



**2020**

## **ASTW AWARDS FOR EXCELLENCE SPONSORSHIP**

I am thrilled, on behalf of the committee of the Australian Society of Travel Writers, to invite your organisation to support and contribute to the 2020 ASTW Awards for Excellence.

This year, I am sure we can all agree, is a year like none other. Our Gala event will be held on 5<sup>th</sup> November 2020 via an online ceremony in conjunction with state by state events where allowable at the same time. Usually these awards are presented at a gala event but with restrictions this year on travel we have made new and exciting plans to showcase our society's great talent and work. There are still excellent opportunities for your organisation to feature prominently throughout our many online programs. Our awards are always a popular event with strong competition for the 19 awards categories for travel writers, photographers, PR members and digital influencers.

On behalf of the ASTW committee, I encourage you to explore the benefits of participating as a sponsor.

Kind Regards, Elisa Elwin, President  
Australian Society of Travel Writers Inc. (ASTW)



# SPONSORSHIP BENEFITS

Don't miss out on this exciting sponsorship opportunity. To secure your chosen award category, complete the following sponsorship agreement form or for more information, please contact our convention manager. As a sponsor of these awards, your organisation will be aligned with Australia's leading organisation for travel media professionals. Two levels of sponsorship are available and offer extensive benefits for exposure related to the event along with coverage by ASTW members.

## BENEFITS FOR SPONSORSHIP OF ALL AWARD CATEGORIES INCLUDE:

- ✓ Your logo and 100-word company profile to be featured in online awards ceremony out-lines and schedules
- ✓ Your company featured as sponsor in ASTW Member Newsletter
- ✓ Dedicated news piece announcing sponsorship via ASTW communication channels and inclusion in convention press releases, where relevant
- ✓ Your logo on ASTW website with hyperlink
- ✓ Extensive branding throughout the awards event including but not limited to face to face branding opportunities where possible, order of ceremonies and award presentation
- ✓ Presentation of award to winner at the virtual event
- ✓ Social media exposure across multiple platforms including Twitter, Facebook and Instagram
- ✓ Inclusion in all press releases, website news and member newsletter announcing award winners
- ✓ First refusal as sponsor of the award category the following year

## 2020 PLATINUM AWARD CATEGORIES

Cost: \$3,500 + GST per award

- TRAVEL WRITER OF THE YEAR – Sold TA
- TRAVEL PHOTOGRAPHER OF THE YEAR – Sold TA

## 2020 GOLD AWARD CATEGORIES

Cost: \$2,500 + GST per award

- PR PROFESSIONAL OF THE YEAR
- BEST TOURISM ORGANISATION OR TRAVEL PRODUCT

## 2020 AWARDS FOR EXCELLENCE CATEGORIES

Cost: \$1,500 + GST per award

- BEST STORY ABOUT AGM HOST DESTINATION
- BEST FAMILY TRAVEL STORY
- BEST AUSTRALIAN STORY UNDER 1000 WORDS – Sold TA
- BEST AUSTRALIAN STORY OVER 1000 WORDS – Sold TA
- BEST FOOD TRAVEL STORY
- BEST INSTAGRAM PHOTO
- BEST SUSTAINABLE TOURISM STORY
- BEST ADVENTURE STORY
- BEST CRUISE STORY
- BEST INTERNATIONAL STORY
- BEST TRADE AND TOURISM NEWS STORY
- BEST TRAVEL BLOG
- BEST TRAVEL BLOG POST
- BEST TRAVEL PHOTO
- BEST TRAVEL BOOK

**Discounts will be offered for sponsoring multiple awards as follows:**

**2 x Platinum @ \$6,000. Multiple awards: 1 @ \$1,500, 2 @ \$2,800, 3 @ \$4,000, 5 @ \$5,000**

**Don't miss out on this exciting sponsorship opportunity.**

To secure your chosen award category, request a sponsorship agreement form or for more information, please contact our sponsorship management team.



[www.astw.org.au](http://www.astw.org.au)



[sponsors@astw.org.au](mailto:sponsors@astw.org.au)



# 2020 ASTW Awards for Excellence

## SPONSORSHIP AGREEMENT

### 2020 PLATINUM AWARD CATEGORIES Cost: \$3,500 + GST per award

- TRAVEL WRITER OF THE YEAR –Sold TA  TRAVEL PHOTOGRAPHER OF THE YEAR – Sold TA

### 2020 GOLD AWARD CATEGORIES Cost: \$2,500 + GST per award

- PR PROFESSIONAL OF THE YEAR  BEST TOURISM ORGANISATION OR TRAVEL PRODUCT

### 2020 AWARDS FOR EXCELLENCE CATEGORIES Cost: \$1,500 + GST per award

- |   |  |
|---|--|
| <input type="checkbox"/> BEST STORY ABOUT AGM HOST DESTINATION            | <input type="checkbox"/> BEST CRUISE STORY                 |
| <input type="checkbox"/> BEST FAMILY TRAVEL STORY                         | <input type="checkbox"/> BEST INTERNATIONAL STORY          |
| <input type="checkbox"/> BEST AUSTRALIAN STORY UNDER 1000 WORDS – Sold TA | <input type="checkbox"/> BEST TRADE AND TOURISM NEWS STORY |
| <input type="checkbox"/> BEST AUSTRALIAN STORY OVER 1000 WORDS – Sold TA  | <input type="checkbox"/> BEST TRAVEL BLOG                  |
| <input type="checkbox"/> BEST FOOD TRAVEL STORY                           | <input type="checkbox"/> BEST TRAVEL BLOG POST             |
| <input type="checkbox"/> BEST INSTAGRAM PHOTO                             | <input type="checkbox"/> BEST TRAVEL PHOTO                 |
| <input type="checkbox"/> BEST SUSTAINABLE TOURISM STORY                   | <input type="checkbox"/> BEST TRAVEL BOOK                  |
| <input type="checkbox"/> BEST ADVENTURE STORY                             |  |

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Please complete your company details below, upon receipt you will be requested to provide a maximum 100 word company profile.

## COMPANY DETAILS

COMPANY NAME:

CONTACT PERSON FOR ALL CORRESPONDENCE:

ADDRESS:

PHONE:

EMAIL:

**PLEASE SIGN AND DATE BELOW TO INDICATE YOUR AGREEMENT TO SPONSOR AN AWARD CATEGORY IN THE 2020 ASTW AWARDS FOR EXCELLENCE.**

Signature:

Date:



[www.astw.org.au](http://www.astw.org.au)



[sponsors@astw.org.au](mailto:sponsors@astw.org.au)

