

21ST ANNUAL  
**NSW HEALTH AWARDS**  
2019

# SPONSORSHIP PROSPECTUS





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June 2019

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# Delivering world class healthcare

NSW Health is the largest public health system in Australia, with more than 220 hospitals and over 117,000 dedicated full time staff. The largest employer in the southern hemisphere, we deliver world-class, innovative and contemporary healthcare for the people of New South Wales.

The Health Awards celebrate the excellence of our nurses, clinicians, allied health professionals, support staff and researchers, as well as the innovation and excellence in the delivery of health programs and services to the NSW community through the public health system. Over 175 award entries were received from across NSW in 2018.

The event provides a unique opportunity to reach a cross-section of health professionals working across the NSW public health sector including health managers, chief executives, board directors and clinicians from all local health districts across NSW.



*I want to say thank you to the team for organising an absolutely beautiful night. The event is the perfect setting that allows us to pause, take a moment to appreciate and thank each outstanding team from across NSW and join them to celebrate their achievements.”*

**2018 NSW HEALTH AWARDS ATTENDEE**



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# Audience

In November 2018, around 400 attendees came together to share expertise, celebrate achievement and look towards the future of health.

Attendees included NSW Health clinicians, chief executives, Local Health District (LHD) and Pillar representatives and sponsors.

With a new format placing more emphasis on networking, the 2019 event will bring together more than 600 health professionals from across the health system. This event is one of the largest networking opportunities on the NSW Health calendar and provides a showcase opportunity for sponsors.



*The award evening was very successful and a great networking opportunity. It was great to be part of an event that showcases the excellent work health care delivers across NSW."*

**2018 NSW HEALTH AWARDS ATTENDEE**



# About

## Date

Thursday 10 October 2019

## Venue

Hilton Hotel, 488 George Street, Sydney

## Time

Networking and finalist showcasing: 4:00pm – 6:00pm

Award ceremony: 6:00pm – 7:30pm

## Top three reasons to sponsor the 2019 NSW Health Awards

1. NSW Health Awards has a direct audience of up to 600 NSW health professionals and exposure to a workforce of 117,000 people – the largest employer in the southern hemisphere.
2. Present your organisation's sponsored award alongside senior NSW Health staff.
3. Advertise and promote your organisation pre, during and post NSW Health Awards.

# Sponsorship opportunities

We are offering a variety of sponsorship opportunities for organisations to partner with NSW Health to strengthen and build relationships across the broader NSW public health sector. This is a unique opportunity to generate brand awareness and interact with NSW Health delegates through any of the advertising, merchandise and promotional opportunities identified in this prospectus.

<b>OPTION 1:</b> <b>Award Sponsorship</b> <b>\$20,000</b>	<b>OPTION 2:</b> <b>Expo Stage Sponsorship</b> <b>\$10,000</b>	<b>OPTION 3:</b> <b>Technology Sponsorship</b> <b>\$2,500</b>
<b>Naming rights to a NSW Health Award (11 to choose from), including the opportunity to present the award at the ceremony.</b>	<b>Naming rights to one of three stages in the exhibition space, showcasing finalists.</b>	<b>Naming rights to the WiFi during the event on 10 October.</b>
Brand visibility across the Health Awards: <ul style="list-style-type: none"> <li>• Branding/signage in the pre-ceremony area</li> <li>• Logo and profile to be included as a banner on the mobile app</li> <li>• Page on the mobile app with 150 words about organisation and logo</li> <li>• Logo to be used on awards certificate and trophy</li> <li>• Logo on screen during announcement</li> </ul>	Brand visibility across the Health Awards: <ul style="list-style-type: none"> <li>• Branding/signage on chosen stage in the pre-ceremony area</li> <li>• Logo and profile to be included in mobile app agenda</li> </ul>	Brand visibility across the Health Awards: <ul style="list-style-type: none"> <li>• Name and logo included on the WiFi sign on page during event on 10 October</li> </ul>
Opportunity for a representative from your organisation to present chosen award alongside senior NSW Health staff.		
Acknowledgement pre and post event across NSW Health digital platforms, including website and social media	Acknowledgement pre and post event across NSW health digital platforms, including website and social media	Acknowledgement pre and post event on the NSW Health website
Acknowledgement by MC during welcome and closing address	Acknowledgement by MC during welcome and closing address	Acknowledgement by MC during welcome and closing address
<b>Eight</b> VIP tickets for company representatives to attend the Health Awards and network with up to 600 health professionals working across the NSW public sector	<b>Five</b> VIP tickets for company representatives to attend the Health Awards and network with up to 600 health professionals working across the NSW public sector	<b>Two</b> VIP tickets for company representatives to attend the Health Awards and network with up to 600 health professionals working across the NSW public sector

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## TERMS AND CONDITIONS

This document contains the standard terms and conditions for participating in the 2018 NSW Health Awards that form part of the contract. It should be read in conjunction with the 2018 Annual NSW Health Awards Sponsorship Prospectus.

### Submission process

1. The term “Organiser” refers to the NSW Ministry of Health.
2. The term “Sponsor” includes any person, firm, company or corporation and its employees and agents identified in the Expressions of Interest form or other written request for sponsorship.
3. A “contract” is formed between the Organiser and Sponsor when the Organiser accepts written confirmation of the sponsorship agreement from the Sponsor and receives 100 per cent of the total amount owing as payment in full.
4. The Organiser may cancel the contract at its discretion if the full amount is not obtained by the due date of the invoice. The Organiser will generate an invoice upon written confirmation of the sponsorship agreement from the Sponsor. Additionally, the Organiser reserves the right to cancel the contract, in which case the Organiser will return the amount paid in full.

### Conditions of Payment

5. Payment in full (100%) is required within 30 days of confirmation of your sponsor agreement. On receipt of confirmation, a tax invoice will be forwarded to you. All sponsorship must be fully paid for within 30 days unless otherwise negotiated at time of signing.

### The application

6. The Organiser reserves the right to refuse application or prohibit any Sponsor from participation without assigning a reason for such refusal or prohibition.

### Prohibited sponsorship and conflicts

7. NSW Health will only enter into sponsorship arrangements with reputable organisations whose public image, products and/or services are consistent with the principles, vision and goals of the NSW Government. Potential sponsors will have a sound reputation with NSW Government, as well as a good performance record for any past sponsorship.
8. NSW Health will not consider sponsorship partnerships with organisations that:
  - a) Have an alignment to political or religious organisations
  - b) Promote gambling
  - c) May be construed as discriminatory
  - d) Could be detrimental to public health and safety
  - e) Promotes or encourages alcohol or any substance abuse.
9. Tobacco products: NSW Health specifically prohibits any sponsorship with a company that owns, controls or is involved with the manufacture and production or promotion of tobacco-related products, which includes cigarettes, cigars and pipes. All NSW Health sponsors are required to certify they are not involved with the production, manufacture or promotion of tobacco and tobacco related products, including cigarettes and cigars.
10. Other conflicts: other potential conflicts may arise between the mission and goals of NSW Health and a sponsor. For example a sponsor may:
  - a) produce products or services that could damage health; or
  - b) does not practice good corporate governance (eg does not observe proper Occupational Health and Safety requirements, regulatory compliance, financial accountability requirements, etc).
  - c) the Sponsor is or has been directly involved in the manufacture and production or promotion of tobacco-related products, which includes cigarettes, cigars and pipes;
  - d) the Sponsor is or has been directly involved in the production, manufacture or promotion of any product or service that could damage the physical health or mental wellbeing of the members of the public;
11. When examining the appropriateness of a sponsor, NSW Health will consider:
  - a) the type of products or services the organisation markets
  - b) the marketing methods employed by the organisation
  - c) the impact that the organisation’s products and processing have on the health of consumers, the community and/or on the environment
  - d) the public image of the sponsoring organisation as an employer
  - e) NSW Health requires all potential sponsors to be aware of and respect the NSW Government Code of Conduct



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## Obligations and rights of the organiser

12. The decision of the Organiser is final and decisive on any question not covered in the contract.
13. The Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the event.
14. The Organiser will specify any regulations with regard to sound levels including microphones, sound amplification, machine demonstrations and videos. The Sponsor agrees to abide by these.
15. The Organiser will accept no liability for loss or damage of equipment displayed or used by the Sponsor.

## Obligations and rights of the sponsor

16. The Sponsor must ensure that all accounts are finalised by the due date on the invoice.
17. The Sponsor must make every effort to maximise promotion and commercial benefits of participating in the event.
18. The Sponsor must comply with all directions/ requests issued by the Organiser.
19. The Sponsor must comply with all applicable laws, including laws in relation to work health and safety. The Sponsor will therefore act with care to avoid damage to persons or property during the event.
20. The Sponsor agrees to comply with all instructions relating to delivery times. The Sponsor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries. The Sponsor agrees that the Organiser will not be liable for any goods rejected by the venue or lost or damaged prior to the delivery date specified or on return.

21. The Sponsor must disclose any real or perceived conflicts of interest.

## Storage of goods

22. The Organiser will provide instructions regarding storage prior to the event. Under no circumstances are goods permitted to be stored in public areas.

## Stand Services and Construction

23. Official contractors will be appointed by the Organiser to supply furniture, electrics, telecoms and IT equipment. This is for insurance and security reasons and details will be included in the Exhibitor Manual. All non-official contractors wishing to enter the exhibition are required to produce current Certificates of Currency for Insurance, Public Liability and OH&S. Access will be denied without such documentation.

## Insurance and liability

24. Sponsors must insure, indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the Organiser may become liable.

## Payment and cancellation

25. The Organiser will generate an invoice upon receipt of a written confirmation of the sponsorship agreement from the Sponsor. The Sponsor's fee must be paid 30 days after the invoice. Sponsorship packages will not be finalised until full payment is received.

26. Payments are to be made in Australian dollars. All prices quoted in the prospectus exclude GST.
27. Payments are to be made payable to: Health Administration Corporation.
28. In exceptional circumstances the Organiser may consider Sponsor cancellation; but only if the following conditions are complied with:
  - a) The request for cancellation is submitted in writing.
  - b) The Organiser is able to replace the sponsorship value in full.
  - c) The reason for the cancellation is, in the opinion of the Organiser, well founded. This excludes bankruptcy, liquidation & receivership.
29. The information contained in this prospectus is correct at the time of publication and is subject to change without notice.

## Payment options

Upon receipt of a completed Expression of Interest form, one of our sponsorship team will be in contact with you to discuss your sponsorship interests. Once your sponsorship is finalised, you will be issued with a tax invoice to be paid by the due date on the invoice. NSW Health accepts cheque, credit card and EFT. Further information will be included in the tax invoice.

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# Securing your Sponsorship

To register your interest in sponsoring the 2019 Health Awards, please return this completed Expression of Interest form to the NSW Health awards team, [nswhealthawards@health.nsw.gov.au](mailto:nswhealthawards@health.nsw.gov.au).

## EXPRESSION OF INTEREST

Contact name:

Position title:

Organisation

Address:

Telephone:

Email:

## SPONSORSHIP INTEREST

Please tick all sponsorship options of interest and a member of the awards team will be in touch to discuss a package.

Gold Sponsorship \$20,000

Silver Sponsorship \$10,000

Bronze Sponsorship \$2,500

## AGREEMENT

In agreement with the NSW Health Sponsorship Policy, I declare there are no matters which might result in a real or perceived conflict of interest

Signature

Date:



