

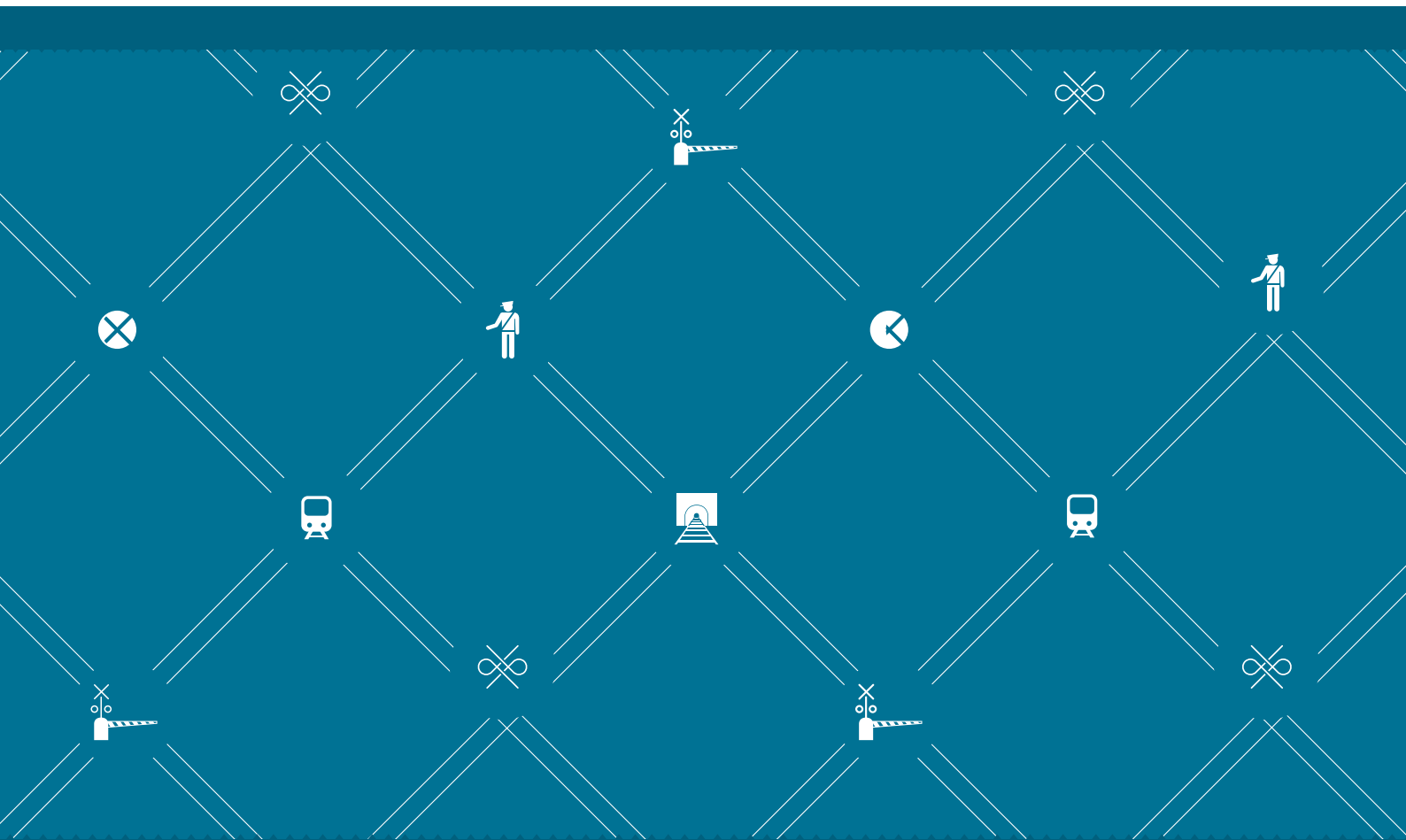


AUSTRALASIAN RAIL

INDUSTRY AWARDS

MELBOURNE 2016

SPONSORSHIP PROSPECTUS



railindustryawards.com.au

About the Awards

The Australasian Rail Industry Awards will be held on **Thursday 7 July 2016 at the Crown Towers Melbourne.**

The Awards are the rail industry's premier event recognising the outstanding achievements by individuals and organisations across Australia and New Zealand.

Proceeds from the event will go towards the TrackSAFE Foundation, a registered Harm Prevention Charity established by the industry to endeavour to reduce near collisions, injuries and fatalities on the rail network resulting from suicide and reckless behaviour.

The Awards will provide a sponsoring organisation with a unique and valuable marketing and networking opportunity. This is your event.

400 delegates are anticipated to attend, with audience members comprised of industry CEOs, senior rail freight, passenger and supply chain managers, emerging young talent from the industry, and Members of Parliament. We invite you to throw your support behind this important leading award event. If your company wants to look for new ways to support rail and the people working in it, as well as encourage innovation and leadership, then this is your event.

We are delighted to announce that Shane Jacobson, award winning actor, presenter and entertainer, will be Master of Ceremonies for the 2016 event (arrangements for Shane's appearance were made through Celebrity Speakers www.celebrityspeakers.com.au).



This Prospectus contains details on the three sponsorship packages available. These opportunities are strictly limited, so we encourage you to act now and express your interest in participating in the Australasian Rail Industry Awards.

About TrackSAFE trackSAFE™ FOUNDATION

TrackSAFE is the only harm-prevention charity in the world established in Australia and New Zealand to address the issue of suicide and incidents on the rail network.

It works to improve education and awareness around railway level and pedestrian crossing safety. Providing best practice in trauma counselling and management to rail employees across Australasian rail operators is another key focus.

By taking a national, all-industry approach TrackSAFE aims to build on existing programs and initiatives, spread best practice across operators, and bring wider public attention to these issues.

TrackSAFE - Working together to save lives. Visit www.tracksafefoundation.com.au or www.tracksafe.co.nz for further information.

Organising Committee

The Awards have been organised by the rail industry for the rail industry. Members of the Organising Committee include:

- Railway Technical Society of Australasia (RTSA)
- Rail Track Association Australia (RTAA)
- Australasian Railway Association (ARA)
- Rail Tram and Bus Union (RTBU)
- Institution of Railway Signal Engineers (IRSE)
- Permanent Way Institution (PWI)



Reap the Rewards

- Build brand awareness with up to six months of publicity throughout the region.
- Reach your target audience – the awards are expected to generate huge interest from the Australasian rail transport community.
- Be seen as supporting the industry and the people working in it.
- Benefit from a customised sponsorship package to suit your individual business needs.
- Receive dedicated support from our committed team throughout the Australasian Rail Industry Awards campaign.

Awards Categories

The Awards are open to all individuals and companies contributing to the Australian and New Zealand rail industries. Below are the listed categories available for sponsorship in 2016:

- Career Achievement
- Customer Service
- Innovation and Technology
- Safety
- Suppliers Export Achievement
- TrackSAFE Foundation
- Workforce Diversity
- Young Rail Professional

Your sponsorship package is designed to complement your existing marketing mix allowing you to generate up to six months of publicity throughout the region and gain direct access to top decision makers within the Australasian rail community.

Award Sponsorship Table

Please find below the breakdown of the three sponsorship packages available and their aligned costs.

Sponsorship package	Cost (incl. GST)
Platinum sponsor (exclusive)	\$25,000
Gold sponsor	\$15,000
Category sponsor	\$7,500*

* Previous category sponsors receive discounted offer.

The Packages

Exclusive Platinum Sponsor - \$25,000 (incl. GST)

This sponsorship package is exclusively available to one organisation, which will be acknowledged as the Platinum Sponsor throughout the lead up to, during and post the event.

Your organisation will benefit from the highest level of exposure and representation on offer at the Awards, including the following entitlements:

- Exclusive naming rights - Consistent reference to you as Platinum sponsor whenever the Awards are mentioned i.e 'The Australasian Rail Industry Awards', proudly sponsored by <your company>.
- You will be allocated a table of 10 placed in a preferential position at the awards ceremony. As a sponsor you will also be offered a 25% discount on extra tickets/tables if required.
- Your choice of one Award category sponsorship (subject to availability).
- Prominent logo exposure in the lead up to, during and post event including:
 - exclusive banner positioning on the stage;
 - on the Award website and in all electronic marketing material, including a company profile and link to your website;
 - on the video screens at regular intervals during the event;
 - one freestanding banner displayed at entrance to the Awards room; and
 - your company logo will be featured in the official Awards Program as well as the guest list which is distributed to all guests on the evening.
- Exclusive pre-dinner cocktails and canapés for invited guests.
- A nominated senior executive from your company will be invited onto the stage to welcome guests and profile your company in a three minute speech.
- Acknowledgement as Platinum sponsor in all printed and electronic publications.
- Verbal acknowledgement throughout the duration of the event by the MC.
- Use of Awards logo until the date of the 2017 Awards event is announced and your sponsorship is reviewed.
- A 15% discount on the same sponsorship package for the 2017 event.

~~Exclusive Gold Sponsor - \$15,000 (incl. GST)~~ This package has been secured by our Gold Sponsor.

As the Gold sponsor, your organisation will benefit from an excellent level of exposure. You will enjoy a strong alignment with the Awards through the many opportunities for branding and exposure throughout the entire course of the event – pre, during and post.

Your entitlements will include:

- An allocated table of 10 placed in a preferential position at the awards ceremony.
- A 50% discount on one of the Award category sponsorship packages (subject to availability).
- Prominent logo exposure in the lead up to, during and post event including:
 - on the Award website and in all electronic marketing material;
 - a company profile and link to your website on the Awards website;
 - on the video screens at regular intervals during the event;
 - one freestanding banner displayed at entrance to the Awards room; and
 - your company logo will be featured in the official Awards Program as well as the guest list which is distributed to all guests on the evening.
- Verbal acknowledgement throughout the duration of the event by the MC.
- Use of the Awards logo until the date of the 2017 Awards event is announced and your sponsorship is reviewed.
- A 10% discount on the same sponsorship package for the 2017 event.

Category Sponsor - \$7,500 (incl. GST)

As a category sponsor your organisation will benefit from a strong alliance with the event's selected award category. Your sponsorship will also demonstrate the strong support and emphasis your organisation places on this particular area of business. Sponsors can provide their support financially or in kind (In kind sponsorships will be considered and are to be negotiated with the organising committee).

- Two (2) complimentary tickets to the event.
- Prominent promotion of your company logo in the lead up to, during and post event including:
 - logo or company name engraved on the awards trophy;
 - on the Award website, acknowledged as a category sponsor with a hyperlink to your company website;
 - logo featured in the official Awards Program; and
 - on the video screen during the presentation of your Award.
- Acknowledgement as category sponsor in written material, both printed and electronic.
- Verbal acknowledgement by MC for your category, MC to provide brief company profile.
- A nominated company representative will be invited up to the stage to present the Award to the winner.
- Seating in prominent position within the room.

Terms & Conditions

1. Sponsorship will be allocated only on receipt of a signed Booking Form and Booking Terms & Conditions. Written confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The full balance is due and payable by Friday 10 June 2016. Applications received after Friday 10 June 2016 must make payment in full.
2. All monies due and payable must be received (and cheques cleared) by the ARA prior to the event. No organisation will be listed as a Sponsor in any official material until deposit and a booking form have been received by ARA.
3. CANCELLATION POLICY: In the event of cancellation, a service fee of 50% of total fees applies for cancellations prior to Friday 10 June 2016. No refunds will be made for cancellations after this date.
4. Sponsorship entitlements including organisation logo promotion will be delivered upon receipt of the required deposit/full payment.
5. No sponsor can be nominated for an award in the category they are sponsoring.

Yes, I have read and agreed to the conditions of sale above.

Name: _____ Job Title: _____

Company: _____

Signature: _____ Date: _____



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SPONSORSHIP BOOKING FORM

Before filling in the booking form, please contact Janet Cameron at the Australasian Railway Association to check that your preferred option is available for you to book.

Please fill in your nominated package/s and complete this form with your contact details. Please make sure you read through the terms and conditions as specified on the previous page.

Once completed please return this form to Janet Cameron via:

A: PO Box 4608, Kingston ACT 2604
 F: +61 2 6273 5581
 E: jcameron@ara.net.au

SPONSOR DETAILS

Name: _____
 Position: _____
 Company: _____
 Address: _____
 Address 2: _____
 Phone: _____
 Email: _____
 Signed: _____

METHOD OF PAYMENT

Payment can be made by credit card, EFT or cheque.

Credit Card EFT Cheque

SPONSORSHIP PACKAGES

(inclusive of GST)

PLATINUM SPONSOR	\$25,000
GOLD SPONSOR	\$10,750
CATEGORY SPONSOR	\$7,500

CATEGORY

PREVIOUS CATEGORY SPONSOR Discount

Payment

CREDIT CARD*

Visa Mastercard

Cardholder's Name: _____
 Card Number: _____
 Expiry: _____
 Amount (\$AUD): _____
 Cardholder's Signature: _____

*AMEX not accepted

EFT PAYMENT

BSB: 082 980 Account Number: 636343615
 Account Name: Australasian Railway Association

CHEQUE

Please make cheques payable to:
 Australasian Railway Association