



12 March 2009

The Norfolk Island Tourism Awards is an initiative developed by the Norfolk Island Tourism. The process for the Awards has been adapted from guidelines used internationally, and is designed to reward entrants that demonstrate superior levels of business excellence and quality. The two preceding year's Awards proved to be a great success with entries across all industries on Norfolk Island.

Through the Awards program we improve the standards of businesses and services in the tourism industry, and provide motivation for better business practices and customer service.

The Tourism Awards is the ultimate award for recognition in business excellence on Norfolk Island, and the Awards evening is the premiere event that celebrates the industry's achievements.

We would like your organisation to become a partner in 'The 2009 Norfolk Island Tourism Awards'. The high profile of your organization, and your close association with businesses on Norfolk would parallel what we are trying to achieve.

The Awards Implementation team look forward to your consideration of our sponsorship proposal and to assist you with your decision, we have provided you with our sponsorship package as an attachment to this correspondence. We look forward to your presence as a guest at the gala dinner on Monday, 09 November, 2009.

Please contact Morgan Evans on (+6723) 22114 or [borrys@norfolk.nf](mailto:borrys@norfolk.nf) for further assistance or confirmation of your participation.

Yours sincerely

*David Buffett*

David Buffett  
Tourism Awards Team

*Wally Beadman*

Wally Beadman  
Chairman, Norfolk Island Tourism



NORFOLK  
ISLAND

	<p style="text-align: center;"><b>Gold Sponsorship</b></p> <p style="text-align: center;"><b>\$1000.00</b></p>	
	<p>12 MONTHS EXPOSURE IN THE Norfolk Island WEBSITE WWW.NORFOLKISLAND.NF</p>	
	<p>RECOGNITION IN THE PRESS:</p> <ul style="list-style-type: none"><li>• RECOGNITION IN THE WEEKS UP TO THE PRESENTATION EVENING IN THE NORFOLK ISLANDER AND NORFOLK WINDOW.</li><li>• MENTION IN RADIO ADVERTISING AND RADIO INTERVIEWS.</li><li>• EXPOSURE OF YOUR COMPANY THROUGH THE TELEVISED EDITION OF THE PRESENTATION EVENING.</li></ul>	
	<p>USE OF TOURISM AWARDS SPONSORSHIP LOGO FOR 12 MONTHS.</p>	
	<p>ON THE PRESENTATION EVENING:</p> <ul style="list-style-type: none"><li>• FULL 3 COURSE DINNER FOR 2</li><li>• YOUR COMPANY LOGO ELECTRONICALLY DISPLAYED ON THE PRESENTATION EVENING</li><li>• HAVING THE PLEASURE OF PRESENTING THE TROPHIES TO THE WINNER.</li><li>• SPACE FOR PROMINENT ADVERTISING OF YOUR COMPANY AT THE VENUE TO BE SUPPLIED BEFORE.</li></ul>	
	<p>RECOGNITION IN THE PROGRAM AND SOUVENIR BOOKLET</p>	

The contribution from those who agree to partner with Norfolk Island Tourism as sponsors of our 2009 Norfolk Island Tourism Awards' will be used to assist with the costs of running the program – trophies, bringing in of an independent judging panel, the awards evening including dinner, a guest speaker, and entertainment.

Businesses or individuals can also donate goods or services for lucky door prizes for use at the Awards presentation dinner, or assist with advertising of the event, or help with printing, or in any other way and in doing so they will be recognised in the official program.

## **Awards categories**

**Sponsors** can choose from the 14 categories below. Sponsors are able to sponsor as many categories as they wish.

1. Attractions
2. Environment, history and heritage
3. Tour or activity
4. Festival or event
5. Food and Beverage Casual Dining
6. Food and beverage Formal Dining
7. Standard Accommodation up to 3.5 Stars
8. Deluxe Accommodation 4 Stars
9. Luxury Accommodation 4.5 and above Stars
10. Retail
11. New Business
12. Tourism support services (Marketing, media, professional, trade, technical and other services that enhance the industry)
13. Transportation Services
14. Wholesaler

## **Who will be entering the awards?**

A business is eligible to enter if it has been established and trading in its current form for more than 12 months at the time of submitting an entry. If the entry relates to a specific project, it must have been completed and fully implemented during the last 12 months. There will also be a special category for the best new business, or a business that has come under new ownership, or a new event, that has been established in the 12 months July – June. (Note: An awards sponsor will not be eligible to compete in the category that they are sponsoring)