

# 2018 PARTNERING

(SPONSORSHIP PROSPECTUS)



2018  
SA Nursing  
and Midwifery  
Excellence  
Awards



Government  
of South Australia

SA Health



I have great pleasure in presenting your organisation with an exciting opportunity to partner with SA Health to sponsor the 2018 Nursing and Midwifery Excellence Awards

# About the Awards

As the South Australian Chief Nurse and Midwifery Officer I am proud of the dedication and commitment of nurses and midwives in our state and the contribution they make every day to our community.

Our nurses and midwives make a difference in an extraordinary range of practice settings. They play a vital role in the delivery of high quality care, lead and contribute in the design of innovative models of care, and respond to the South Australian community's changing health care needs.

Since 2001 the Nursing and Midwifery Excellence Awards have recognised and acknowledged nurses and midwives excellence in practice and the significant contribution that they make to their professions, their teams and the community through their practice, leadership and research endeavors.

The SA Nursing and Midwifery Excellence Awards has become an integral part of the state-wide nursing and midwifery calendar, culminating in an Awards ceremony and celebration evening, where finalists and winners come together to celebrate their achievements with family, friends and colleagues.

The finalists and winners of each of the eight award categories will be announced at the Gala Dinner on Friday 11 May 2018 at the Adelaide Entertainment Centre.

Please consider being a part of the 2018 Nursing & Midwifery Excellence Awards through the sponsorship of these awards.

Regards

**Lydia Dennett**

Adjunct Associate Professor  
Chief Nurse and Midwifery Officer



## Benefits of Partnering with us to deliver the Awards

The SA Nursing and Midwifery Excellence Awards provides a unique opportunity to meet and network with a wide cross section of nurses and midwives in all health care settings, health industry executives and VIPs from across Australia.

Partnering with us to deliver the Awards will provide your organisation with a number of key benefits including:

- > Demonstrating your organisation's commitment to the health sector.
- > Networking, strengthening and building existing and new relationships with health industry colleagues and decision makers.
- > Exposure and increased awareness of your organisation.
- > Supporting and acknowledging nurses and midwives and their vital role in our community.

## Partnering Opportunities

In 2018 the SA Nursing & Midwifery Excellence Awards sponsorship packages have been refreshed and we are offering new and exciting opportunities.

How is your investment used?

- > Prize money for category Award recipients.
- > The Gala Dinner, entertainment and styling.
- > Finalist tickets to attend the dinner.
- > Marketing and promotion activities to ensure all SA nurses and midwives can be nominated.

The Department for Health and Ageing aims for the event to be cost neutral.

## Standard Sponsorship Acknowledgement Entitlements

Sponsors will receive the following standard entitlements, in addition to those outlined in the individual packages:

- > Recognition as a sponsor (with organisation logo) in Program Book.
- > Recognition as a sponsor (with organisation logo) on the sponsors' page of the official event website, including a hyperlink to the organisation's home page.
- > Acknowledgement as a sponsor on the official sponsor acknowledgement board/signage situated onsite at the Event.

## Sponsor Guidelines

- > Exposure in the event publication is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.
- > Banner advertisement specifications will be provided after the confirmation of booking.



# SPONSORSHIP PACKAGES



## PLATINUM EXCLUSIVE

As the Platinum Sponsor, in addition to the standard sponsorship entitlements outlined on page two (2), your organisation will receive recognition through the following:

### THE PLATINUM SPONSORSHIP

Valued at  
**\$25,000**

### EVENT

- > Verbal acknowledgment as Platinum Sponsor during the opening and closing remarks of the event.
- > Presentation of the Excellence in Leadership Award at the Gala Dinner.
- > Opportunity for one (1) organisational representative to present the Award with a two (2) minute speech to promote your organisation.
- > Sponsor acknowledged on the trophy.
- > Sponsor's logo on AV presentation during the event and recipient announcement.
- > 1 table of ten (10) tickets to the 2018 SA Nursing & Midwifery Excellence Awards Gala Dinner (valued at \$1250).
- > Your organisation's table to be located next to the dignitary table at front of venue.
- > Two (2) pull up banners at the Gala Dinner (provided by the Sponsor) positioned in prominent areas during the event (maximum size of 2 m high x 1 m wide).

### MEDIA

- > Full page ad in Event Program (artwork to be provided by Sponsor).
- > Sponsor's name and link to the organisation on the SA Health website.
- > Opportunity to provide one (1) A4 page flyer to be inserted in all the gift bags.\*
- > Platinum sponsor may provide delegates with a branded gift (sponsor to supply gifts).\*
- > Four (4) posts promoting your organisation's sponsorship of the 2018 SA Nursing & Midwifery Excellence Awards on the SA Health Nursing & Midwifery Excellence Awards (NMEA) social media platforms.
- > Sponsor's business logo and acknowledgement in the SA Health Nursing and Midwifery Office Newsletter – Special Edition.

\*Note: Attendee gift bag inserts must be approved by the Organising Committee.

# Sponsorship Packages

## GOLD

As the Gold Sponsor, in addition to the standard sponsorship entitlements outlined on page two (2), your organisation will receive recognition through the following:

### THE GOLD SPONSORSHIP



Valued at  
**\$20,000**

### EVENT

- > Verbal acknowledgment as Gold Sponsor during the opening and closing remarks of the event.
- > Presentation of the Excellence in Person Centred Care – Team Award at the Gala Dinner.
- > Opportunity for one (1) organisational representative to present the Award.
- > Sponsor acknowledged on the trophy.
- > Sponsors' logo on AV presentation during the event and recipient announcement.
- > Eight (8) dinner tickets for your organisation to attend the 2018 SA Nursing & Midwifery Excellence Awards Gala Dinner (valued at \$1000).
- > Two (2) pull up banners at the Gala Dinner (provided by the Sponsor) positioned in prominent areas during the event (maximum size of 2 m high x 1 m wide).

### MEDIA

- > Full page ad in Event Program (artwork to be provided by Sponsor).
- > Sponsor's name and link to the organisation on the SA Health website.
- > Opportunity to provide one (1) A4 page flyer to be inserted in all the gift bags.\*
- > Gold Sponsor may provide delegates with a branded gift (Sponsor to supply gifts).\*
- > Three (3) posts promoting your organisation's sponsorship of the 2018 SA Nursing & Midwifery Excellence Awards on the SA Health NMEA social media platforms.
- > Sponsor's business logo and acknowledgement in the SA Health Nursing and Midwifery Office Newsletter – Special Edition.

\*Note: Attendee gift bag inserts must be approved by the Organising Committee

# Sponsorship Packages

## SILVER

As the Silver Sponsor, in addition to the standard sponsorship entitlements outlined on page two (2), your organisation will receive recognition through the following:

### THE SILVER SPONSORSHIP (MAXIMUM 2)



Valued at  
**\$15,000**

### EVENT

- > Verbal acknowledgment as Silver Sponsor during the opening and closing remarks of the event.
- > Sponsors' logo on AV presentation during the event.
- > Six (6) tickets for your organisation to attend the 2018 SA Nursing & Midwifery Excellence Awards Gala Dinner (valued at \$750).
- > One (1) pull up banner at the Gala Dinner (provided by the Sponsor) positioned in prominent areas during the event (maximum size of 2 m high x 1 m wide).

### MEDIA

- > Half page ad in Event Program (artwork to be provided by Sponsor).
- > Sponsor's name and link to the organisation on the SA Health website.
- > Opportunity to provide one (1) A4 page flyer to be inserted in all the gift bags.\*
- > Two (2) posts promoting your organisation's sponsorship of the 2018 SA Nursing & Midwifery Excellence Awards on the SA Health NMEA social media platforms.
- > Sponsor's business logo and acknowledgement in the SA Health Nursing and Midwifery Office Newsletter – Special Edition.

\*Note: Attendee gift bag inserts must be approved by the Organising Committee.

# Sponsorship Packages

## BRONZE

As the Bronze Sponsor, in addition to the standard sponsorship entitlements outlined on page two (2), your organisation will receive recognition through the following:

### THE BRONZE SPONSORSHIP (MAXIMUM 2)



### EVENT

- > Verbal acknowledgment as Bronze Sponsor during the opening and closing remarks of the event.
- > Sponsors' logo on AV presentation during the event.
- > Four (4) tickets for your organisation to attend the 2018 SA Nursing & Midwifery Excellence Awards Gala Dinner (valued at \$500).
- > One (1) pull up banner at the Gala Dinner (provided by the Sponsor) positioned in prominent areas during the event (maximum size of 2 m high x 1 m wide).

### MEDIA

- > Recognition as a Sponsor (with organisation logo) in Event Program.
- > Sponsor's name and link to the organisation on the SA Health website.
- > Opportunity to provide one (1) A4 page flyer to be inserted in all the gift bags.\*
- > One (1) post promoting your organisation's sponsorship of the 2018 SA Nursing & Midwifery Excellence Awards on the SA Health NMEA social media platforms.
- > Sponsor's business logo and acknowledgement in the SA Health Nursing and Midwifery Office Newsletter – Special Edition.

\*Note: Attendee gift bag inserts must be approved by the Organising Committee



## CATEGORY NAMING RIGHTS

As a Category Sponsor, in addition to the standard sponsorship entitlements outlined on page two (2), your organisation will receive recognition through the following:

This is a great opportunity for Sponsors to be involved with the recognition of their organisation on the award trophy, further increasing their exposure.

Naming rights to one of the following five categories are available:

- > **Excellence in Practice - Registered Nurse**
- > **Excellence in Practice - Registered Midwife**
- > **Excellence in Practice - Enrolled Nurse**
- > **Excellence in Innovation in Education**
- > **Excellence in Innovation in Clinical Research**



## EVENT

- > Verbal acknowledgment of organisation by the MC when allocated Award is announced.
- > Sponsor to select the Award category they wish to support through sponsorship (the selection of the award category is subject to availability at the time of sponsorship securement).
- > Presentation of secured Award category, including a Sponsor representative on stage.
- > Sponsor acknowledged on the trophy.
- > Sponsor's logo on AV presentation during the event and recipient announcement for the selected category.
- > Two (2) tickets for your organisation to attend the 2018 SA Nursing & Midwifery Excellence Awards Gala Dinner (valued at \$250).

## MEDIA

- > Recognition as a Sponsor (with organisation logo) in Event Program next to selected category.
- > Sponsor's logo and link on the event website on Awards page next to selected category.
- > Sponsor's name and link to the organisation on the SA Health website.
- > One (1) post promoting your organisation's sponsorship of the 2018 SA Nursing & Midwifery Excellence Awards on the SA Health NMEA social media platforms.
- > Sponsor's business logo and acknowledgement in the SA Health Nursing and Midwifery Office Newsletter – Special Edition.

# ENTERTAINMENT SPONSORSHIP

In addition to the standard sponsorship entitlements outlined on page two (2), your organisation will receive additional recognition as listed below in each sponsorship package.

## ENTERTAINMENT/BAND (EXCLUSIVE)

- > Recognition as a Sponsor (with organisation logo) in Event Program.
- > Opportunity to announce the entertainment/band prior to commencement of performance.
- > Opportunity to display a free-standing banner (maximum size 2m high x 1m wide) on stage while entertainment/band is performing.
- > Sponsor's name and link to the organisation on the SA Health website.
- > Sponsor's logo on AV presentation during the event
- > One (1) ticket for your organisation to attend the 2018 SA Nursing & Midwifery Excellence Awards Gala Dinner (valued at \$125).

\$6,000

## PHOTO BOOTH (EXCLUSIVE)

- > Recognition as a Sponsor (with organisation logo) in Event Program.
- > Sponsor logo alongside event logo on photo strip produced by the photo booth for attendees to take home.
- > Sponsor's name and link to the organisation on the SA Health website.
- > Sponsor's logo on AV presentation during the event.
- > Corporate literature may be displayed at the photo booth (Sponsor to supply).
- > Opportunity to provide one (1) freestanding banner which will be positioned next to the photo booth (maximum size 2m high x 1m wide).
- > One (1) ticket for your organisation to attend the 2018 SA Nursing & Midwifery Excellence Awards Gala Dinner (valued at \$125).

\$6,000

## CENTREPIECES (EXCLUSIVE)

- > Recognition as a Sponsor (with organisation logo) in Event Program.
- > Sponsor logo to appear alongside event logo on table place cards (Event managers to supply and design).
- > Sponsor's logo on AV presentation during the event
- > Verbal acknowledgement during the event.
- > Sponsor's name and link to the organisation on the SA Health website.
- > One (1) A4 flyer or branded gift to be inserted in all the gift bags (Sponsor to supply material).\*
- > One (1) ticket to attend the 2018 SA Nursing & Midwifery Excellence Awards Gala Dinner (valued at \$125).

\$5,000

## DANCE FLOOR (EXCLUSIVE)

- > Recognition as a Sponsor (with organisation logo) in Event Program.
- > Sponsor's logo on AV presentation during the event.
- > One (1) A4 flyer or branded gift to be inserted in all the gift bags (Sponsor to supply material).\*
- > Sponsor's name and link to the organisation on the SA Health website.
- > One (1) ticket for your organisation to attend the 2018 SA Nursing & Midwifery Excellence Awards Gala Dinner (valued at \$125).

\$5,000

\*Note: Attendee gift bag inserts must be approved by the Organising Committee

## BRAND POSITIONING SPONSORSHIP

In addition to the standard sponsorship entitlements outlined on page two (2), your organisation will receive additional recognition as listed below in each sponsorship package:

### PRE-DINNER COCKTAILS (EXCLUSIVE)

- > Recognition as a Sponsor (with organisation logo) in Event Program.
- > Verbal acknowledgement of the Sponsor in opening remarks.
- > Sponsor's name and link to the organisation on the SA Health website.
- > Sponsor's logo on AV presentation during the event.
- > Opportunity for Sponsor to provide a branded gift to be handed out at the pre-dinner cocktails (Sponsor to supply).\*
- > One (1) ticket to attend the 2018 SA Nursing & Midwifery Excellence Awards Gala Dinner (valued at \$125)

\$5,000

### EVENT PROGRAM (EXCLUSIVE)

- > Half page ad in Event Program (artwork to be provided by Sponsor).
- > One (1) ticket for your organisation to attend the 2018 SA Nursing & Midwifery Excellence Awards Gala Dinner (valued at \$125).
- > Sponsor's logo on AV presentation during the event.
- > Sponsor's name and link to the organisation on the SA Health website.

\$3,000

### GIFT BAG (EXCLUSIVE)

- > Recognition as a Sponsor (with organisation logo) in Event Program.
- > One (1) ticket for your organisation to attend the 2018 SA Nursing & Midwifery Excellence Awards Gala Dinner (valued at \$125).
- > Sponsor's logo on AV presentation during the event.
- > Sponsor's logo to appear on gift bags (alongside event logo).
- > Sponsor's name and link to the organisation on the SA Health website.

\$3,000

\*Note: Attendee gift bag inserts must be approved by the Organising Committee

# Sponsorship Packages

## MARKETING & ADVERTISING

In addition to the standard sponsorship entitlements outlined on page two (2), your organisation will receive additional recognition as listed below in the sponsorship package:

### GIFT BAG INSERT (MAXIMUM 4)

- > Recognition as a Sponsor (with organisation logo) in Event Program.
- > Sponsor's name and link on the SA Health website the organisation.
- > Sponsor's logo on AV presentation during the event.
- > Organisation may provide one promotional item/product or literature for inclusion in all gift bags.\*



\$1,500

\*Note: Attendee gift bag inserts must be approved by the Organising Committee

## OTHER SPONSORSHIP OPTIONS

In addition, we offer flexible tailored sponsorship opportunities. If you are interested in discussing these please contact us on (08) 8330 4400 or email [nmea@arinex.com.au](mailto:nmea@arinex.com.au) for more information.

# TERMS and CONDITIONS



## Acceptance and allocation

SA Health reserves the right to accept or reject any applications for sponsorship at its absolute and unfettered discretion with the return of any deposit paid. Sponsorship packages will be generally allocated to those organisations who apply earliest.

Allocation of sponsorship packages is at the discretion of SA Health, whose decision will be final.

## Applications and payment

Complete the acceptance form and return it to Arinex via email – [nmea@arinex.com.au](mailto:nmea@arinex.com.au) or post to Suite 16/183 Tynte Street, North Adelaide SA 5006. On receipt of the form a confirmation letter will be sent with a tax invoice for the total amount. If your payment is not received by the invoice due date the sponsorship will become available to other interested organisations. As sponsorship levels are limited, returning an acceptance form does not guarantee a place at the requested level. A confirmation letter will be sent to confirm your level of sponsorship.

## Detailed requirements

SA Health requirements for logos, specifications and delivery details for pull-up banners or other opportunities will be confirmed in writing at a later date.

## Deadlines

The deadlines for delivery or supply of materials, information or artwork are not negotiable. In the event that materials, information or artwork are not received by the due date, use for their intended purpose cannot be guaranteed. The value of these entitlements will not be refunded if this is the case.

## Cancellation policy

In the case of sponsorship cancellation, notification in writing must be sent to Arinex. If the cancellation is received up to one (1) month before the event an administration fee of 25% of the total price will be retained.

If the cancellation is received less than one (1) month before the event no refund is applicable.

# Terms and Conditions

## Consequential damage

SA Health will not be liable for any indirect or consequential damages arising from a breach of the sponsorship contract.

## Exceptional circumstances

SA Health reserves the right to change the Awards event if exceptional circumstances demand. In the event of changes to the Awards event the agreement to participate will remain in force as long as the Sponsor is informed at least one (1) month before the planned event. SA Health will use reasonable endeavours to remedy the impact of exceptional circumstances.

## Responsibility

SA Health and the Adelaide Entertainment Centre accepts no responsibility for any act, accident, omission on the part of the service providers, the accuracy or content of any written or verbal statements by speakers in connection with this event, delay, damage, personal injury or death.

## Sponsorship opportunities

Please refer to the sponsorship opportunities in the section headed 'Sponsorship Packages'. Any variations to the description of each package must be agreed in writing with Arinex.

## Unavoidable occurrences

In the event the 2018 SA Nursing and Midwifery Excellence Awards Gala Dinner is cancelled or delayed through no fault of the Adelaide Entertainment Centre or SA Health, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slow-downs or disputes, or other similar events, the Sponsor shall not be entitled to any refund or claim any loss of damage.



# 2018 Nursing and Midwifery Excellence Awards Sponsorship acceptance form

## Sponsor details

Company.....

Contact name\*.....

Position.....

Address .....

Telephone ..... Fax .....

Mobile .....

Email (please print)\*.....

Product/service offered.....

\* All correspondence will be forwarded to the contact person listed.

## Level of Sponsorship (please mark with x)

<input type="checkbox"/> Exclusive Platinum Sponsor	\$25,000 inc GST
<input type="checkbox"/> Gold Sponsor	\$20,000 inc GST
<input type="checkbox"/> Silver Sponsor	\$15,000 inc GST
<input type="checkbox"/> Bronze Sponsor	\$10,000 inc GST
<b>Category Naming Rights</b>	<b>\$10,000 each incl GST</b>
<input type="checkbox"/> Excellence in Practice - Registered Nurse	
<input type="checkbox"/> Excellence in Practice - Registered Midwife	
<input type="checkbox"/> Excellence in Practice - Enrolled Nurse	
<input type="checkbox"/> Excellence in Innovation in Education	
<input type="checkbox"/> Excellence in Innovation in Clinical Research	
<input type="checkbox"/> Entertainment/Band	\$6,000 incl GST
<input type="checkbox"/> PhotoBooth	\$6,000 incl GST
<input type="checkbox"/> Centrepieces	\$5,000 incl GST
<input type="checkbox"/> Dance Floor	\$5,000 incl GST
<input type="checkbox"/> Pre-Dinner Cocktail	\$5,000 incl GST
<input type="checkbox"/> Event Program	\$3,000 incl GST
<input type="checkbox"/> Gift Bag	\$3,000 incl GST
<input type="checkbox"/> Gift Bag Insert	\$1,500 incl GST
<b>Total Sponsorship amount</b>	<b>\$</b>

Your signature below is taken as acceptance of the relevant sponsorship entitlements as listed in this document, together with the acceptance of the terms and conditions.

I agree to the terms and conditions of the sponsorship booking.

Signed .....

Print name ..... Date .....

### Please return the completed form to:

NMEA Gala Dinner 2018 c/- Arinex  
Suite 16/183 Tynte Street, North Adelaide SA 5006

Email: nmea@arinex.com.au

**On receipt of this form a confirmation letter will be sent with a tax invoice for the total amount.**

Proudly printed by sponsor arteGRAFICA

**arte**GRAFICA  
— PRINTING PTY. LTD. —

For more information



**NMEA Gala Dinner 2018 c/- Arinex**  
Suite 16/183 Tynte Street,  
North Adelaide SA 5006  
Email: [nmea@arinex.com.au](mailto:nmea@arinex.com.au)

**Nursing and Midwifery Office**  
Office of Professional Leadership, SA Health  
Ph: (08) 8226 0749  
[www.sahealth.sa.gov.au/NursingandMidwifery](http://www.sahealth.sa.gov.au/NursingandMidwifery)



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