

# inspiring retail marketing worldwide

## 2020 Shop! Retail Marketing Awards Partnerships Proposal







## Marketing at Retail Awards Gala Dinner

### Doltone House Jones Bay Wharf, March 25, 2021

The Shop! Marketing at Retail Awards set a benchmark in retail marketing excellence, and present a prime opportunity to align your brand with marketing creativity and innovation.

A partnership with Shop!'s major event of the year will provide your business with a range of benefits, including access to the most targeted retail marketing audience in Australia.

Due to Covid-19 restrictions to timing of the Awards has been moved back by 6 months, allowing for entries over an 18 month period, but still ensuring that the best campaign, displays and activations are rewarded and celebrated.

The 2020 Awards represent a powerful opportunity for Shop! partners to showcase your brand following the Covid restrictions, network with attendees, and market your offer to senior industry leaders.

#### PARTNER BENEFITS

- Exposure to audience of 500 retail marketing professionals
- 150,000 media impressions outside of events
- Advertising in programs, presentations, and onsite signage
- Advertising in 2020 Awards Annual publications
- Digital exposure across all Shop! platforms



Considered by many as the Oscars of the retail and brand marketing industries, the Shop! Awards Competitions recognises the best in retail environments and experiences, covering everything from display to digital. Our Awards cover two streams – Physical Display and Shopper Experience, with four overall prizes given for best design and innovation, best display, best shopper experience and best in show. A People's Choice Award is awarded via a public vote.

**Audience:** 500 attendees include retailers, POP designers, POP producers, brands, brand marketers, agencies, store designers, and industry suppliers.

**Impressions:** Estimated 150,000 in print, plus digital advertising. In Inside FMCG, Retail World, Shop! Awards Annual, plus other industry publications.

**Exposure:** 7 months Awards entries open October, March event and 1 month post (October-April)





# 2020 PARTNERSHIP PACKAGES

Package inclusions	Platinum \$9,000	Gold \$6,000	Silver \$4,000	Bronze \$2,000	Category \$6500-\$7500
Top sponsor billing Awards	✓				
Naming rights for 1 Award category					✓
Number of Gala Tables	2 premium tables	1 table	1/2 table (5 tickets)	2 tickets	3 tickets
Opportunity to present winners on stage					✓
10% discount on additional tickets	✓	✓	✓	✓	✓
2 min video link on Shop! website sponsor page	✓	✓			✓
Advertorial in Shop! newsletter	✓				
Program ad Awards booklet	Full page	Full page	Half page	50% discount	Half page
Logo included in event EDMs (min 6 e-blasts)	✓	✓	✓	✓	✓
Inclusions in Awards sponsor bags	✓	✓	✓	✓	✓
Logo inclusion on headline Awards slides	✓	✓	✓		
Logo inclusion on Category Awards slides					✓
Branding of table centre cards	✓	✓	✓	✓	✓
Provision of company pull up banner at Awards	✓	✓			
Logo included on Shop! event banners	✓	✓	✓	✓	
Shop! event website acknowledgement (logo) <u>incl</u> link	✓	✓	✓	✓	✓
Advertising in 2020 Awards Guide	Full page	Full page	Half page	50% discount	
Logo in 2020 Awards Guide					✓
<u>Opp</u> to judge Shop! ANZ Awards	✓	✓	✓	✓	✓
Opportunity to send congrats email to winners					✓
Comprehensive event reporting	✓	✓	✓	✓	✓
Number available	2	3	4	3	1 per category
TOTAL INCLUDED VALUE	\$14,620	\$9,130	\$5,377	\$2,500	

\*All prices ex GST. Payment may be split into three invoices if required.

# THE DETAILS: 2020 Partner Benefits



## Shop! 2020 PLATINUM EVENT PARTNER \$9,000 +GST

- Top sponsor billing at Awards Gala Dinner
- Exposure to target audience of up to 500 FMCG and Retail marketing professionals
- Brand exposure for 6 months across Shop! website (incl link) and marketing collateral (approx. 35,000 views)
- Main logo on all marketing, advertising and promotional materials
- Main logo included in all major pre & post event EDMs and promotions (approx. 6000 reach)
- Advertorial in Shop! monthly news & insights email (1 issue only)
- Two premium tables at Awards Gala Dinner (20 attendees)
- Main logo included on headline Award slides
- Full page colour ad in Awards Gala Dinner program
- Opportunity to judge Awards
- Inclusion of advertising material in Awards gift bag (250 bags)
- Logo on table centre cards
- Provision of company pull up banner at Awards (company to provide)
- Main logo included on Shop! pull up banners
- 2 min video link on Shop! website sponsor page
- 10% discount on additional tickets
- Full page colour ad in 2020 Awards annual
- *Only 2 available*

**TOTAL VALUE: \$14,620**

# Shop! 2020 GOLD EVENT PARTNER

**\$6,000 +GST**

- Second sponsor billing at Awards Gala Dinner
- Exposure to target audience of up to 500 FMCG and Retail marketing professionals
- Brand exposure for 6 months across Shop! website (incl link) and marketing collateral (approx. 35,000 views)
- Main logo on all marketing, advertising and promotional materials for
- Main logo included in all major pre & post event EDMs and promotions (approx. 6000 reach)
- 1 table at Awards Gala Dinner (10 attendees)
- Main logo included on headline Award slides
- Full page colour ad in Awards Gala Dinner program
- Opportunity to judge Awards
- Inclusion of advertising material in Awards gift bag (250 bags)
- Main logo included on Shop! pull up banners
- 2 minute video link on Shop! website sponsor page
- 10% discount on additional tickets
- Full page colour ad in 2020 Awards annual
- *Only 3 available*

# Shop! 2020 SILVER EVENT PARTNER

**\$4,000 +GST**

- Third sponsor billing at Awards Gala Dinner
- Exposure to target audience of up to 500 FMCG and Retail marketing professionals
- Brand exposure for 6 months across all Shop! website (incl link) and marketing collateral (approx. 35,000 views)
- Main logo on all marketing, advertising and promotional materials for both events
- Main logo included in all major pre & post event EDMs and promotions (approx. 6000 reach)
- Half table at Awards Gala Dinner (5 attendees)
- Main logo included on headline Award slides
- Half page colour ad in Awards Gala Dinner program
- Opportunity to judge Awards
- Inclusion of advertising material in Awards gift bag (250 bags)



- Main logo included on Shop! pull up banners
- Logo on table centre cards
- 10% discount on additional tickets
- Half page colour ad in 2020 Awards annual
- *Only 4 available*

## Shop! 2020 BRONZE EVENT PARTNER

### \$2000 +GST

- Fourth sponsor billing at Awards Gala Dinner
- Exposure to target audience of up to 500 FMCG and Retail marketing professionals
- Brand exposure for 6 months across all Shop! website (incl link) and marketing collateral (approx. 35,000 views)
- Main logo on all marketing, advertising and promotional materials
- Main logo included in all major pre & post event EDMs and promotions (approx. 6000 reach)
- Two tickets to Awards Gala Dinner
- Opportunity to judge Awards
- Inclusion of advertising material in Awards gift bag
- Main logo included on Shop! pull up banners
- 10% discount on additional tickets

See over for additional exposure opportunities at Shop!'s 2020 major events including Awards name sponsor and Welcome drinks sponsor.

## ADDITIONAL 2020 OPPORTUNITIES

OPPORTUNITY	COST (ex GST)
Award sponsorship – ( Awards from shopper experience stream - judge & present) <small>*sponsors not eligible for entry into own category</small>	\$6500-7500
Awards Welcome drinks sponsor	\$5000
Half page ad (Summit, Awards, Annual)	\$750
Full page ad (Summit, Awards, Annual)	\$1500



# Shop! 2020 Category Award Name Sponsor

**\$6,500 +GST** single stream categories

**\$7500 +GST** Permanent & Temporary categories

- Naming rights for 1 Award category (eg YOUR NAME Experiential Award)
- Logo placement on Awards EDMs, marketing, and Shop! website with URL
- Brand exposure for 6 months across all Shop! major event websites (incl link) and marketing collateral (approx. 35,000 views)
- Present gold, silver and bronze Indians to winners on stage
- 2 min video link on Shop! website sponsor page
- 3 tickets to Awards Gala Dinner
- Half page advertisement in Awards program
- Inclusions in Awards sponsor bags (250 bags)
- Opportunity to have company representative on judging panel
- Recognition at Awards Gala Dinner including logo on screen, verbal recognition
- Exposure to target audience of up to 500 FMCG and Retail marketing professionals attending 2020 Gala Dinner
- Opportunity to send personal congratulations emails to category winners
- Logo in 2020 Awards Annual publication
- 10% Discount on additional tickets

**Single stream categories:** Petrol, Convenience & Route, Large & Department Store, Grocery (non-food), Occasion-based Shopper Marketing; Sales Promotion; Store Design; Integrated Path to Purchase; Digital, Mobile, Social & Online; Window Displays; Category Management; Field Marketing Excellence, Experiential, Environmental Stewardship, Made in ANZ.

**Permanent & Temporary categories:** Retail Industrial Design, Liquor, Grocery (food), Consumer Electronics, Specialty, Lifestyle & Services, Health & Beauty,

*\*PLEASE NOTE: Category Award sponsors are NOT eligible for entry into their sponsored category.*

# Shop! 2020 Welcome Drinks Sponsor

**\$5,000 +GST**

- Exclusive Awards Gala Dinner pre-Drinks partner (30-45 mins)
- Logo placement on Awards EDMs, marketing, and Shop! website with URL

- Brand exposure for 6 months across all Shop! major event websites (incl link) and marketing collateral (approx. 35,000 views)
- 2 tickets to Awards Gala Dinner
- Half page ad in Awards Gala dinner program
- Recognition at Awards Gala Dinner including logo on screen, verbal recognition
- Exposure to target audience of up to 500 FMCG and Retail marketing professionals attending 2020 Gala Dinner
- Opportunity to display 2 x pull up banners on outside deck where drinks reception & canapes will be served and any entertainment (at own cost)
- Opportunity to provide branded napkins (at own cost)
- Logo in 2020 Awards Annual publication

More information about Shop! can be found at [www.shopassociation.org.au](http://www.shopassociation.org.au)

To discuss any of the above information or tailor to tailor a package to suit your company's needs, email Carla Bridge, [carla@shopassociation.org.au](mailto:carla@shopassociation.org.au) or phone 0412 727 774.

