



SUSTAINABILITY
**GREEN
GLOBE**
AWARDS

Sponsorship Prospectus 2011



*Recognising environmental achievement,
leadership and innovation in NSW*



Support Environmental Leadership

The NSW Government's Green Globe Awards are the leading environmental awards in NSW.

Now in their 12th year, Green Globe Awards showcase outstanding achievements in the sustainable use of natural resources and leadership in tackling climate change in NSW.

Green Globe Award winners are leaders in their field. They think outside the box and inspire others to make NSW a greener state. The Awards showcase environmental leadership in business, government and community sectors as well as individuals.

Following a public call for nominations, the 2011 Green Globe Award winners will be decided by an independent panel of experts.

Award finalists will be announced in June. Winners will be presented at a prestigious ceremony, hosted by the Minister for the Environment in late July. This invitation only event is attended by more than 350 key stakeholders from business, government, academia and industry.

82%

of respondents believe the Green Globe Awards encourage sustainability in NSW

Data from 2010 post event survey from over 300 respondents.



Sydney Water winner, 2010 Public Sector Energy Award



Lisa Corbyn, CEO, the Office of Environment and Heritage with winners of 2010 Premier's Award for Sustainability Excellence, Sydney Theatre Company.

Why Sponsor the Green Globe Awards?

As an official sponsor of the 2011 Green Globe Awards, your organisation is demonstrating its commitment to environmental excellence and leadership in NSW.

As a sponsor, your organisation will be offered the **exclusive** opportunity to:

- learn first hand about emerging and recognised programs, innovation and industry trends
- extend your networks, build relationships and create opportunities for collaboration with environmental leaders
- gain media coverage through involvement with the leading environmental awards in NSW
- align your organisation's environmental commitment and vision.

78%

of respondents recalled and named three sponsors of the event

Data from 2010 post event survey from over 300 respondents.



Your Investment Opportunity

As a Green Globe Awards sponsor you will be provided with exclusive benefits.

Invitations for sponsorship of the Green Globe Awards are limited. This ensures your organisation receives the **maximum exposure** and **reward** from your investment.

 <p>GOLD</p> <p>GOLD SPONSOR \$22,500*</p> <p>Limited to three organisations</p>	 <p>SILVER</p> <p>SILVER SPONSOR \$14,500*</p> <p>Limited to five organisations</p>	 <p>SUPPORT</p> <p>SUPPORTING SPONSOR \$7,000*</p>
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Sponsorship Confirmation

Once confirmation has been received, your organisation will be issued a sponsorship agreement and tax invoice to secure your sponsorship opportunity.

Confirming sponsorship arrangements for this prestigious event by **12 May 2011** will ensure your logo appears on event promotional materials.

Media Partner

The Principal Media Partner for the 2011 Green Globe Awards is The Sydney Morning Herald.

The Sydney Morning Herald

* plus GST

Sponsor Benefits



	GOLD	SILVER	SUPPORT
Presentation of a Green Globe Award of your choice*	✓		
Presentation of a Green Globe Award (nominated by event organisers)	✓	✓	
Presenting rights of the Award, promoted onscreen at the Awards ceremony and on the Green Globe Awards web pages	✓	✓	
Photo opportunity with Minister for the Environment and NSW Premier†	✓	✓	
Photo opportunity with award winner(s)	✓	✓	
Complimentary invitations to Awards ceremony	10	5	2
Your organisation's advertisement in <i>The Sydney Morning Herald</i> Special Report (150 x 171mm)‡	✓		
Discounted advertising rates for <i>The Sydney Morning Herald</i> Special Report	✓	✓	✓
Rights to use the 2011 Green Globe Awards logo on your corporate website until June 2012	✓	✓	✓
Company banner displayed at Awards ceremony ^Δ	2	1	
Two 20sec slots to show your organisation's message onscreen prior to and after the awards ceremony##	✓		
Logo onscreen at the Awards ceremony	✓	✓	✓
Verbal recognition in the speeches at the Awards ceremony	✓	✓	✓
Your organisation's logo on Green Globe Awards webpage with a link to your organisation's webpage	✓	✓	✓
Your organisation's profile on the Green Globe Awards webpage with link to your organisation's webpage	✓	✓	✓
Your organisation's logo on the official ministerial invitations to the Awards	✓	✓	
Your organisation's logo on the email alerts to Green Globe Awards database (minimum 2)□	✓	✓	✓
Images of Green Globe Award winner in presenting category and rights to use image for promotional purposes	✓	✓	
Collection of highlight images from the Awards ceremony and rights to use images for your organisation's promotional purposes	✓	✓	✓
Media Release outline for your organisation to issue on the Award category winner and your organisation's support	✓	✓	
Acknowledgement of your organisation's support in <i>The Sydney Morning Herald</i> Special Report	✓	✓	✓

Secure your 2011 Sponsorship Package now

Please contact Alison Norris **phone** 02 9995 6319 or **email** alison.norris@environment.nsw.gov.au

* Subject to availability.

† Attendance TBC.

‡ Organisation to provide artwork directly to The Sydney Morning Herald and is responsible for meeting print deadlines.

Δ Banner to be provided to event organisers by the due date, organisers will place banner at the venue.

organisation to provide content by due dates to screen specifications.

□ Sponsor must be confirmed by the mailing date.

MC Bernie Hobbs at 2010
Green Globe Awards
ceremony.



Garage Sale
Trail, winner
2010 Excellence
in Sustainability
Communication
Award

Public Relations and Promotional Opportunities

The Sydney Morning Herald Special Report

The Sydney Morning Herald is the principal media partner of the 2011 Green Globe Awards.

A special report featuring Green Globe Award winners and finalists will be published the day after the awards. As a sponsor your organisation will be recognised in the Special Report, circulation 209,644⁺

Advertising

- Gold Sponsor will receive one advertisement in the Special Report
- Your organisation will be provided with the opportunity to advertise in The Sydney Morning Herald Special Report.[^]

Other Public Relations Opportunities

- Sponsors will be recognised in various media features associated with the Awards
- Photo opportunity with NSW Premier, Minister for the Environment as well as the CEO for the Office of Environment and Heritage at the ceremony*
- Media kits for winners and finalists acknowledging the award sponsors
- Media release outline provided to your organisation with details on the winning project and/or organisation in your presenting award category.

97%

of award ceremony attendees were either satisfied or very satisfied

Data from 2010 post event survey from over 300 respondents.

⁺ Source: RMR, March 2010. All People 14+. Base: NSW. Based on SMH, M-F.

[^] Discounted rates for Silver level and Supporting sponsors.

* Subject to sponsorship level and availability.



Marketing, Promotional and Branding Opportunities

Green Globe Awards website

Your organisation will be featured on the official Green Globe Awards pages. All web traffic related to the Green Globe Awards are driven to these pages.

Nominees will access the online nomination form from these pages as well as photos after the event.

Sponsor Profile

Your organisation's profile and environmental message will feature on the Green Globes Award webpages.#

Logo Recognition

Your organisation's logo will feature on the main Green Globe Awards landing page.

Branding

- Inclusion in Green Globe Awards program
- Logo recognition on the Green Globe Awards invitation*
- Logo recognition at the Awards ceremony
- Rights to use the official Green Globe Awards logo on your organisation's website until June 2012
- Your organisation's logo on Green Globe

Awards promotional materials in the lead up to, during and after the Awards ceremony, including announcement of the 2011 finalists and winners^

- Opportunity to present a Green Globe Award and recognition in your chosen award category*
- Verbal acknowledgement by CEO, Office of Environment and Heritage at the Awards ceremony.

NSW Government e-newsletters

- Acknowledgement as a sponsor in the Green Globe Awards electronic announcements to more than 3,000 subscribers
- Acknowledgement in NSW Government publications such as *Climate Change Fund News*, *Save Power* and *Sustainable Living* newsletters.

Reach over 40,000 subscribers including households, water, energy and sustainability managers, environmental managers, policy makers, small and large businesses, government agencies, individual subscribers and community groups.

* Subject to sponsorship level and availability.

Word limits do apply, three updates available to your organisation.

^ Sponsor must be confirmed by the mailing date.

Cover Images:

1. The GPT Group, 2010 Commercial Property Sustainability Award - highly commended.
2. New South Wales Irrigators' Council, 2010 Business Water Award entrant, sharing the knowledge; irrigating in a changing climate.

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