



THE TIME IS NOW

**SPONSORSHIP
PROSPECTUS**



ABOUT THE NATIONAL RETAIL AWARDS



The National Retail Awards began 50 years ago with a goal to recognise and reward the hardworking businesses and individuals who lead and grow Australia's retail industry.

Formally known as the Rewards for Excellence, the National Retail Awards have enjoyed renewed popularity since rebranding in 2017.

The awards attract a high calibre of entries across up to 14 awards and have become the premier retail industry gala in Australia.

AWARD GOALS

Provide a benchmark for businesses

Showcase retail talent on a national scale

Promote retail as a career

Opportunity to connect with like-minded retailers and businesses

Celebrate exceptional individuals in the industry

ACHIEVEMENTS

The National Retail Awards are the most successful events on the National Retail Association's calendar. Not only do they attract hundreds of entries and guests each year, the awards also generate significant media interest and act as a platform to boost the public profile of businesses and partners. For the past two years, the Awards went digital due to the global pandemic, and took social media by storm.

The 2022 National Retail Awards will be held on the glorious Gold Coast, Queensland, in September. Prize sponsorships and tickets sales are set to exceed 2019, our last in-person event, at this early stage.

33%

RETAIL LEADERS

The percentage of attendees who were decision makers - including business owners, CEOs and executives.

325

DIVERSE ATTENDANCE

The number of attendees present from over 80 Australian retailers and businesses.

1M

SOCIAL MEDIA COVERAGE

The number of impressions achieved through social media. The awards also reached over 42,000 subscribers via direct marketing.

Over \$90,000

PRIZES

The total prize pool donated by partners including Retail Doctor Group, NORA Network and more.

NRA STATS & FACTS

The National Retail Association is one of Australia's largest and most representative retail industry organisations, servicing more than 39,000 retail and fast food outlets across Australia and New Zealand.

We are dedicated to helping retail and service sector businesses navigate and comply with an ever-changing and highly competitive environment.



RETAIL IS THE
LARGEST EMPLOYER
OF YOUTH IN
AUSTRALIA



WE REPRESENT
OVER 39,000
SHOP FRONTS

26%

AVERAGE OPEN
RATE OF NRA
NEWSLETTER

INFLUENTIAL INDUSTRY

The NRA is a trusted source of authority and leadership for the retail industry. We work closely with government, partners and businesses to advocate and impact positive change.

MEDIA COVERAGE

The NRA attracts extensive media attention across print, digital and television. With over 40 appearances in mainstream media monthly, the NRA is the leading retail authority.

MEMBER ENGAGEMENT

The NRA maintains a highly engaged member base through regular communications and visits. Our weekly newsletter has an average open rate of 26%, making it 10% higher than the industry standard.

THE AWARDS



ABOUT THE AWARDS

Every year, the National Retail Association develops a comprehensive suite of category awards to reflect the most important and contemporary facets of the retail industry. Recognised as the pinnacle of retail achievements, the awards are a fantastic opportunity to align your company with both the wider retail industry, as well as, a targeted audience.



INDUSTRY SPECIFIC CATEGORIES

Each award category has been developed to recognise the various aspects of successful retail businesses. From Sustainability, to People & Culture, to Innovation - the awards capture the attention of all retailers.



EXTENSIVE MARKETING

Marketing for the National Retail Awards begins as early as January and runs for the entire year, with post-event marketing continuing to celebrate our winners and finalists. This means sponsors can take advantage of a full 12 months of multichannel marketing.



EXPERIENCED JUDGES

Each year we work with a panel of esteemed judges. Selected for their involvement and expertise in retail and business, they provide impartial and insightful critique and work as advocates to help promote retail as a career.



GROWING AUDIENCE

In 2019, entries outperformed previous years by over 13%. This, combined with the success of our free-to-air digital awards in 2020, means we expect entries to increase by another 20% in 2021.

AWARDS TIMELINE



1. MARKETING

Marketing for the awards begins in April, to generate interest in the categories and nominations, and continues for nearly 5 months including post-event media promotion. The multichannel marketing campaign includes weekly eDMs, social media, direct marketing and some traditional advertising. Sponsors are exposed across all marketing platforms for the entire duration, including solo eDMs and social media, depending on sponsorship level.

2. NOMINATIONS

Nominations open in early May and will be promoted via social media, eDMs and direct contact. The application process is online and challenges entrants to think deeply and strategically in relation to the operations of their specific departments. Sponsor logos also appear on category entry pages and throughout the nomination process.

3. FINALISTS

After the judging process, finalists will be announced mid-August. This announcement generates significant media coverage with main stream and industry specific outlets. All finalists receive a complimentary ticket to the Gala Dinner. Finalists for the Young Retailer of the Year and Store Manager of the Year, are also invited to the Future Leaders Lunch prior to the gala. This is an important opportunity to showcase up-and-coming leaders and network with sponsors and partners.

4. GALA DINNER

The culmination of months of hard work and patience, the Gala Dinner is a highly anticipated night of celebration and networking. Hosted on a rotating basis between Australia's major cities, the 2022 Gala will be held on the stunning Gold Coast. Sponsors receive fantastic exposure from arrival through to wrap-up including the opportunity to present on stage.

SPONSORSHIP OPPORTUNITIES



GOLD
\$30,000 + GST

Exclusive naming rights to a Category Award

Prize for Category Award

Representative to present award at the Gala and give 2 minute presentation

Logo featured on all communications and collateral related to awards

Solo eDM to be sent to NRA members in relation to awards

Live plug ins during opening and closing speech

Personalised gift to all attendees

2 VIP tickets at CEO table

10 Standard tickets with preferential seating

Single page advertising spread in the Gala program

Major Sponsor and naming rights of Future Leaders Lunch

4 VIP tickets to Future leaders lunch

VIP seating and presentation at Future Leaders Lunch

SILVER
\$17,500 + GST

Naming rights to a Category Award (2 sponsors per category)

Prize for Category Award

Representative to present award at the Gala

Logo featured on all communications and collateral related to awards

Solo eDM to be sent to NRA members in relation to awards

Live plug ins during opening and closing speech

Gift provided to all VIP attendees

1 VIP ticket to CEO table

5 standard tickets with preferential seating

½ page advertising in gala program

2 complimentary tickets to Future Leaders Lunch

BRONZE
\$10,000 + GST

Naming rights to a Category Award (2 sponsors per category)

Representative to present an award at Gala

Logo featured on all communications and collateral related to awards

Live plug ins during opening and closing speech

5 standard tickets

¼ page advertising in Gala Program

2 complimentary tickets to Future Leaders Lunch

WHO YOU'LL REACH

Previous entrants include:

- + Greenlit Brands
- + Amart Furniture
- + Super Retail Group
- + Retail Food Group
- + Biome Eco Stores
- + Hanes Brands Australia
- + LUSH Fresh Handmade Cosmetics
- + Mad Mex
- + Meir Australia
- + Peregrine Corporation
- + Salvation Army
- + Salvos Stores
- + Target
- + Coles Limited
- + Woolworths
- + RCG Corporation
- + The PAS Group
- + WHSmith Australia
- + Winning Group
- + Aesop
- + Citybeach Australia
- + Daiso
- + Golden Casket
- + Metcash

WHY GET INVOLVED?



FACE-TO-FACE



BRAND AWARENESS



NATIONAL



BUSINESS NETWORKING



GOOD CAUSE



STRENGTHEN RELATIONSHIPS



THOUGHT LEADERSHIP



MEMORABLE



SALES OPPORTUNITY



"The award was an enormous achievement and one that I am very humbled and gracious to accept"
- Stephen Mangion, Young Retailer 2019

PREVIOUS SPONSORS

The National Retail Association is proud to have worked with a wide range of influential businesses to produce the National Retail Awards. Many of the sponsors listed below have been involved with the awards for a number of years and have enjoyed increased brand awareness and engagement with the retail industry through their involvement.

We look forward to adding your business to this list!

Klarna. **roubler.** **MARKETPLACER™**

Rest

RETAIL GLOBAL

AMERICAN EXPRESS

worldpay
from FIS

SHOPPING CENTRE COUNCIL OF AUSTRALIA



EYEJACK EVENTS

TEALIUM™

CouriersPlease®

dotdigital

Impress!ve.

GS1 Australia

RetailDoctorGroup®
CONSUMER & RETAIL EXPERTS

GET IN TOUCH

Thank you for your interest in sponsoring the National Retail Awards. We look forward to the opportunity of working together on this exciting event and helping you grow your business within the retail and fast food industries!

To finalise your sponsorship, or ask questions, please do not hesitate to contact us via any of the below options.



Call **1800 RETAIL (738 245)** to speak to our marketing and events team.



Send your query to **marketing@nra.net.au** and our marketing team will get back to you within 24 hours.



Visit our **website** to find out more about the awards!





NATIONAL
RETAIL
AWARDS 2022



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