



# LEADERSHIP EXCELLENCE AWARDS

A unique opportunity to partner with Australia's  
preeminent leadership advocacy organisation.



# AIM believes that Leadership Matters!

**For 75 years, AIM has been helping people become better managers, and managers become great leaders.**

As the peak body for managers and leaders we believe that leadership matters. This belief lies at the heart of everything we say and do. With more than 12,000 individual and corporate Members – and a further 5000 organisations that purchase from our diverse range of management and leadership products and tools – AIM is the go to organisation for professional managers and leaders. We believe that great managers and leaders make decisions that impact people’s lives and that this impact is felt well beyond the workplace.

With the right tools, resources, networks and focus, these decisions can – and do - have a positive impact on society.

This view is captured in AIM’s Vision:

**Better Managers.  
Better Leaders.  
For a Better Society.**

# AIM Sponsorship Advantage

**As the peak membership body for managers and leaders, your reach is far greater as we connect you to a wide range of industries and networks.**

AIM prides itself on being Australia's leading advocacy body for sound management and leadership practice. With that comes the opportunity to work with some of Australia's most highly respected businesses and business people.

Sponsorship with AIM will provide your company with the opportunity to share your message with our members and customers in a highly engaged and professional environment.

We like to partner with like-minded companies and organisations as sponsors, allowing us to combine our joint passions and strive towards similar causes.

AIM's database is extensive and expanding. It currently comprises more than 175,000 unique entries, including:

<b>Individual Members of AIM</b>	<b>11,000</b>
<b>Corporate Members of AIM</b>	<b>1,200</b>
<b>AIM customers</b>	<b>5,000</b>
<b>AIM database</b>	<b>100,000</b>
<b>Social Media</b>	<b>50,000</b>
<b>AIM Blog</b>	<b>2,500</b>



# LEADERSHIP EXCELLENCE AWARDS

2016

## Regional, State & National Finals

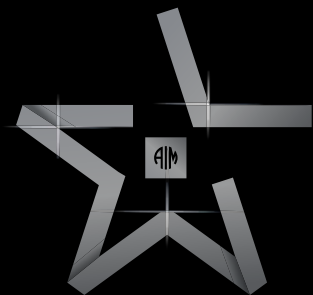
The AIM Leadership Excellence Awards (ALEAs) is the peak national awards ceremony that recognises and celebrates Australia's most outstanding managers and leaders. The awards showcase individual Stars who have made significant impacts and contributions to their community and organisations.

In 2015, we received a record number of nominations with over 520 nominees across the country with exceptional leaders from every career stage represented in the Awards program.

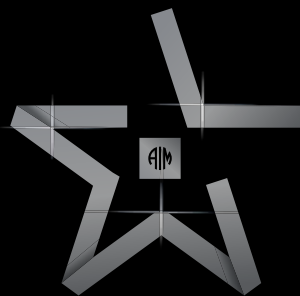
The 2016 ALEAs promises to be the biggest in the event's long celebrated history as we take the awards to a brand new level with invitations to present awards and speak to currently with the Office of the Prime Minister and all State and Territory Premiers and Chief Ministers. In addition, in 2016 we have introduced two new Leadership Star Awards: Not-for Profit & Community Leader.



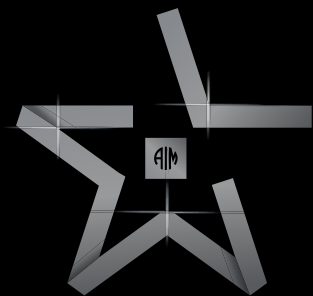
AIM Leadership Star  
Student



AIM Leadership Star  
Owner/Entrepreneur



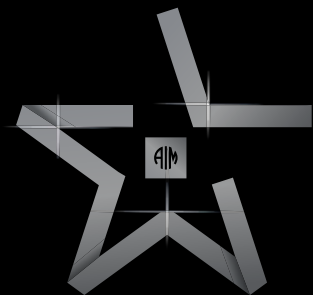
AIM Leadership Star  
Emerging Leader



AIM Leadership Star  
Leader/Manager



AIM Leadership Star  
Not-for-Profit



AIM Leadership Star  
Community Leader

# Event Format

Finals are conducted at both regional and state levels with state winners heading to the National Finals in Sydney to compete for the titles of **AIM Leadership Star of the Year** in each of their respective categories.

Each finalists goes through a rigorous process that includes nomination, formal application, assessment, reference checks and, finally, an interview by a panel of expert judges. This is just to make it through to the State Finals. A further interview is conducted by a second panel at the National Finals.

## 2016 Event Dates and Venues

### ALEAs Regional & State Finals

<b>Location</b>	There are likely to be up to nineteen regional and state finals in QLD, NSW, VIC, NT, TAS, and ACT.
<b>Date</b>	July, August, Sept and Oct
<b>Venue</b>	Various
<b>Time</b>	Registration 6.00-6.30pm Canapés & Drinks 6.30pm sharp to 8.30pm approximately.

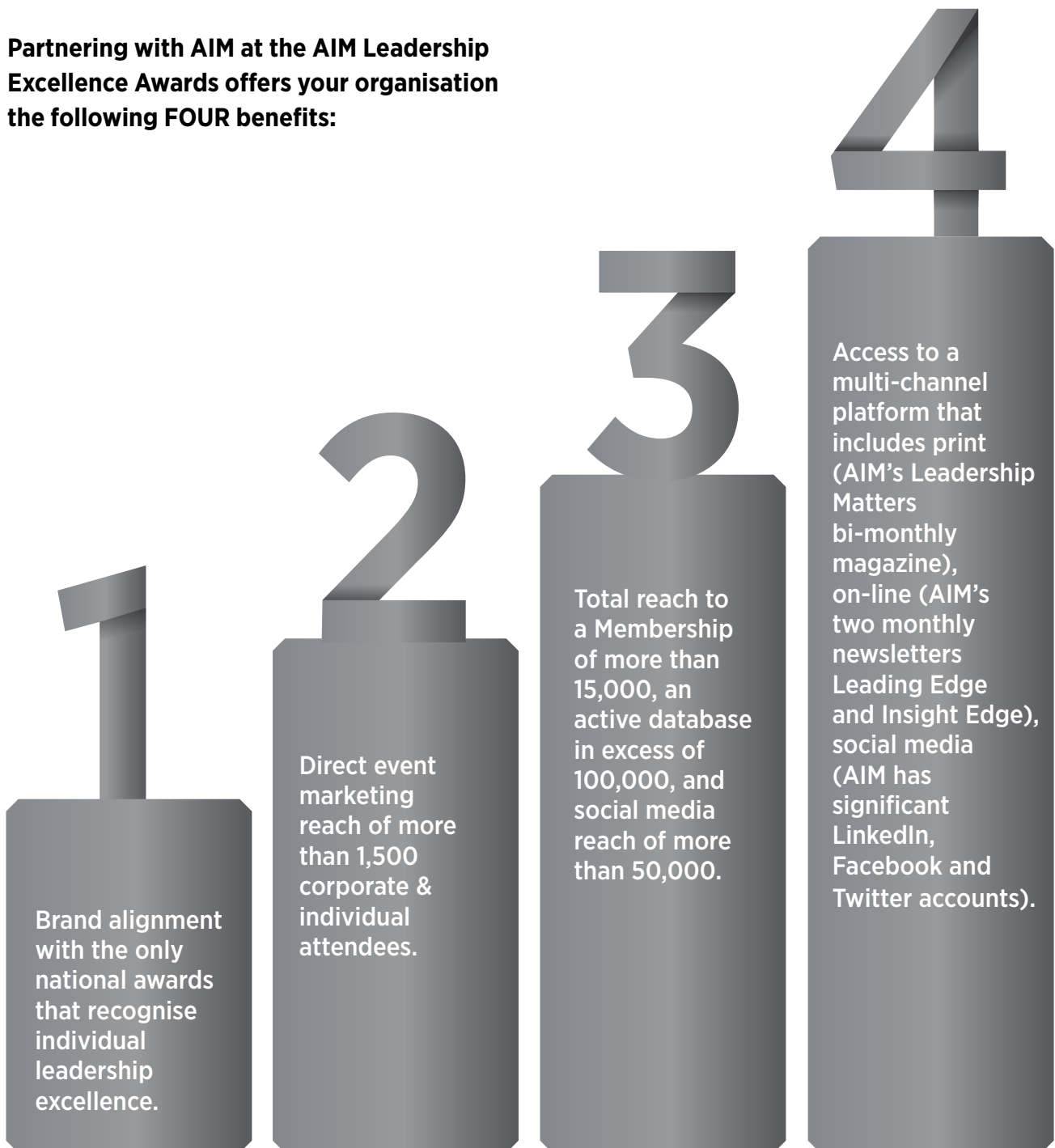
### ALEAs National Final

<b>Location</b>	Sydney
<b>Date</b>	October 2016
<b>Venue(s)</b>	To be confirmed
<b>Time</b>	Registration 6.30pm Gala Dinner & Drinks 7.00pm sharp to 11.30pm
<b>Attendees</b>	300 guests Up to 30 corporate tables of 10

# Does leadership matter to your organisation?

## Why not partner with AIM!

**Partnering with AIM at the AIM Leadership Excellence Awards offers your organisation the following FOUR benefits:**



# Partnership Opportunities

## Principal ALEAs Partner (ONE only)

### The Principal ALEAs Partner will receive the following benefits:

- Naming rights to ALEAs
- Four complimentary tickets to each State Final
- Twenty complimentary tickets to the National Final Gala Dinner (2 tables)
- Prime positioning of tables at State Finals and Gala Dinner
- Partnership rate for purchase of additional tickets to the State and National Final Gala Dinner
- Opportunity for two senior executives to attend a VIP (Sponsor and Key Guests) pre-dinner gathering prior to the National Final Gala Dinner
- Opportunity to make a 2-minute Principal Partner's address and present a 60-second promotional video at the State and National Final Gala Dinner
- Acknowledgement in the 'welcome' and 'thank you' sections of the final events formal proceedings with logo on screens during the Master of Ceremonies' speech
- Principal Partner Logo on publicity materials for state and national marketing campaigns
- Logo on publicity materials for State and National Finals including invitations, and programmes
- Prominent listing and placement of logo on the award website and events listings
- Identification as the Principal Sponsor in online advertising with logo and a link to Sponsor website
- Insert and logo placement identifying your company as the Principal Partner in ALEA associated listings for the full period of the agreement.

**Investment: to be agreed**



## Leadership Star of the Year Partner (SIX only)

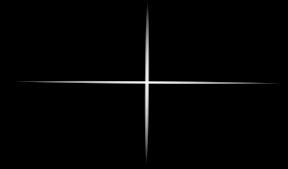
### Each Leadership Star of the Year category partner will receive the following benefits:

- Two complimentary tickets to each State Final
- Ten complimentary tickets to the National Final Gala Dinner
- Priority positioning of table at State Final and Gala Dinner
- Partnership rate for purchase of additional tickets to the State and National Final Gala Dinner
- Opportunity for a senior executive to attend a VIP (Sponsor and Key Guests) pre-dinner gathering prior to the National Final Gala Dinner
- Opportunity to announce the category award recipient at the State and National Final Gala Dinner and have photograph with the category winner receiving their award
- Opportunity to present a 30-second promotional video at the State and National Final Gala Dinner
- Acknowledgement in the 'welcome' and 'thank you' sections of the final events formal proceedings with logo on screens during the Master of Ceremonies' speech
- Display a pull-up banner at the State and National Final Gala Dinner
- Logo on publicity materials for state and national marketing campaigns on publicity materials for State and National Finals including invitations, and programmes
- Prominent listing and placement of logo on the award website and events listings
- Identification as the Star Sponsor in online advertising with logo and a link to Sponsor website
- Insert and logo placement identifying your company as the Star Sponsor in ALEAs associated listings for the full period of the agreement.

**Investment: \$40,000 per Star**

# Silver Partners

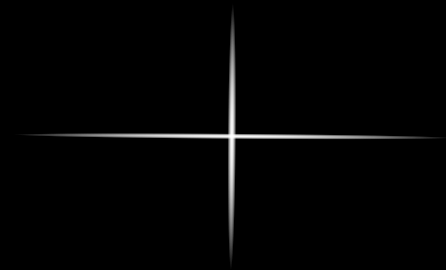
## Media, Technology, Creative & Events



### Each silver partner will receive the following benefits:

- Two complimentary tickets to each State Final event
- Six complimentary tickets to the National Final Gala Diner event
- Acknowledgement in the Master of Ceremonies' speech at each Excellence Awards event
- Sponsor logo displayed on the AIM website in association with advertising supported events, including a link to the sponsor's website
- Sponsor logo displayed on all marketing relating to each Excellence Awards event including e-marketing to AIM's contact list.
- Opportunity for a senior executive to attend a VIP (Sponsor and Key Guests) pre-dinner gathering prior to the National Final Gala Dinner
- Logo on publicity materials for state and national marketing campaigns
- Logo on publicity materials for State and National Finals including invitations, and programmes
- Logo listing and placement on the award website and events listings

**Investment: to be agreed**



## ALEAs Travel Partner (ONE only)

### The exclusive ALEAs Travel Partner will receive the following benefits:

- Two complimentary tickets to each State Final
- Six complimentary tickets to the National Final Gala Dinner
- Priority positioning of table at State Final and Gala Dinner
- Partnership rate for purchase of additional tickets to the State and National Final Gala Dinner
- Opportunity for a senior executive to attend a VIP (Sponsor and Key Guests) pre-dinner gathering prior to the National Final Gala Dinner
- Acknowledgement in the 'welcome' and 'thank you' sections of the final events formal proceedings with logo on screens during the Master of Ceremonies' speech
- Logo on publicity materials for state and national marketing campaigns
- Logo on publicity materials for State and National Finals including invitations, and programmes
- Logo listing and placement on the award website and events listings
- Identification as the Travel partner in online advertising with logo and a link to partner website
- Insert and logo placement identifying your company as the Travel Partner in ALEA associated listings for the full period of the agreement.

**Investment: Six return economy class tickets for State Finalists (approx. 30) to attend the ALEAs in Sydney. Plus state based travel for finalists on an as needs basis for State Finals (approx. 10 regional flights).**

# National Media Partner

The National Media Partner package has been designed to help build long lasting relationships and ensure excellent exposure in association with the event.

## The partner will receive the following benefits:

- Two complimentary tickets to each State Final event
- Ten complimentary tickets to the National Final Gala Diner event
- Acknowledgement in the Master of Ceremonies' speech at each Excellence Awards event
- Prominent display one stand-alone pull-up banner at each event in the AIM events schedule
- Sponsor logo displayed on the AIM website in association with advertising supported events, including a link to the sponsor's website
- Sponsor logo displayed on all marketing relating to each Excellence Awards event including e-marketing to AIM's contact list.

**Investment: to be agreed**

## Summary

The ALEA's offer your organisation the ideal opportunity to demonstrate your belief that Leadership Matters!

Partnering with AIM around these prestigious award celebrations offers the following benefits:

- Direct association with a series of renowned events to celebrate leadership excellence
- Visibility and exposure with National & State politicians and leaders, VIP's, Corporates, AIM Members and the broader management and leadership community
- Alignment with Australia's only Membership-based organisation that advocates for sound management and leadership practice
- Significant visibility across a suite of up to nineteen regional, state and national award events





Australian  
Institute of  
Management