



National
Retail
Association

SPONSORSHIP PROSPECTUS

2019
NATIONAL RETAIL
AWARDS

ABOUT THE NATIONAL RETAIL AWARDS



The National Retail Awards began over 40 years ago with a goal to recognise and reward the hardworking businesses and individuals who lead and grow Australia's retail industry.

Formally known as the Rewards for Excellence, the National Retail Awards have enjoyed renewed popularity since rebranding in 2017.

The awards attract a high calibre of entries across up to 14 awards and have become Australia's premier retail industry gala.

AWARD GOALS

Provide a benchmark for businesses
Showcase retail talent on a national scale
Promote retail as a career
Opportunity to connect with like-minded retailers and businesses
Celebrate exceptional individuals in the industry

ACHIEVEMENTS

The National Retail Awards are the most successful event in the National Retail Association's calendar. Not only do they attract hundreds of entries and guests each year, the awards also generate significant media interest and act as a platform to boost the public profile of businesses and partners.

In 2018, the National Retail Awards achieved the following outcomes.

33%

Retail leaders

The percentage of attendees who were decision makers - including business owners, CEO's and executives.

324

Diverse attendance

The number of attendees present from over 75 Australian retailers and businesses.

42,000

Social media coverage

The number of impressions achieved through social media. The awards also reached over 40,000 subscribers via direct marketing.

Over \$40,000

Prizes

The total prize pool donated by partners including Roubler, Flight Centre, REST, NORA and more.

NRA STATS & FACTS

The National Retail Association is one of Australia's largest and most representative retail industry organisations, servicing more than 24,000 retail and fast food outlets across Australia and New Zealand.

We are dedicated to helping retail and service sector businesses navigate and comply with an ever-changing and highly competitive environment.



Influential industry body

The NRA is a trusted source of authority and leadership for the retail industry. We work closely with government, business, partners and businesses to advocate and impact positive change.

Media Coverage

The NRA attracts extensive media attention across print, digital and television. With over 40 appearances in mainstream media monthly, the NRA is the leading retail authority.

Member Engagement

The NRA maintains a highly engaged member base through regular communications and visits. Our weekly newsletter has an average open rate of 26%, making it 10% higher than the industry standard.



ABOUT THE AWARDS

Every year, the National Retail Association develops a comprehensive suite of category awards to reflect the most important and contemporary facets of the retail industry. Recognised as the pinnacle of retail achievements, the awards are a fantastic opportunity to align your company with both the wider retail industry, as well as, a targeted audience.



INDUSTRY SPECIFIC CATEGORIES

Each award category has been developed to recognise the various aspects of successful retail businesses. From Social Responsibility through to Customer Experience and Innovation - the awards capture the attention of all retailers.



EXPERIENCED JUDGES

Each year we work with a panel of esteemed judges. Selected for their involvement and expertise in retail and business, they provide impartial and insightful critique and work as advocates to help promote retail as a career.



EXTENSIVE MARKETING

Marketing for the National Retail Awards begins as early as January and runs for the entire year, with post-event marketing continuing to celebrate our winners and finalists. This means sponsors can take advantage of a full 12 months of multichannel marketing.



GROWING AUDIENCE

In 2018, entries out performed previous years by over 13%. This, combined with the success of the rebrand, means we expect entries to increase by another 20% in 2019.

AWARDS TIMELINE



1. MARKETING

Marketing for the awards begins in January, to generate interest in the categories and nominations, and continues for nearly 10 months including post-event media promotion. The multichannel marketing campaign includes weekly EDM's, social media, direct marketing and some traditional advertising. Sponsors are exposed across all marketing platforms for the entire duration, including solo eDMs and social media, depending on sponsorship level.

2. NOMINATIONS

Nominations open in early March and will be promoted via social media, eDMs and direct contact. The application process is online and challenges entrants to think deeply and strategically in relation to the operations of their specific departments. Sponsor logos also appear on category entry pages and throughout the nomination process.

3. FINALISTS

After the judging process finalists will be announced in early July. This announcement generates significant media coverage with main stream and industry specific outlets. All finalists receive a complimentary ticket to the awards dinner. Finalists for the Young Retailer of the Year and Store Manager of the Year, are also invited to the Future Leaders Lunch prior to the gala. This is an important opportunity to showcase up-and-coming leaders and network with sponsors and partners.

4. GALA DINNER

The culmination of months of hard work and patience, the Gala Dinner is a highly anticipated night of celebration and networking. Hosted on a rotating basis between Sydney and Melbourne, the 2019 Gala will be held in Sydney. Sponsors receive fantastic exposure from arrival through to wrap-up including the opportunity to present on stage.

SPONSORSHIP PACKAGES

The below sponsorship packs have been created to provide your business with the best possible exposure throughout the entire awards. Sponsorship begin at \$10,000 for Bronze level, however, we can also tailor each pack to your particular needs and budget.

GOLD	SILVER	BRONZE
Valued at \$50,000	Valued at \$35,000	Valued at \$20,000
Exclusive naming rights to a Category Award	Naming rights to a Category Award (2 sponsors per category)	Naming rights to a Category Award (2 sponsors per category)
Prize arranged for Category Award	Prize arranged for Category Award	Representative to present an award at Gala
Representative to present award at the Gala & 2 minute presentation	Representative to present award at the Gala	Logo featured on all communications and collateral related to awards
Logo featured on all communications and collateral related to awards	Logo featured on all communications and collateral related to awards	Live plug ins during opening and closing speech
Solo eDM to be sent to NRA members in relation to awards	Solo eDM to be sent to NRA members in relation to awards	5 standard tickets
Live plug ins during opening and closing speech	Live plug ins during opening and closing speech	¼ page advertising in Gala Program
Personalised gift to all attendees	Gift provided to all VIP attendees	2 complimentary tickets to Future Leaders Lunch
2 VIP tickets to CEO table	1 VIP ticket to CEO table	
10 Standard tickets with preferential seating	5 standard tickets with preferential seating	
Single page advertising spread in the Gala program	½ page advertising in gala program	
Major Sponsor and naming rights of Future Leaders Lunch	2 complimentary tickets to Future Leaders Lunch	
4 VIP tickets to Future leaders lunch		
VIP seating and presentation at Future Leaders Lunch		

Don't see what you're looking for?

All sponsorship packs can be customised to your needs! Just contact us to discuss.



FACE-TO-FACE CONNECTIONS



BRAND AWARENESS



NATIONAL MARKETING



BUSINESS NETWORKING



GOOD CAUSE



BUILD TRUST & STRENGTHEN RELATIONSHIPS



THOUGHT LEADERSHIP



MEMORABLE EXPERIENCE



SALES OPPORTUNITY

WHY GET INVOLVED?

“Winning the National Retail Association’s award has been undoubtedly one off the most rewarding awards Biome has received to date”

PREVIOUS SPONSORS

The National Retail Association is proud to have worked with a wide range of influential businesses to produce the National Retail Awards. Many of the sponsors listed below have been involved with the awards for a number of years and have enjoyed increased brand awareness and engagement with the retail industry through their involvement.

We look forward to adding your business to this list!

Rest

DYMOCKS

dymocks.com.au

AMERICAN EXPRESS

FLIGHT CENTRE®

intrustsuper
at your service

News Corp Australia

Westfield

SCCA

roubler.

GET IN TOUCH

Thank you for your interest in sponsoring the National Retail Awards. We look forward to the opportunity of working together on this exciting event and helping you grow your business within the retail and fast food industries!

To finalise your sponsorship, or ask questions, please don't hesitate to contact us via any of the below options.



Call 1800 RETAIL (738 245) to speak to our marketing and events team.



Send your query to marketing@nra.net.au and our marketing team will get back to you within 24 hours.



Visit our [website](http://www.nra.net.au) to find out more about the awards!





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