



# 2022 ASTW AWARDS FOR EXCELLENCE SPONSORSHIP

It is my great pleasure, on behalf of the Board of the Australian Society of Travel Writers, to invite your organisation to support and contribute to the 2022 ASTW Awards for Excellence.

This year the awards gala dinner will be held in the Tweed Region of NSW on the final evening of the ASTW's annual convention from November 4 - 6, 2022.

This gala dinner is always a convention highlight and an excellent opportunity for your organisation to feature prominently. It is a highly popular event with strong competition for the 20 award categories for travel writers, photographers, PR members and digital publishers.

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

Kind Regards,

*Caroline Gladstone*

Caroline Gladstone,  
President  
Australian Society of Travel Writers Inc. (ASTW)



+61 2 9431 8663



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



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

# SPONSORSHIP BENEFITS

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 convention brochure
- ✓ Extensive branding throughout the awards gala dinner, including but not limited to media wall, order of ceremonies and award presentation
- ✓ Your company featured as sponsor in ASTW Member Newsletter
- ✓ Social media exposure across multiple platforms including Twitter, Facebook and Instagram
- ✓ Dedicated news piece announcing sponsorship via ASTW communication channels and inclusion in convention press releases, where relevant
- ✓ Inclusion in all press releases, website news and member newsletter announcing award winners
- ✓ Your logo on ASTW website with hyperlink
- ✓ Presentation of award to the winner at the gala dinner and one complimentary ticket to attend the gala dinner (additional travel costs will apply)
- ✓ First refusal as sponsor of the award category the following year

## ADDITIONAL BENEFITS FOR PLATINUM CATEGORY SPONSORSHIP:

- ✓ Dedicated sponsor page on ASTW website, including logo with hyperlink to your company page
- ✓ Presentation of award to winner at gala dinner with 2-minute speech to showcase your organisation
- ✓ Premium position in all convention collateral including convention brochure
- ✓ Two complimentary tickets to attend the awards gala dinner in the Tweed (additional travel costs will apply)

## 2022 PLATINUM AWARD CATEGORIES

**SOLD** Travel Writer of the Year

Cost: \$5,500 + GST per award, plus prize valued at \$500+

Travel Photographer of the Year

## 2022 AWARD CATEGORIES

Cost: \$2,750 + GST per award, plus prize valued at \$500+

**SOLD** Best Australian Travel Story under 1000 words

**SOLD** Communicator of the Year

**SOLD** Best Australian Travel Story over 1000 words

**SOLD** Best Accommodation Story

**SOLD** Best International Travel Story under 1000 words

**SOLD** Best Sustainable Travel Story

**SOLD** Best International Travel Story over 1000 words

**SOLD** Best Travel Blog Post

**SOLD** Best Immersive Travel Story

Best Trade & Tourism News Story

**SOLD** Best Aussie Road Trip Story

Best Travel Photo

**SOLD** Best Food and Beverage Travel Story

Best Family Travel Story

Best Instagram Photograph

Best Destination Guide (\*New)

Best Nature/Wildlife Story

Best Travel Video (\*New)

**Support the travel industry with this exciting sponsorship opportunity**

To secure your chosen award category, complete the sponsorship agreement form or for more information, please contact the ASTW Secretariat.

+61 2 9431 8663    secretariat@astw.org.au

**AWARD CATEGORY:**

**PRIZE DESCRIPTION:**

Each sponsor is requested to please provide a prize with a minimum AUD \$500 value. Examples of previous prizes include gift cards, hotel accommodation, flights, domestic and international holidays.

**PRIZE VALUE:**

**COMPANY NAME:**

**CONTACT PERSON:**

**EMAIL:**

**ADDRESS:**

**PHONE:**

**COMPANY PROFILE:**

### AWARDS FOR EXCELLENCE GALA DINNER

Will you or a company representative attend the 2022 Awards for Excellence Gala Dinner at Peppers Salt Resort and Spa on November 5, 2022? Gala dinner tickets can be purchased by contacting the ASTW Convention Manager.

Yes If yes, please advise name of person attending:

No If no, please nominate an ASTW member to present the award on your behalf:

PLEASE SIGN AND DATE BELOW TO INDICATE YOUR AGREEMENT TO SPONSOR A CATEGORY IN THE 2022 ASTW AWARDS FOR EXCELLENCE.

**SIGNATURE**

**DATE**

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