

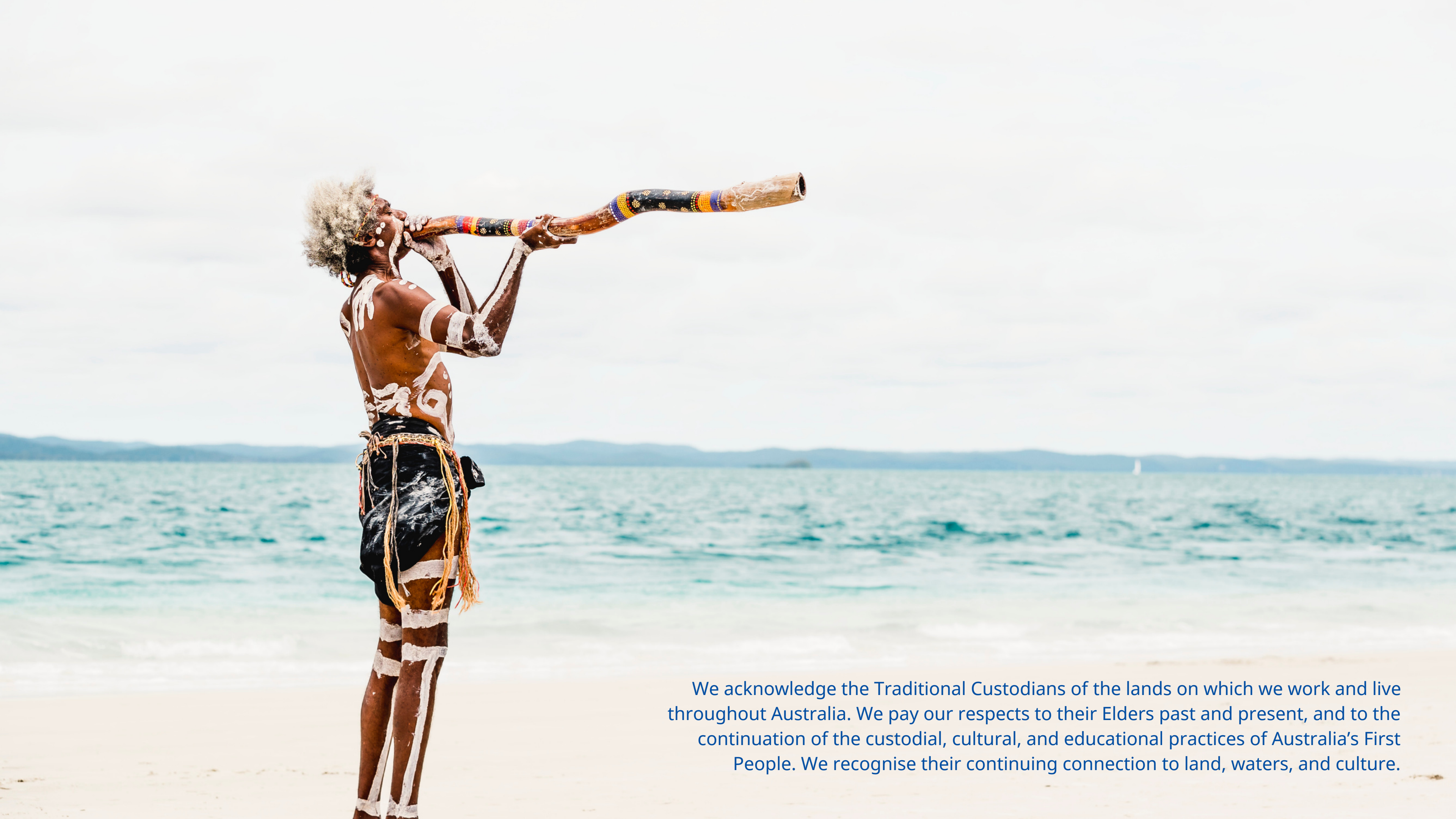
# *Salute to Excellence*

## Awards Sponsorship Proposal

# 20 24







We acknowledge the Traditional Custodians of the lands on which we work and live throughout Australia. We pay our respects to their Elders past and present, and to the continuation of the custodial, cultural, and educational practices of Australia's First People. We recognise their continuing connection to land, waters, and culture.



# ABOUT QTIC

We are Queensland Tourism Industry Council (QTIC), your voice for a stronger tourism, hospitality and events industry.

The Queensland Tourism Industry Council (QTIC) is the peak industry body and leading advocate for the tourism, hospitality, and events sectors in Queensland, committed to the growth and sustainability of the state visitor economy. Our efforts focus on powerful lobbying, policy development, and collaboration with key industry stakeholders to create a favourable business environment for operators.

As a not-for-profit, membership-based organisation, we take pride in ensuring that the concerns and needs of our members and the broader tourism industry inform all relevant policy debates and that businesses have strong representation in decision-making processes. By promoting the value and importance of tourism in government forums and to the wider community, we help to create a vibrant, diverse industry that benefits all.

Through delivery of workforce and skilling programs, advocating for attraction and infrastructure investment, and working with the private sector to develop innovative solutions to tourism priorities, QTIC continues to serve members and industry. We also provide expert advice and support, including workforce and business development opportunities and access to vital industry insights.







# ABOUT SALUTE TO EXCELLENCE

The Salute to Excellence Awards recognise exceptional secondary students, employers, schools and registered training organisations for their participation in and contribution to the tourism, food and beverage and cookery qualifications through VET in Schools (VETiS), and School Based Apprenticeships or Traineeships.

Outstanding tourism and hospitality education contribution are recognised through five award categories:

- Employer of the Year Award
- Teacher/Trainer of the Year Award
- Secondary Student of the Year Award - Tourism
- Secondary Student of the Year Award - Food & Beverage
- Secondary Student of the Year Award - Cookery

## TOURISM



## FOOD & BEVERAGE



## COOKERY





# ENGAGE OUR FUTURE WORKFORCE

Over **130** Schools  
Engaged across the **13**  
regions.

**Schools Network**  
engaged through  
Independent Schools,  
Catholic Education,  
Gateway to Industry  
Schools and Education  
Queensland.

Over **200** guests attend  
the awards function.

Over **24,800** engaged  
across social media  
and over **7,500**  
QTIC newsletter  
subscriptions.





# KEY DATES



**MARCH 2024**  
Nominations  
Open

**MAY 2024**  
Nominations  
Close

**JUNE 2024**  
1st Round of  
Judging

**JUNE 2024**  
Finalists  
Announced

**JUNE 2024**  
2nd Round of  
Judging

**JUNE 2024**  
Skills Test  
Day

**JULY 2024**  
Awards  
Dinner



# Platinum Sponsorship

## \$10,000 exl GST

### Corporate Image & Profile

- Your organisation will be positioned as a platinum sponsor at the event.

### Advertising & Promotional

- Featured as a sponsor in all awards promotional material including print and social media.
- Featured as a sponsor in awards media releases, with the possibility of a quote from your organisation included.
- Featured as a sponsor in relevant editions of the QTIC Tourism in Action e-newsletter distributed monthly to almost 5,000 subscribers.
- Featured in a branded advertisement on QTIC social media channels.
- eDM banner included in two (2) Salute to Excellence program promotional newsletter's (sponsor to provide).
- Logo and website link displayed on the QTIC Salute to Excellence Awards webpage.
- Logo included within the Awards Dinner program.
- Full page colour advertisement included in the Awards Dinner program (sponsor to provide).
- Display of promotional signage and/or material (2 items) at the Skills Test Day (sponsor to provide).
- Display of promotional signage and/or material (2 items) at the Awards Dinner (sponsor to provide).

### Awards Dinner Event

- Profiled as a Platinum sponsor in the audio-visual presentation at the event.
- Acknowledged by the Master of Ceremonies as a Platinum sponsor.
- Four (4) VIP tickets to the Awards Dinner.
- Opportunity to address the attendees at the Awards Dinner.
- Present a winner's trophy and be photographed with the recipient.

Platinum





# Gold Sponsorship

**\$6,000 exl GST**



## **Advertising & Promotional**

- Featured as a sponsor in all awards promotional material including print and social media.
- Featured as a sponsor in awards media releases, with the possibility of a quote from your organisation included.
- Featured as a sponsor in relevant editions of the QTIC Tourism in Action e-newsletter distributed monthly to almost 5,000 subscribers.
- Featured in a branded advertisement on QTIC social media channels.
- Logo and website link displayed on the QTIC Salute to Excellence Awards webpage.
- Logo included within the Awards Dinner program.
- eDM banner included in one (1) Salute to Excellence program newsletter's (sponsor to provide).
- Half a page colour advertisement included in the Awards Dinner program (sponsor to provide).
- Display of promotional signage and/or material (1 items) at the Skills Test Day (sponsor to provide).
- Display of promotional signage and/or material (1 items) at the Awards Dinner (sponsor to provide).

## **Awards Dinner Event**

- Profiled as a Gold sponsor in the audio-visual presentation at the event.
- Acknowledged by the Master of Ceremonies as a gold sponsor.
- Three (3) VIP tickets to the Awards Dinner.
- Present a winner's trophy and be photographed with the recipient.



# Silver Sponsorship



Silver

**\$3,000 exl GST**

## **Advertising & Promotional**

- Featured as a sponsor in all awards promotional material including print and social media.
- Featured as a sponsor in awards media releases, with the possibility of a quote from your organisation included.
- Featured as a sponsor in relevant editions of the QTIC Tourism in Action e-newsletter distributed monthly to almost 5,000 subscribers.
- Logo included within the Awards Dinner program.
- Quarter page colour advertisement included in the Awards Dinner program (sponsor to provide).

## **Awards Dinner Event**

- Profiled as a Silver sponsor in the audio-visual presentation at the event.
- Acknowledged by the Master of Ceremonies as a Silver sponsor.
- Two (2) VIP tickets to the Awards Dinner.



# Work Experience Provider

Experience

Hospitality and Tourism businesses can offer work experience to the Salute to Excellence Award finalists. Businesses can choose to offer work experience to finalists in a particular category only or to all eligible finalists.

The Work Experience must comply with all State and Federal IR & WHS legislation.

Following the Awards Dinner, contact details for relevant finalists will be sent to the business to organise the arrangements of the work experience. In some instances the school or RTO will need to be involved to provide the appropriate work experience agreements.

## **Workforce Development**

Your organisation will have direct access to train and cultivate the highest standard of candidate from the Salute to Excellence Awards Program.

## **Advertising & Promotional Opportunities**

- Featured as a Work Experience Provider in all awards promotional material including print and social media.
- Featured in QTIC email & social media campaigns
- Logo included within the Awards Dinner program.
- Logo and website link displayed on the QTIC Salute to Excellence Awards webpage.

## **Awards Dinner Event**

- Profiled as a Work Experience Provider in the audio-visual presentation at the event.
- One (1) VIP ticket to the Awards Dinner.



# Prize Sponsor

Prize Supporters provide vouchers or gifts from their business to be utilised as prizes for participants throughout the Salute to Excellence Awards program.

## **Advertising & Promotional Opportunities**

- Logo included within the Awards Dinner program.
- Logo and website link displayed on the QTIC Salute to Excellence Awards webpage.

## **Awards Dinner Event**

- Profiled as a Prize supporter in the audio-visual presentation at the event.
- Receive one (1) VIP ticket to the Awards Dinner.

Prize Sponsor





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**THANK YOU TO OUR JUDGES**

QTIC thanks the judges of the 2022 Salute to Excellence Awards. We truly appreciate you volunteering your time to mentor, encourage and inspire the future generation of tourism and hospitality leaders.

COOKERY

College of Modern Art

**THANK YOU TO OUR SPONSORS**

**AWARDS SPONSORS**



**Queensland  
Government**



**Recap**



**25**  
*Salute to Excellence*  
COOKERY | HOSPITALITY | TOURISM