

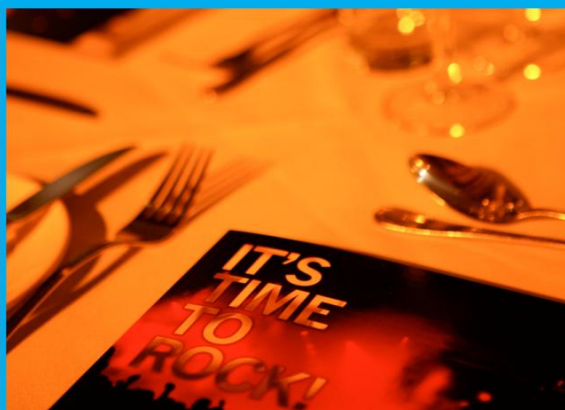
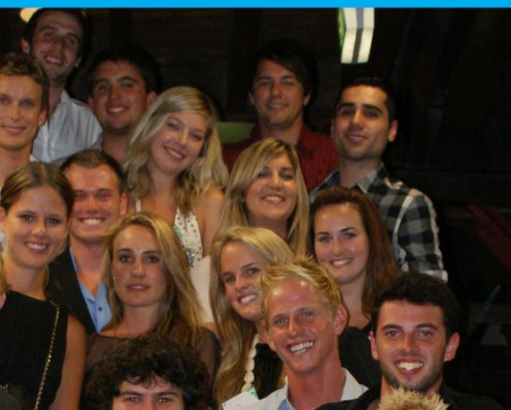
Sponsorship Opportunity



the
communications
council

SPONSORSHIP PROPOSAL

The Communications Council and Creative Promotions



About The Communications Council

The Communications Council is the peak body representing companies in advertising and marketing communications to industry, government, media and the public. It is a new organisation bringing together the Advertising Federation of Australia (AFA), Art Writers and Directors (AWARD), the Account Planning Group (APG) and the Australasian Promotional Marketing Association (APMA).

As the communications industry's not-for-profit peak body, the Council encompasses over 4,500 individuals from more than 200 agencies and consultancies.

The Council creates a footprint across the increasingly integrated world of creative, digital, healthcare, design, direct marketing, promotion, PR, plus creative production companies and strategic planning consultancies.

The new body combines the strengths, expertise and knowledge of the four organisations. Based on the concept of 'together stronger' it champions a proactive and united industry approach that faces up to the increasingly restrictive regulatory creep.

The Communications Council – Our Focus

The Communications Council brings the industry together through specialist forums to discuss issues associated with finance, healthcare, digital, creative and other issues associated with commercial creativity.

We provide specialized one-to-one advice for members in areas such as talent and tax issues, industrial awards and other legal issues. We help educate members on their obligations under the Trade Practices Act in relation to misleading and deceptive conduct in advertising and inform the industry on advertising codes and regulations.

The Communications Council also promotes the value of advertising through an extensive awards program including the Effies and the AWARD Awards. The awards program is central to raising the profile of outstanding creative and effective advertising work throughout every State and Territory.

We educate agency and marketing staff through AdSchool, AWARD School and Copy School. AdSchool develops and runs short courses in all disciplines of advertising, including account management, strategic planning, digital strategy and managing the agency business and is linked to universities across Australia.

In 2006, an Accreditation Program was introduced and designed to raise industry standards through Continuous Professional Development. This is an integral part of the Communications Council with over 80% members participating in the program.

The Communications Council was the first advertising body in the world to adopt a Code of Ethics and conducts regular workshops with members on ethical issues.

**APMA
STAR AWARDS**



PRESENTED TO
XXXXXXXXXX
2011/2012

THE OPPORTUNITY

We invite XXXXX to join us as a category sponsor of the **2012 Star Awards**.

The Star Awards were created to honour and generate both industry and public recognition of the outstanding efforts and accomplishments of both promotional and marketing agencies and promoters across Australia and New Zealand. Supported by the Australasian Promotional Marketing Association (APMA), the Star Awards reward and promote excellence in the area of promotional marketing, now a well recognised and highly valuable component of the total marketing mix.

2012 will mark the 7th year of the Star Awards program. Each year interest in the awards grows with entry numbers and attendees to the event increasing annually. In 2011 over 300 people attended the awards night at Sofitel Wentworth, Sydney and we are confident there will be further growth in 2012 with greater entry numbers and increased ticket sales for the awards presentation night.

This proposal details the networking and branding opportunities available for your involvement.

For further details or enquiries, please contact Jo Libline, Events & Sponsorship Manager, The Communications Council.

We look forward, in anticipation, to your participation in this premier annual event.



THE PROGRAM

The Star Awards program consists of a 6 week Call for Entry period, a 4 week online judging process involving almost 40 marketing professionals including Senior Client personnel, Creative Directors and Agency principals, concluding with an awards presentation night on 28 June, 2012.

Call for Entry

Entry is open to all APMA member agencies, Promotional, Direct Marketing and P.R Agencies and Consultancies, Advertising Agencies and clients throughout Australia and New Zealand.

Entries are submitted online through the official APMA Star Awards online site.

The Call for Entry opens in February and closes in late March.

The Event

Gold, Silver and Bronze category winners will be announced at the Star Awards dinner to be held on 28 June, 2012. The format will include a 2-part award presentation, a sit-down dinner and post-dinner entertainment. An after party will be held at an alternate venue.

The 2012 Star Awards program is managed by the Communications Council, in conjunction with APMA committee.



SPONSORSHIP ENTITLEMENTS

- Logo placement on advertisements promoting the event that will appear in AdNews, the media partner for the awards
- Logo placement against sponsored category in AdNews winners liftout handed out to attendees on event night and included in full run of AdNews the following day
- Logo placement on all digital correspondence regarding CFE and event that is emailed to APMA database throughout promotional awards campaign
- Sponsor recognition by MC and APMA representative on awards night
- Logo placement on sponsor signage at event
- Category sponsor recognition in AV presentation
- Logo on trophies for the sponsored category
- Sponsor representative to present trophy to category Gold winner on stage
- 4 x tickets to attend the award presentation dinner
- Opportunity to network with 400 + attendees from the promotional marketing industry on the night
- This is a great opportunity to see what is happening in the marketplace and a way to network with clients
- Opportunity to profile your business with a link to your website in a Communications Council newsletter which is distributed to over 3,000 industry people.
- Category sponsorships are non exclusive i.e. more than one law firm etc

Category Sponsorship Investment \$4,000 + GST

