



AUSTRALIAN STEEL INSTITUTE

# 2020

AUSTRALIAN STEEL EXCELLENCE

# A W A R D S

Presented by the Australian Steel Institute

SPONSORSHIP PROSPECTUS

## INVITATION TO SPONSOR THIS PRESTIGIOUS EVENT IN THE STEEL INDUSTRY CALENDAR

The Australian Steel Institute Steel Excellence Awards are in their twentieth year, and the excitement and reputation of the Awards continues to gain momentum. In 2018, the Awards saw an excellent number of project entries and the presentation dinners were overwhelmingly well attended. We invite you to be a part of this excitement as a sponsor for what is now highly regarded as 'our industry's premier sponsorship opportunity'.

This is a not-to-be-missed chance to get your organisation's name or brand 'up in lights' in front of architects, engineers, manufacturers, suppliers, fabricators, detailers, builders and guests. Sponsorship is also a great opportunity to show your dedication and support for the industry. In 2020 the style of the state Awards events will go digital and planning has already begun to maximise the value to sponsors based on the level of support achieved.

As always, the aim is to recognise those who in the past two years have had a positive impact on the steel construction industry through innovative design and engineering excellence as well as project fabrication and delivery.

The Awards categorisation is crafted to embrace more of an outcomes-based project analysis. The purpose of this is to reflect the importance, flexibility, and sustainability of steel as the primary building material and recognise the project team that brought the concept to reality.

To secure your Company's right to sponsor the prestigious State Steel Excellence Awards or take advantage of the multiple event support packages in the 2020 steel industry calendar, please complete the attached form and return or contact your ASI State Manager to discuss your options

We look forward to hearing from you soon,

Yours sincerely



**Mark Cain**  
Chief Executive  
Australian Steel Institute



## ABOUT THE 2020 AWARDS

The 2020 Australian Steel Excellence Awards promote excellence in Australian steel, profiling the beauty and versatility of Australian steel as a design and prime building material.

1

### **Buildings – Large Projects**

*(over \$5,000,000) for application component*

2

### **Buildings – Small Projects**

*(up to \$5,000,000) for application component*

3

### **Australian Steel-Clad Structures**

*(Warehouses, Industrial Building, Façades, etc)*

4

### **Engineering Projects**

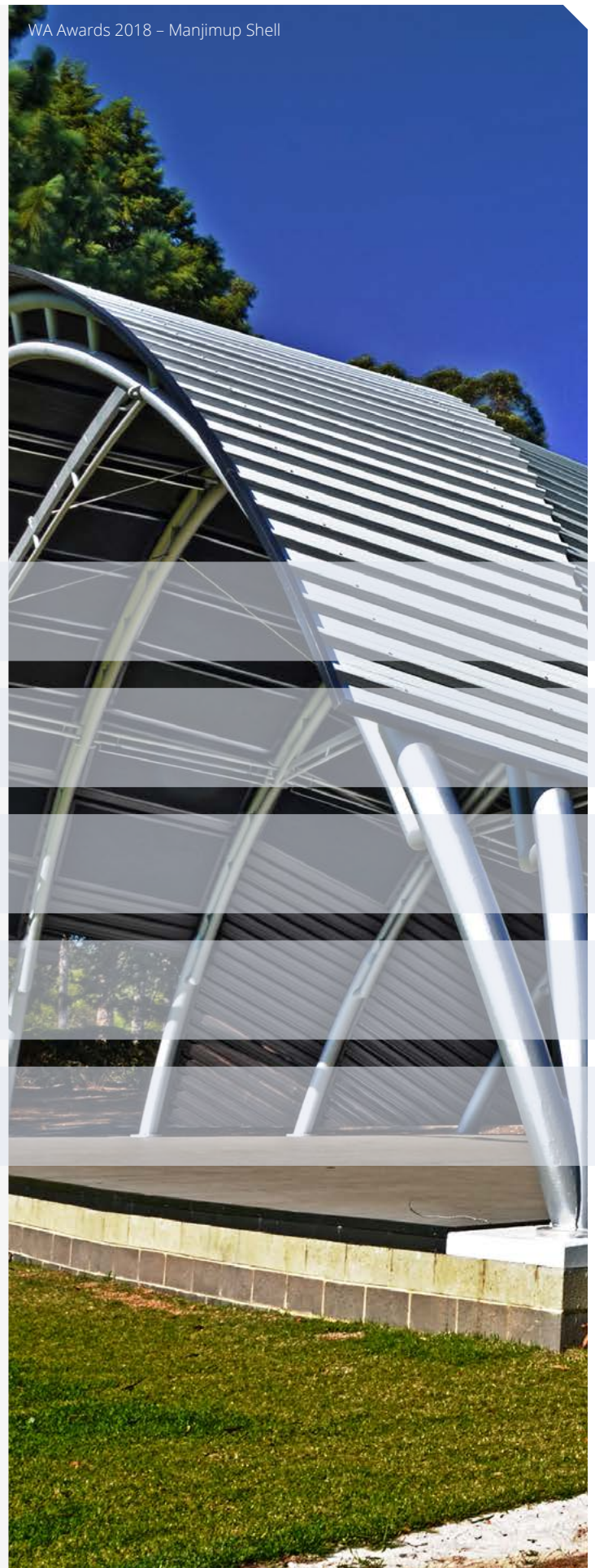
*(Infrastructure, Resources and Mining)*

5

### **Young Designer/Detailer/Trades Person**

Whilst state-based award presentations and events will not take place face-to-face, nominations, finalists and winners will be celebrated via virtual events, the ASI website and social media channels.

All nominees and finalists will then be invited to attend the 2020 Australian Steel Excellence National Awards Gala, which will be held in late 2020.





## BENEFITS OF SPONSORING THE 2020 AUSTRALIAN STEEL EXCELLENCE AWARDS

**EXPOSURE** to highly influential decision makers in the project engineering, design and construction market before, during and after the Awards season

**OPPORTUNITY** to raise your company profile amongst a valuable target audience

**RECOGNITION** including acknowledgement and clear demonstration of your company's involvements, commitment, and support of the industry



in

## AUSTRALIAN STEEL INSTITUTE REACH

### Nearly 6,000 individual contacts

350+ individual members and

500+ corporate/company member organisations

**12,000+**

email subscribers

**25%**

average email open rate

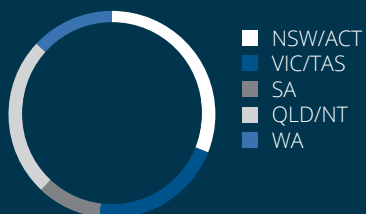
**2,147**

LinkedIn Followers

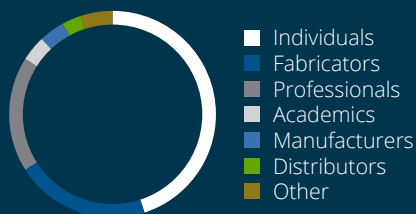
**5300**

average monthly LinkedIn post impressions

### Breakdown by State



### Breakdown by Membership Types



AUSTRALIAN STEEL INSTITUTE

## STATE AWARDS

Be recognised as the State Awards Partner by securing exclusive naming rights to the virtual presentation event/s.

### Event Sponsor – 5 Available

#### Pricing options:

*Discounts apply for sponsoring multiple events*

1 x State Event – \$7500 +GST per State Event

3 x State Events – \$5000 +GST per State Event

5 x State Events – \$3500 +GST per State Event

### Category Sponsor – Multiple available

Be visible as a category sponsor at one or many of the State Award virtual presentation event/s.

- Buildings Large
- Buildings Small
- Engineering
- Steel Clad
- Young Achiever

#### Pricing options:

*Discounts apply for sponsoring multiple category/ies*

1 Category – \$4000 +GST

3 Categories – \$3000 +GST

5 Categories – \$2000 +GST

## NATIONAL AWARDS

Finalists from each state awards presentation will be invited to the 20th ASI National Excellence Awards Presentation to be held in Sydney in late 2020.

This will be the premier face-to-face event of 2020 for the Industry, celebrating the beauty and versatility of Australian steel as a design and prime building material.

### Naming Partner – 3 Available

\$15,000 +GST

### Category Sponsor – 5 Available

- Buildings Large
- Buildings Small
- Engineering
- Steel Clad
- Young Achiever

\$7,500 +GST



NSW/ACT Awards 2018 – Art Storage Facility, Sydney



QLD/NT Awards 2018 – Gold Coast Sports and Leisure Centre - Carrara Sports Precinct



WA Awards 2018 – Baldy South Secondary School, WA



SA Awards 2018 – Micro X

## SPONSORSHIP ENTITLEMENTS

Entitlement	State Award Presentations		National Awards	
	Event Sponsor	Category Sponsor	Naming Rights	Category Sponsor
Logo on all promotional material	✓	✓	✓	✓
Logo, link, and profile included on Awards page on the ASI website	✓	✓	✓	✓
Logo, link, and profile included in State Award Promotion EDMs	✓	–	–	–
Logo, link, and profile included in National Award Promotion EDMs	–	–	✓	✓
LinkedIn post promoting sponsorship	✓	✓	✓	✓
Profile feature in Steel Australia magazine Awards edition	✓	✓	✓	✓
Full page advert in Steel Australia magazine Awards edition	–	–	✓	–
TVC clip to be integrated into the opening and closing of the State Award Presentation (Maximum 30 seconds)	✓	–	–	–
TVC clip shown during the National Awards Presentation Dinner (Maximum 60 seconds)	–	–	✓	–
TVC clip included prior to Category Presentation (Maximum 30 seconds)	–	✓	–	–
TVC clip shown during the National Awards Presentation Dinner (Maximum 60 seconds)	–	–	–	✓
Table of 10 at National Awards Dinner	✓	–	✓	✓



## STEEL AUSTRALIA MAGAZINE ADD ON OPTIONS

Steel Australia is the quarterly news publication of the Australian Steel Institute which is the peak industry body representing the entire steel supply chain nationally.

The magazine is mailed out exclusively to financial individual and corporate members each Autumn, Winter, Spring and Summer.

The publication provides a balanced mix of steel-intensive project profiles, interviews with prominent ASI members and industry leaders, coverage of member events and updates on ASI technical initiatives and related industry developments.

Dedicated pages are regularly devoted to specific member segments such as steel manufacturers, fabricators, detailers and sheds, as well as key issues including compliance, local content, safety and sustainability.

Sponsors of the Steel Excellence Awards are entitled to a 25% special offer on all Steel Magazine Advertising for the next 12 months

### Cost per issue excluding GST (before 25% sponsor discount)

Size	1 Issue	Multi 3+	Member 1 Issue	Member Multi 3+
Full page	\$3,500	\$3,000	\$3,150	\$2,840
Double page	\$6,800	\$5,800	\$6,120	\$5,510
Half page	\$2,300	\$2,000	\$2,070	\$1,860

### Premium placements excluding GST (before 25% sponsor discount, full page only)

POSITION	1 Issue	Multi 3+	Member 1 Issue	Member Multi 3+
Back cover	\$4,200	\$3,600	\$3,780	\$3,410
Inside front cover	\$4,030	\$3,450	\$3,620	\$3,270
Inside back cover	\$3,850	\$3,300	\$3,470	\$3,120



NSW/ACT Awards 2018 – Westconnex Concord Rd to M4 West On-Ramp



SA Awards 2018 – Coopers Brewery

## Enquiries

### Advertising Sales

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### Subscriptions

**Philomena Antao**

Australian Steel Institute

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## SPONSORSHIP TERMS AND CONDITIONS

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the conference and all prices in this document are exclusive of the GST. GST is calculated at date of publication. The Australian Steel Institute reserves the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Sponsorship entitlements will be allocated on receipt of a signed booking form.
3. A letter of confirmation will be provided to confirm the booking, together with a Tax Invoice for the total amount payable.
4. All monies payable must be received prior to the agreement taking effect. No entitlements will be delivered until full payment and a booking form has been received.
5. Any amendments to the sponsorship package or agreement will only be considered valid if made in writing.
6. Sponsors by completing and returning the booking form acknowledge their responsibility for costs
7. The Australian Steel Institute reserves the right to modify sponsorship entitlements to better serve the event, sponsor, or institute.
8. Sponsorship may be cancelled by either party provided written notice is received. The following cancellation fees apply:
  - Cancellation between 120 – 90 days prior to the event, will incur a 25% cancellation fee
  - Cancellation between 89 – 60 days prior to the event will incur a 50% cancellation fee
  - Cancellation between 59 – 0 days prior to the event will incur a 100% cancellation fee

WA Awards 2018 – Optus Stadium





## SPONSORSHIP BOOKING FORM

Please print this form, complete and send via email to: [julief@steel.org.au](mailto:julief@steel.org.au) Please copy the relevant ASI State Manager in on the email. **Enquiries: 02 8748 0180**

SPONSORSHIP LEVEL	PRICE (\$) INC GST	CHOICE (TICK BOX)
<b>STATE AWARDS</b>		
<b>EVENT SPONSOR</b>		
1 State Event (cost per State Event)	7,500.00	
3 State Events (cost per State Event)	5,000.00	
5 State Events (cost per State Event)	3,500.00	
<b>CATEGORY SPONSOR</b>		
1 Category	4,000.00	
3 Categories	3,000.00	
5 Categories	2,000.00	
<b>Your preferred Category:</b> <input type="checkbox"/> Buildings Large <input type="checkbox"/> Buildings Small <input type="checkbox"/> Engineering <input type="checkbox"/> Steel Clad <input type="checkbox"/> Young Achiever		
<b>NATIONAL AWARDS</b>		
Naming Partner	15,000.00	
Category Sponsor	7,500.00	
<b>Your preferred Category:</b> <input type="checkbox"/> Buildings Large <input type="checkbox"/> Buildings Small <input type="checkbox"/> Engineering <input type="checkbox"/> Steel Clad <input type="checkbox"/> Young Achiever		
<b>TOTAL AMOUNT PAYABLE BY 30 JUNE 2020</b>		
NOTE: (All pricing includes GST)		
<b>PAYMENT DETAILS</b>		
ACC NAME	Australian Steel Institute Ltd	
BANK	NAB	
BSB	082-330	
ACC NO	509434397	
<b>CONTACT DETAILS</b>		
COMPANY NAME		
CONTACT PERSON		
POSITION		
ADDRESS		
SUBURB	STATE	POSTCODE
TELEPHONE	EMAIL	

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