

# Australian DVD & Video Industry Awards 2005

Friday 9th December • Sofitel Wentworth, Phillip St Sydney

*Proudly Sponsored by*  
**AAV Regency**

## **Re: Unique opportunity to support and be seen by your key clients – all at once**

After the great success of the inaugural Australian DVD & Video Industry Awards (the ADVIA's) last year, the Australian Video Rental Retailers Association (AVRRA) and the Australian Visual Software Distributors Association (AVSDA) representing home entertainment film distributors, are pleased to be able to offer your organisation a sponsorship opportunity for 2005. The Awards recognise Rental, Retailers and Distributors who achieved excellence and set the highest professional benchmarks within the DVD and video industry for the year. This year the Awards will be held at the Sofitel Wentworth Hotel on Friday, 9th December 2005.

If you attended last year's awards you will know what a great success it was, being a sell-out of 600 people. This year's awards will build on last year's and promises to be even better.

The purpose of writing to you is to seek your company's financial support for this event. Attached to this letter are the sponsorship packages available for this unique industry event. An event which gets you exposure to, and supports, your key clients – and it's a great night too!

On behalf of our Association's members we would like to thank you for the opportunity to present this proposal and look forward to considering favourably your sponsorship and support for the 2005 Australian DVD & Video Industry Awards.

Yours sincerely,

ROSS WALDEN  
Executive Director  
AVRRA

SIMON BUSH  
Chief Executive  
AVSDA

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## EVENT SPONSOR

*Platinum Sponsorship \$25,000*

- Inclusion of sponsor's name / brand logo in event title – The Australian DVD & Video Awards Proudly Sponsored by ...
- Inclusion of sponsor's name in all awards correspondence, invitations and tickets
- Inclusion of sponsor's name in all media and advertising pre and post event
- Inclusion of sponsor's name on all stage visuals
- Inclusion of two minute sponsor advertisement in trailer reel shown throughout the night
- Inclusion of sponsor's name in awards program
- Recognition by MC throughout the night of the Event Sponsor
- Opportunity for an award to be named after the Event Sponsor and presented by them on the night
- Opportunity for the Event Sponsor to address the audience
- Opportunity for the Event Sponsor to place advertising material on each table
- Ten complimentary tickets for the night
- Work with sponsor to gain maximum exposure

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## **GOLD SPONSOR**

*Sponsorship \$15,000*

- Recognition as a Gold Sponsor in all correspondence, media and advertising
- Inclusion of sponsor's name in media and advertising pre and post event
- Inclusion of sponsor's name on stage visuals
- Inclusion of sponsor's name in awards program
- Recognition by MC on the night as a Gold sponsor
- Inclusion of 90 second sponsor advertisement in trailer reel shown throughout the night
- Opportunity for an award to be named after the Gold Sponsor and presented by them on the night
- Four complimentary tickets for the night

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## **SILVER SPONSOR**

***Sponsorship \$7,500***

- Recognition as a Silver Sponsor in all correspondence, media and advertising
- Inclusion of sponsor's name in media and advertising pre and post event
- Inclusion of sponsor's name on stage visuals
- Inclusion of sponsor's name in awards program
- Recognition by MC on the night as a Silver sponsor
- Inclusion of 60 second sponsor advertisement in trailer reel shown throughout the night
- Opportunity for sponsor representative to present an award on the night
- Two complimentary tickets for the night

## **BRONZE SPONSOR**

***Sponsorship \$2,800***

- Recognition as a Bronze Sponsor in all correspondence, media and advertising
- Inclusion of sponsor's name in media and advertising pre and post event
- Inclusion of sponsor's name on stage visuals
- Inclusion of sponsor's name in awards program
- Recognition by MC on the night as a Bronze sponsor
- Inclusion of 30 second sponsor advertisement in trailer reel shown throughout the night
- Two complimentary tickets for the night

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## SPONSORSHIP AGREEMENT

NAME: \_\_\_\_\_

POSITION: \_\_\_\_\_

COMPANY: \_\_\_\_\_

SPONSORSHIP COMMITMENT: (Please tick box)

PLATINUM (Event Sponsor)	\$25,000	<input type="checkbox"/>
GOLD	\$15,000	<input type="checkbox"/>
SILVER	\$7,500	<input type="checkbox"/>
BRONZE	\$2,800	<input type="checkbox"/>
SUPPORTER	\$1,850	<input type="checkbox"/>

I agree to sponsor the AUSTRALIAN DVD & VIDEO INDUSTRY AWARDS and commit to the sponsorship level indicated above.

Signed:

on behalf of:

\_\_\_\_\_

PLEASE RETURN THIS FORM TO:

Francesca ZARRINO, AVSDA

Level 12, 37 Bligh Street SYDNEY NSW 2000

Tel: (02) 8233 6174 Email: fran.zarrino@avsda.com.au