



Ordinary Council Meeting 14/12/21

Item 12.4 refers

Attachment 6

**29th Belmont Small Business
Awards 2022 Sponsorship Proposal**

Creating opportunities





29th Belmont & Western Australia Small Business Awards Partnership Opportunities 2022

The Belmont & Western Australian Small Business Awards project has been conducted by the Belmont Business Enterprise Centre Inc. (BEC) since 1994 and has been the launching pad for many past state and national business award winners. Belmont & Western Australia Small Business Awards attracts a wide coverage of media interest and corporate support and has been held in high esteem within the local Perth community for their integrity and creditability with judging, quality submissions and the recognition the awards bring to businesses that strive for business excellence.

The 29th Belmont & Western Australian Small Business Awards will be launched April/May 2022 and conclude with a presentation evening of award winners and finalists to be staged October 2022.

Over 460+ people attended the 2021 'A Night of Stars' Awards function in the Grand Ballroom of the Perth Exhibition & Convention Centre, on 28th October. The welcome address was delivered by City of Belmont Mayor Cr Phil Marks, VIP's and guests included; Minister for Emergency Services, Racing, Gaming, Small Business & Volunteering, Hon Reece Whitby MLA; Member for Victoria Park, Hannah Beazley MLA; Member for South Perth, Geoff Baker MLA; Her Honour Judge Natalie Whitby, Consul General India, Dantu Charandasi & Commercial Consul of India, Naresh Sharma; Hon Consul Slovakia, Chair of Belmont BEC Paul Faix; Hon Consul of the Republic of Mauritius, Ian Whitaker; Hon Consul of the Philippines, Virma Symons; City of Belmont councillors Cr George Sekulla, Cr Margie Bass, Cr Bernie Ryan, Cr Jenny Davis, Cr Natalie Carter; City of Bayswater Deputy Mayor Catherine Ehrhardt; City of Cockburn Cr Chontelle Stone; TCF WA Inc Chair Irving Lane; The Australian Asian Association of WA, President Marlene Burnaby; Combined Small Business Alliance of WA Inc. Chair Les Marshall; Business & Professional Women, WA State President Sandra Cook; BPW Belmont President Kathryn Yew; Afghan Young Leaders, Chair Maria Aziz; Racing & Wagering WA, David Hunter; AusIndustry WA, Brett Duane; Australian Indian Business Association, Chair Kamlesh Patel; WA Vietnam Business Council, President David Morgan; National Chamber of Exporters of Sri Lanka, Kapila De Silva.

Entertainment was provided by performers Charndee Kaur & Nazrul Islam from Expedition the Musical Journey, Artist Sarasa Krishnan, Sarasso and Music Maestro Dr. Subramaniam, with Ken Hayward and Jordan Hayward presenting the Welcome to Country. The WA Designer Showcase parade wowed all in attendance with fashion designs from Kirrikin, Silverstar Designs, Bantu Fashion, Zolotas Australia Bridal, Karen Elizabeth Young and CIZZY Bridal Australia with an India Textile Display was presented by Colourspirit. MCs for the 'Night of Stars' evening included Belmont BEC Patron Louise Percy & Past Belmont BEC Board Member Hannah Beazley.



The Belmont & Western Australia Small Business Awards event has continued to attract supporters and entrants from across Western Australia with the Awards providing recognition in over 24 small business award categories.

2021 Award Winners and Sponsors can be viewed at www.belmontbec.com/awards

City of Belmont 2022 Award Major Sponsor Partnership benefits will include:

- Listing as shared major sponsor on all promotional material, online, print, media
- Name and logo on 4,500 full colour award entry forms distributed across Western Australia
- Award entry form booklet posted to businesses located within the City of Belmont
- 'Best New Business Award' Category for businesses located within the City of Belmont
- Extensive marketing, promotional online campaign to all businesses in the City of Belmont

- 10 VIP Invitations to the Official Launch of the Business Awards in April/May
- Opportunity to host 100+ VIP's and Business Community leaders to the City of Belmont Civic Centre for Official Launch of Awards.
- Opportunity for the Mayor to provide Official Welcome at the Launch and a City of Belmont Business Update and announce City of Belmont Award Category at Awards Launch.
- Opportunity for the Mayor to provide Official Welcome at the Awards Presentation Event in October
- 10 VIP event tickets and Table Logo to Award Presentation 'A Night of Stars' Event in October
- Opportunity to announce your winner and present award plaque at Awards Presentation night
- Award night multi-media presentation including your name and logo at Launch & Awards Night
- Award filming of your category presentation
- Photograph of you & your winner's presentation featured on Awards web site – min 2 years
- Banner signage display at the Awards event and official Awards launch
- City of Belmont major sponsor blurb included in the Awards Entry Booklet and Official Program.
- Opportunity to provide City of Belmont Promotional material distributed in our winners and guests 'showbags' and, also provide City of Belmont logo showbags.
- Pre and post show media releases and advertorial features – launch & award event major feature
- Inclusion as Major Sponsor in all category media releases across all award categories
- Promotional speaking opportunities at Belmont BEC events

Major Sponsorship - 29th Belmont & WA Small Business Awards 2022

Includes one category - \$39,000 (Best New Business category, excl gst)

Including two categories - \$43,000 (based on category availability, excl gst)

Including three categories - \$47,000 (based on category availability, excl gst)

Final Closing Date: 31st January 2022



About Belmont BEC

Belmont BEC | BEC Global is a non-profit community organisation established in 1994, providing training and mentoring support services to over 29,000+ individuals in Australia to start or improve their small business and is a specialist in virtual business incubation. Belmont BEC has originated a large range of well-known projects and programs for the benefit of its small business clients that have included the annual Belmont & Western Australian Small Business Awards, Designedge Innovation Festival, TCF Resource Centre WA, Multicultural Business Support Services, WA Racing Industry Project, Belmont Clothes Library, BPW Business Incubator Online Projects, Migrant Small Business Support, Disability Employer Awareness Project and MY Business Incubator Cyber Security Training & Mentoring. www.belmontbec.com

The centre provides low cost and no cost training for small businesses in Belmont & Perth Metro, WA & beyond via workshops, webinars and one to one mentoring. Sponsors and supporters for various programs and projects at the Belmont BEC are vital for the continuation of small business support services and opportunities.

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