

2022 RBMS AWARDS GALA DINNER

FRIDAY 11 NOVEMBER

LEOPARD LODGE, MELBOURNE ZOO
ELLIOTT AVE, PARKVILLE



SPONSORSHIP PACKAGES

An opportunity to be involved
in an exclusive event

2022 RBMS AWARDS GALA DINNER



1. Background

1.1. The River Basin Management Society

Established in 1986, the River Basin Management Society (RBMS) is a diverse community of practice in Australia dedicated to connecting people and sharing knowledge in integrated catchment management.

We play an important role in:

- Connecting people across communities, organisations, sectors.
- Providing a consistent, informed and independent forum to share knowledge and experience.
- Enabling new discussions and thinking to challenge the status quo.
- Promoting pragmatic, evidence-based approaches; and
- Celebrating the achievements of our people and industry.

We are driven by our members and supported by an elected, volunteer committee.



The work of the committee makes conversations happen.

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1.2. History of the Awards Gala

The Awards Night was established in 2013 to celebrate the great achievements of our industry peers and to share that success amongst the diverse community contributing to integrated catchment management. The inaugural event was such a success, that it cemented the biennial event into the industry’s events calendar.

The Committee is passionate about what they do. They are excited to lift the profile of the industry and enjoy bringing peers together.



Past Award winners and the 2019 venue hosting 216 attendees.

How the Awards have grown....

2017 Awards Night	2019 Awards Night	2022 Awards Gala Dinner
180 attendees (professionals, volunteers & students)	216 attendees (professionals, volunteers & students)	Approximately 220 attendees (professionals, volunteers & students)
48 nominations across six award categories	46 nominations across six award categories	As with previous years, six award categories as well as the new People’s Choice Award for each category.
Entertainment by DJ Vince Peach and MC Ash London.	Entertainment by DJ Kieran O’Sullivan and MC Atlanta Colley.	Entertainment by DJ Slymewave and MC Atlanta Colley.
Representation from 44 public and private organisations from Victoria, NSW and QLD.	Representation from 50 public and private organisations from Victoria, NSW and QLD.	Expecting representation from public and private organisations throughout NSW, Victoria, QLD and SA.



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2. 2022 Awards Gala Dinner

This year we have rebranded the event from the RBMS Awards Night to the RBMS Awards Gala Dinner, as we feel this truly represents the special place this event holds in our calendar to celebrate, socialise and connect with our peers.

What we expect for the event:

- Increase in attendees and organisations.
- Another stunning venue at the Leopard Lodge situated within the Melbourne Zoo.
- Greater profile of sponsors through visual display space, event and social media promotion.
- Entertainment from the well aligned and hilarious Alanta Colley. Alanta is a Science communicator, story teller and comedian. She is a regular guest on ABC radio and has taken her science comedy debate Sci-Fight on tour across the country.

2.1. Award Categories

This year there will be six award categories that professionals, students and volunteers in the integrated catchment management industry will be able to nominate for:

2022 Award Categories

Outstanding waterway project
Innovation in waterway management
Involving community in waterway management
Building knowledge in waterway management
Advancing waterway management through graduate research
Aboriginal and Torres Strait Islander knowledge and practice in waterway management

This year we will also be including the People’s Choice for each award category. This will give our community the chance to share in connecting and reviewing the achievements of our nominees in the lead up to the event.

The awards are judged by an invited panel of industry experts from private consultants, academics, students, and government bodies, who give up their time to thoroughly review and assess all submissions.

The judging panel is responsible for awarding the winner and finalists of each category. Not to mention, keeping it all secret until the award reveal on the night!

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3. Marketing and Promotion

Over four months, the marketing campaign will include coverage to hundreds of contacts. Being a sponsor of the Awards Gala Dinner will see your organisation involved with the following promotional campaign*:

Promotional summary

Up to eight direct marketing email campaigns to over 1,000 industry contacts, RBMS members and friends

Monthly feeds on the RBMS social media channels (including Facebook, LinkedIn, Twitter)

Promotion at all RBMS seminars and webinars (approximately four per year), typically attended by 25 - 80 patrons each

Promotion at the Awards Gala Dinner

Links on RBMS website

Targeted distribution to industry organisations and government bodies

Advertisement on NRM jobs website

Word of mouth through industry partners

* Pending sponsorship commitment level



Attendees, sponsors, and awardees enjoying the 2019 Awards Night.



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3.1. Involvement Opportunities

Your organisation can be involved with the 2022 Awards Gala Dinner through one of three sponsorship investment packages outlined below. Please contact us to discuss options or how we may be able to tailor a package for you. For a sponsorship commitment by 15 July 2022 receive 10% discount on the sponsorship investment or receive extra seats at the dinner for your peers!

Package	Inclusions	Investment	Early Commitment
Gold (3 Available)	<ul style="list-style-type: none"> • Inclusion of logo with a link to your organisation's website on: <ul style="list-style-type: none"> - Five promotional emails to RBMS members & friends. - Awards Gala page on RBMS website. - Awards Gala registration page. - Post Awards Gala email and survey request to guests. • 150-word organisation summary and website link in one of the five promotional emails. • Display of two freestanding banners, one in foyer, one next to the awards stage. • One Award named in honour of your organisation and an opportunity to present the Award. • Ten (10) complimentary registrations (one table) to the RBMS Awards Gala to invite valued clients or staff, valued at \$2050. 	\$ 5,400	Commit by 15 July 2022 and pay only \$4,860 or choose to receive 3 extra tickets
Silver (5 Available)	<ul style="list-style-type: none"> • Inclusion of logo with a link to your organisation's website on: <ul style="list-style-type: none"> - Three promotional emails to RBMS members & friends. - Awards Gala page on RBMS website. - Awards Gala registration page. - Post Awards Gala email and survey request to guests. • 150-word organisation summary and website link in one of the three promotional emails. • Display of one freestanding banner in foyer. • Five complimentary registrations to the RBMS Awards Gala valued at \$1025. 	\$3,360	Commit by 15 July 2022 and pay only \$3,024 or choose to receive 2 extra tickets
Bronze (7 Available)	<ul style="list-style-type: none"> • Inclusion of logo with a link to your organisation's website on: <ul style="list-style-type: none"> - Three promotional emails to RBMS members & friends. - Awards Gala page on RBMS website. - Awards Gala registration page. • Two complimentary registrations to the RBMS Awards Gala valued at \$410. 	\$1,800	Commit by 15 July 2022 and pay only \$ 1,620 or choose to receive 1 extra ticket

The banner features a dark blue background with a photograph of reeds in water. A bright yellow circular light effect is visible in the water. In the top right corner, there is a circular logo with a stylized house icon and the text 'RBMS'.

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3.2. Additional Sponsor Benefits

- Be associated with a leading industry body.
- Be recognised as a supporter of a volunteer-based society.
- Be publicly acknowledged to over 200 professionals from more than 40 organisations in attendance at the Award Gala,
- Be seen by more than 1,000 people receiving the marketing campaign.
- Have your organisation branded and associated with the best work in the waterway management industry.
- Early commitment of sponsorship package will see 4 months of promotional opportunities*.

**pending sponsorship level*

Where to from here?

For further discussions regarding how your organisation can be involved with this exciting opportunity please contact:

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