



2023 Sponsorship Opportunities



Introducing the new Sustainability Awards First Nation Logo

Over the years, the KAB NSW Tidy Towns and Sustainable Cities awards have seen many brand iterations, however this latest logo design proudly represents First Nation elements/motifs as our way to recognise the importance of so many incredible communities that have taken part in these awards along their sustainability journey.

Communities (circles) with strong connections to land and waterways and close relationships with other communities/meeting sites of importance (dots) in the local area.

www.kabnsw.org.au/sustainability-awards-nsw/

About KAB NSW



Keep Australia Beautiful NSW (KAB NSW) is the premier non-profit organisation leading behaviour change by engaging the community to continually improve our local environment.

Over our 40-year history we have built a state-wide network of dedicated businesses, community groups, councils, schools and individuals assisting our causes.

Keep Australia Beautiful NSW is proud to carry on a legacy of successful community programs and awards since 1981.

Our flagships Sustainability Awards Program is split into regional - Tidy Towns, and metropolitan - Sustainable Cities, components, with awards for each category presented at separate award ceremonies.



Sponsorship of the KAB NSW Sustainability Awards provides the opportunity for your organisation to position itself as a leader and innovator in your industry.

Sponsorship packages offer multi-channel exposure to disseminate your key messages through the awards process and events ceremonies, press coverage, e-newsletters and social media marketing, and aligns your business with meaningful sustainability initiatives.

Key Program Dates

Entries Open:	April 2023
Entries Close:	31 July 2023
Judging	Aug- Sep 2022
Sustainable Cities Awards Event	12 October 2023
Tidy Towns Awards Weekend	3 - 5 November 2023

Why sponsor?



BRANDING

Brand alignment with a leading and respected name in environmental sustainability.

Align with a category to reach your target audience and promote key messages.

Showcase your business as a leader in sustainability.



NETWORK

Leverage our association to discover likeminded customers and partners.

Connect directly to the audiences who matter to you.

Open doors to networking opportunities with political, business and community influencers.



REACH

Access a diverse range of organisations, councils, and individuals with your messages.

Receive publicity through media coverage about the Awards.

Access media and photo opportunities at the awards presentation events.

Our audience and reach



Social Media Followers

4,000



Event Attendees

500



People Associated with Awards

2,000



Webpage Views

11,500



E-Newsletter Subscribers

8,000



Number of Entries

200



Marketing Database

9,500



Total Audience

35,700

Tidy Towns



The NSW Tidy Towns Sustainability Awards began in 1981 and became national in 1990, evolving into an iconic national environmental sustainability program. It's likely you have come across a town proudly displaying a previous Tidy Town achievement.

A source of community pride and cohesion, the awards celebrate some of the most dedicated, passionate and colourful people across the country. They are all largely volunteers at the grass-roots of community environmental sustainable action.

Within the Tidy Towns Program there is the overall NSW Tidy Town Award, and the individual Category Award winners, which will be presented at the prestigious annual Awards Event which will be hosted by Scone in the Upper Hunter region of NSW, the NSW Tidy Towns 2022 overall winner.

2023 Tidy Towns Categories

- Litter Prevention
- Resource Recovery & Waste Minimisation
- Circular Economy
- Communications & Engagement
- Bush Spirit
- Biodiversity Conservation
- Heritage & Culture
- Climate Change Mitigation & Adaptation
- Local Legends
- Sustainability in Agriculture
- Overall NSW Tidy Town Award



Sustainable Cities



The Keep Australia Beautiful NSW Sustainable Cities Sustainability Awards has been rewarding and recognising projects around litter, waste management, recycling and other environmental areas in metropolitan councils and urban communities since 1994.

The Sustainable Cities Awards inspire councils, communities, and businesses to make a genuine and lasting contribution to their area, with partnerships between local authorities, businesses, community groups, schools, and individuals.

Within the Sustainable Cities Program there is the overall NSW Sustainable City Award, which is award to a city council, and the individual Category Award winners, which are presented at the prestigious annual Awards Event which is hosted by the 2022 Sustainable City Winner, Randwick City Council, at the stunning Prince Henry Centre in Little Bay.

2023 Sustainable Cities Categories

- Litter Prevention
- Resource Recovery & Waste Minimisation
- Circular Economy
- Communications & Engagement
- Heritage, Culture & Community Spirit
- Biodiversity Conservation
- Liveable Cities
- Climate Change Mitigation & Adaptation
- Local Legends
- Sustainability in Business
- Overall NSW Sustainable City Award



Awards Categories

	<p>Litter Prevention Category Sponsor </p>	<p>Recognising outstanding achievements by an organisation in safeguarding local natural or built environments from litter.</p>
	<p>Circular Economy Category Sponsor </p>	<p>Awarding innovation and excellence in product stewardship, product design, resource recovery, and circular operations and planning.</p>
	<p>Resource Recovery & Waste Minimisation</p>	<p>Awarding innovation in resource recovery through educational communication campaigns and outstanding operational design and planning.</p>
	<p>Communication & Engagement</p>	<p>Celebrating programs that inspire environmental action by creating accessible, inclusive, educational and motivational communication campaigns.</p>
	<p>Liveable Cities <i>Sustainable Cities</i></p>	<p>Celebrating programs or projects that create a more beautiful, sustainable, mobile, and healthy urban environment where all communities prosper.</p>
	<p>Bush Spirit <i>Tidy Towns</i></p>	<p>Celebrating communities that successfully demonstrate strong community spirit and inclusion in the face of ongoing challenges.</p>
	<p>Heritage, Culture & Community Spirit <i>Sustainable Cities</i></p>	<p>Celebrating community projects that both enhance and protect indigenous and non-indigenous built, natural, or cultural heritage and contribute to an inclusive and collaborative community spirit.</p>
	<p>Heritage and Culture <i>Tidy Towns</i></p>	<p>Celebrating community projects that enhance and protect either our built heritage, natural heritage, or indigenous cultural heritage.</p>
	<p>Climate Change Mitigation & Adaptation Category Sponsor  </p>	<p>Celebrating leadership and innovation in adapting and strengthening resilience to the impacts of climate change.</p>
	<p>Biodiversity Conservation</p>	<p>Recognising outstanding achievements by an organisation in regenerating, conserving, or advancing scientific understanding of biodiversity.</p>
	<p>Sustainability in Business <i>Sustainable Cities</i></p>	<p>Awarding organisational excellence in embedding sustainable practices in long-term strategic planning, operations, and marketing.</p>
	<p>Sustainability in Agriculture <i>Tidy Towns</i></p>	<p>Celebrating producers, businesses or organisations that are taking steps to produce food and fibre in ways that conserve or regenerate biodiversity and/or reduce the environmental impacts of their operations.</p>
	<p>Local Legends</p>	<p>Celebrating individuals who demonstrate outstanding commitment to their environment and show leadership in pursuing collective goals.</p>



Category Sponsorship Packages

Sponsors will receive recognition across both the Tidy Towns and Sustainable Cities Awards Programs as well as at both awards ceremonies.

Investment starts at \$10,000 + GST and can be tailored to your budget and requirements.

Benefits include:

- Corporate logo and acknowledgement as sponsor for your chosen category.
 - Your company's name associated with the category name.
 - Inclusion in all relevant electronic communications (e.g. event invitations, awards promotions)
 - Corporate logo and acknowledgment on program material related to your selected category.
 - On the presentation slides relevant to the selected categories at the Awards Ceremony
 - On the Awards page of the Keep Australia Beautiful NSW website
 - Verbal acknowledgment at Award Ceremonies
- Invitation for your representative to present your Award Categories to the winner at the Award Ceremonies
- Two complimentary tickets to each Awards Event
 - Connect with political, business and community leaders and program participants.
 - Enhance relationships with councils, schools and community organisations across NSW.
- 2 x feature stories in the KAB NSW e-newsletter (Spring and Summer 2023 issues)
- Monthly posts on KAB NSW social media channels (up to December 2023). Posts can include sponsor profiles, details of the sponsored award category, highlights of previous winners of the selected categories, announcement of category winners, highlights from the awards event.
- Written inclusion in awards program media releases (estimated four)
- Invitation to provide additional relevant social media to be disseminated through KAB NSW channels (content to be approved by KAB NSW)
- Provision of a suite of KAB NSW image 'badges' for use on your company website, email signature, EDM communications and other use (in consultation with KAB NSW).
- Opportunity to place a pull-up banner in a prominent position at each Awards Event (sponsor is responsible for delivery, placement and removal of banners)

How to get involved

We treat our sponsors as business partners; we commit to the relationships we establish with a passionate and entrepreneurial approach to raising your corporate profile, generating credibility for your brand and connecting you directly with communities, industry and government.

When you partner with us, we work with you to develop a tailored package to suit your needs and aspirations, and to reach the right people with your key messages.



Next steps

To arrange a time to meet with our team to discuss your involvement with the KAB NSW Awards Programs please reach out to the KAB NSW Team.

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