITION' theme will be a fantastic opportunity to reconnect with our peers and we're confident that it's the soft launch we all need for the Adventure Tourism Awards to continue again in 2024 in its original format". ~ AQ President, Ms Peta Zietsch.

CONFERENCE AND AWARDS VENUE TBC



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 (Survivor Edition) and Youth Travel Conference will spread across a wide range of mediums.

The Adventure Tourism Awards (Survivor Edition) 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 2023 event, simply visit the website and complete the online sign-up form.

Sign up online: www.adventuretourismawards.com.au

Contact

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

Email: events@adventurequeensland.com.au



2018 Adventure Tourism Awards Gold Sponsor



2019 Young Industry Legend Award Winner and Category Sponsor



2019 AQ Board and Adventure Tourism Awards Emcees

SPONSORSHIP OPPORTUNITIES

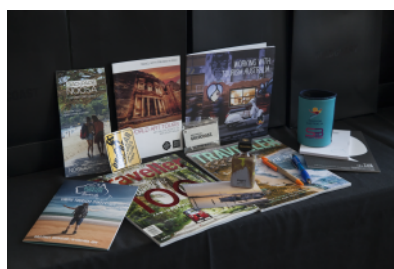


SPONSORSHIP INCLUSION	SPONSORSHIP LEVEL				
ADVENTURE TOURISM AWARDS	PLATINUM	GOLD	SILVER	BRONZE	PRE-DRINKS
Logo displayed on the Adventure Tourism Awards website and direct link to your site.	✓	✓	✓	✓	
Company name and logo featured on awards programme	✓	✓	✓	✓	✓
Sponsor recognised and featured on social media with dedicated post announcing 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.	✓	✓	✓	✓	✓
Showreel shown during Awards (provided by sponsor).	30secs	30secs	15secs		
Logo featured on website homepage as major sponsor	✓	✓	✓		
Electronic newsletter sent to all Award attendees post event feat major sponsors.	✓	✓	✓		
Additional social media cross-posting, promoting your business or service	✓	✓			
Dedicated media release to database announcing company as major sponsor	✓	✓			
Co-branding on official event photo backdrop media wall	✓				
Sponsor naming rights for the Adventure Tourism Awards	✓				
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 drinks.	✓				✓
Complimentary tickets to Adventure Tourism Awards.	10	8	5	3	1
Number of sponsor positions available	1	1	1	2	1
INVESTMENT	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500

SPONSORSHIP OPPORTUNITIES



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





ADVENTURE TOURISM

Awards

Australia & New Zealand