



# AUSTRALASIAN

## RAIL INDUSTRY AWARDS

SYDNEY 2024

Wednesday 7 August 2024

6.30pm – 11.30pm

Hilton Hotel, Sydney

Awards Prospectus



The annual Australasian Rail Industry (ARI) Awards recognise and celebrate excellence in the Australian and New Zealand rail industry.

Sponsoring organisations play a critical role in supporting the delivery of the ARI Awards and in doing so position their organisation as one that champions people, growth and innovation.

The 2024 annual ARI Awards Gala Dinner will take place on Wednesday 7 August, at the Hilton Hotel in Sydney.

The following opportunities are available to sponsor the event as a whole or a specific award:

- **Platinum Sponsor – \$25,000 + GST (exclusive) - SOLD**
- **Gold Sponsor - \$16,500 + GST (two available)**
- **Silver Sponsor - \$10,000 + GST (three available)**
- **Award Category Sponsor - \$7,500 + GST (up to 11 available)**

### Why sponsor the 2024 Australasian Rail Industry Awards?

- Position your organisation as a leader that supports growth and innovation across the Australasian Rail Industry
- Demonstrate that your organisation supports championing the successes and achievements of people and other organisations within rail
- Maximise your organisation's visibility by promoting your brand to a wide audience within the rail sector throughout the six month lead into the event, at the Gala Dinner and via post-event communications (each ARA EDM is distributed to more than 7000 people in industry)
- Maximise your networking opportunities through your priority table allocation at the Gala Dinner

### Key dates:

- |                                  |                                  |
|----------------------------------|----------------------------------|
| • <b>Award Nominations Open</b>  | <b>Thursday 15 February 2024</b> |
| • <b>Award Nominations Close</b> | <b>Friday 5 April 2024</b>       |
| • <b>Finalists Announced</b>     | <b>Tuesday 28 May 2024</b>       |
| • <b>Gala Dinner</b>             | <b>Wednesday 7 August 2024</b>   |



## Platinum Sponsor \$25,000 + GST (exclusive)

This Premium Sponsorship package is exclusively available to one organisation and secures extensive inclusions, including the following:

### **Prior to the Gala Dinner (up to six months from the call for nominations):**

- Priority branding exposure as the Platinum Sponsor in the lead up to the event including:
  - ◊ priority logo inclusion and link to company website as Platinum Sponsor in all EDMs (each ARA EDM is distributed to more than 7000 people in industry)
  - ◊ priority logo inclusion and link to company website on the Awards website and the awards portal
  - ◊ a company profile and link to your website on the Awards website

### **At the Gala Dinner:**

- One complimentary table of 10 placed in a preferential position at the Gala Dinner
- One seat on one of the VIP tables for a nominated senior executive from your company
- Verbal acknowledgement as Platinum Sponsor throughout the duration of the event by the MC
- A nominated senior executive from your company will be invited to the stage to make the Platinum Sponsor's address, a two-minute speech at the opening of the evening
- Ability to play a 30 second promotional video as part of the sponsor's address (video to be provided by the sponsor)
- Ability for a nominated senior executive from your company to take part in the official photo of all award winners
- Priority logo inclusion and acknowledgement as Platinum Sponsor on the Gala Dinner Order of Proceedings booklet at the event
- Priority logo positioning on the stage signage during the event

### **Post Gala Dinner:**

- Priority branding exposure in the wrap up newsletter sent to the ARA database post event
- First right of refusal to the Platinum Partnership for the 2025 event

### **Optional extra**

- 50% discount to sponsor one award category



## Gold Sponsor

### \$16,500 + GST (two available)

Two Gold Sponsorship opportunities are available.

#### **Prior to the Gala Dinner (up to six months from the call for nominations):**

- Priority branding exposure as the Gold Sponsor in the lead up to the event including:
  - ◊ Priority logo inclusion and link to company website as Gold Sponsor in all EDMs (each ARA EDM is distributed more than 7000 people in industry)
  - ◊ Priority logo inclusion and link to company website on the Awards website and the awards portal
  - ◊ a company profile and link to your website on the Awards website

#### **At the Gala Dinner:**

- One complimentary table of 10 placed in a preferential position at the Gala Dinner
- One seat on one of the VIP tables for a nominated senior executive from your company
- Verbal acknowledgement as Gold Sponsor throughout the duration of the event by the MC
- Priority logo inclusion and acknowledgement as Gold Sponsor on the Gala Dinner Order of Proceedings booklet at the event
- Priority logo positioning on the stage signage during the event

#### **Post Gala Dinner:**

- Priority branding exposure in the wrap up newsletter sent to the ARA database post event
- First right of refusal to a Gold Partnership for the 2025 event

#### **Optional extra**

- 25% discount to sponsor an award category



## Silver Sponsor \$10,000 + GST (three available)

Three Silver Sponsorship opportunities are available.

### Prior to the Gala Dinner (up to six months from the call for nominations):

- Branding exposure as the Silver Sponsor in the lead up to the event including:
  - ◊ logo inclusion and link to company website as Silver Sponsor in all EDMs (each ARA EDM is distributed to more than 7000 people in industry)
  - ◊ logo inclusion and link to company website on the Awards website and the awards portal
  - ◊ a company profile and link to your website on the Awards website

### At the Gala Dinner:

- One complimentary table of 10 placed in a preferential position at the Gala Dinner
- Verbal acknowledgement as Silver Sponsor throughout the duration of the event by the MC
- Priority logo inclusion and acknowledgement as Silver Sponsor on the Gala Dinner Order of Proceedings booklet at the event
- Priority logo positioning on the stage signage during the event

### Post Gala Dinner:

- Branding exposure in the wrap up newsletter sent to the ARA database post event
- First right of refusal to a Silver Partnership for the 2025 event





## Award Category Sponsor \$7,500 + GST

- Two (2) complimentary tickets to the awards dinner, seated in a prominent position
- Prominent logo exposure in the lead up to, during and post-event, including:
  - ◇ on the Awards website and in electronic material
  - ◇ a company profile and link to your website on the Awards website
  - ◇ on the gala dinner Order of Proceedings booklet at the event
  - ◇ on stage screen for category award announcement
- Verbal acknowledgement by the MC as sponsor of the specific category award when it is announced at the dinner
- Award category
  - ◇ opportunity to provide a 30-second video introducing your organisation and why you are sponsoring this award. This will be played before the MC announces the winner at the dinner
  - ◇ company representative to present category award to winner on stage
  - ◇ post-announcement photo with the award winner
  - ◇ company logo engraved on the award trophy
  - ◇ on the Award website, acknowledged as a category sponsor with a hyperlink to your URL
- First right of refusal to the same award category partnership for the 2025 event

The following award category sponsorships are available:

Freight Rail Excellence Award	SOLD	Rail Innovation of the Year Award	SOLD
Passenger Operations Excellence Award		Sustainability Excellence Award	SOLD
Infrastructure Project Excellence Award	SOLD	Diversity and Inclusion Excellence Award	SOLD
Supplier Excellence Award		Keeping communities safe on and around rail Award	
Customer Service Excellence Award	SOLD	Career Achievement Award	SOLD
Employee Engagement Excellence Award	SOLD		

### Questions?

We hope to partner with you on this important event and look forward to welcoming you for what is sure to be a memorable 2024 event for the rail industry.

Should you wish to discuss this proposal, please contact the Events Team via **events@ara.net.au** or call Kassandra Koudelka, General Manager Events & Partnerships on **0406 793 808**.