



# Awards Sponsorship Prospectus 2020-21

Connect your brand with  
Queensland's Major Contractors



# Engaging



QMCA is the peak industry body for the contracting industry in Queensland. We are dedicated to making the construction industry safer, more efficient, more competitive and better able to contribute to the development of Queensland and Australia.

QMCA's current membership includes the top-performing construction companies in Queensland, which together account for approximately 70-80% of the construction and civil engineering work in the State.

As an association we are committed to driving value for our members, engagement across our industry and opportunities for collaboration at every turn. As part of our engagement program, QMCA hold a regular series of events that provide brands with an exceptional range of opportunities to directly connect with and influence our members, stakeholders and the wider industry.

Within the prospectus, we have detailed the opportunities that your brand has to become a champion of our sector, known for your commitment to the industry and the people who ensure its success.

# Our Audience



Through a highly proactive approach to marketing, communication and engagement, we have built an enviable audience who are connected with our brand, value our information and actively participate across social media and events.

- Senior Decisionmakers and influencers from Contracting and Construction
- Over 2,500 Event Attendees per annum
- Active Traditional and Social Media Profiles
- Members include McConnell Dowell, Lendlease, John Holland, BMD, Acciona, Clough and more.
- Associates include Boral, CBUS, Holcim, Pensar, Piper Alderman and Soil Cyclers
- Events incorporate, breakfasts, debates, awards and galas in Brisbane and regionally.
- LinkedIn reach through 5,000 followers to over 70,000 connection impressions per month.

# Opportunity



QMCA's Innovation and Excellence awards are our industry's major celebration as we recognise the people, projects and innovations that define our success.

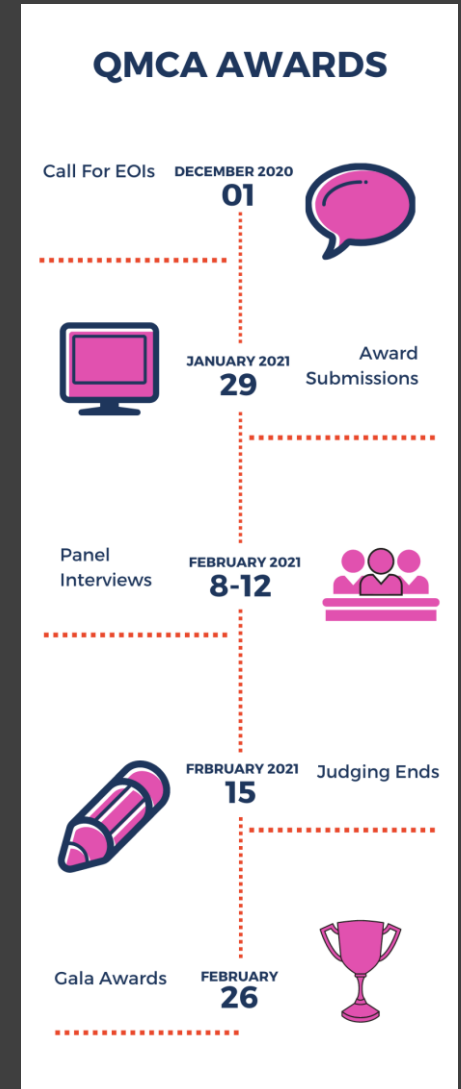
Taking place on 26 February 2021 and spanning 7 categories, over 500 senior leaders, decisionmakers and industry professionals will pack Brisbane Convention and Exhibition Centre to be part of this outstanding event.

# Awards and Timelines

This year we have revamped our award to provide a more diverse programme that recognises the people and projects that champion construction in Queensland.

This year's awards are:

- **Ian Harrington Collaboration Award** – This award recognises outstanding collaboration across construction and includes project teams, social and education programmes and community activities.
- **Innovation Award** – This award highlights innovation in our sector and is aligned to technology, digitization, process and material improvements that benefit our sector.
- **Industry Leadership Award** – NEW! – This award highlights an individual or team who have advanced our sector through their leadership and commitment to the values that we share.
- **Emerging Professional of the Year Award** – NEW! – This award recognises an individual who has made an impact during the early stage of their construction career regardless of their age or past career.
- **Project of the Year > \$100M** – NEW! – This award recognises the best project delivered over \$100m in Queensland.
- **Project of the Year < \$100M** – NEW! – This award recognises the best project delivered under \$100m in Queensland.
- **Sustainability Award** – NEW! – This award highlights sustainability in construction and includes developments in commercial and contractual sustainability as well as infrastructure design and environmental and material use.



# Sponsorship Opportunities



## Award Category Sponsor

The Category Sponsorship opportunity is available to brands who wish to be seen as a leader in the infrastructure sector in Queensland, and associated with the presentation of a key award category.

## Event Sponsor

Event Sponsorships are available to organisations who wish to support the awards event and benefit from being an active participant in the celebration of innovation and excellence.

## Event Partner

Event partnerships are available for organisations that wish to be associated with the event and have their brand associated with Queensland's flagship industry awards.

# Award Category Sponsorship



# Award Category Sponsorship



## Event Opportunities

- Naming Rights to an Award of Your Choice
- Acknowledgement as Category Sponsor by MC.
- 1x Table of 10 to Brisbane Event.
- 2x Banners to be displayed at the event.
- 30 Second TVC to be played at the event.
- Opportunity to provide merchandise/information to event attendees.
- Presentation of the chosen award category on the day

# Award Category Sponsorship

## Marketing Opportunities

QMCA will work with your marketing team to ensure the best possible outcomes for your brand and will create a tailored campaign that will help you to meet your strategic goals including:

- Naming Rights to the Award of Your Choice
- Dedicated social media posts
- Dedicated Electronic Direct Mail Campaigns
- Website placement opportunities
- Content development and sharing
- QMCA Website
  - Company profile on dedicated sponsor page.
  - Mention in all event news articles.
- Social Media
  - Mentions, tags and inclusion in all social media activities across LinkedIn and other channels, pre, during and post event.
- Electronic Communications
  - Branding on all pre and post event emails and links to your channels.
  - Branding on all event listings and links to your channels.

# Event Sponsorship



# Event Sponsorship



## Event Opportunities

- Acknowledgement as Event Sponsor by MC.
- 4x Tickets to Brisbane Event
- 1x Banners to be displayed at the event
- 30 Second TVC to be played at the event
- Opportunity to provide merchandise/information to event attendees.
- Opportunity to deliver an event experience
  - Bar Sponsorship
  - Post Event Drinks Sponsorship
  - Networking Sponsorship etc

# Event Sponsorship

## Marketing Opportunities

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- Electronic Communications
  - Branding on all pre and post event emails and links to your channels.
  - Branding on all event listings and links to your channels.

# Event Partnership



# Event Partnership



## Event Opportunities

- Acknowledgement as Event Sponsor by MC.
- 2x Tickets to Brisbane Event
- 1x Banners to be displayed at the event
- Opportunity to provide merchandise/information to event attendees.

# Event Sponsorship

## Marketing Opportunities

QMCA will work with your marketing team to ensure the best possible outcomes for your brand and will create a tailored campaign that will help you to meet your strategic goals including:

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# Level of Investment



Level of investment can be tailored to the needs of your budget and the inclusions required to meet your strategic marketing objectives.

However we believe that each tier represents exceptional value and will position your brand as a thought leader and champion of the infrastructure in Queensland.

- Category Sponsorship - \$10,000 +GST
- Event Sponsorship – \$5,000 +GST



*Want to learn more?  
View the 2019 QMCA Innovation and  
Excellence Awards Highlights  
<https://youtu.be/8S01ZBV-b44>*



*Thanks so much for an amazing event yesterday. It was fabulous to attend, incredibly organised, great informative booklet, with really interesting MC and speaker.*

*A number of the people at our table are long term Dr Karl fans, and were blown away by him, and particularly the opportunity to chat with him after. The attendance was pretty impressive, too!*

Nicky Vaisey (nee Milsom)  
Secretary and Director  
**Constructionarium Australia Ltd**



*A special congratulations to you.*

*Really enjoyed the speakers and had a number of take-aways shared from, Dr Karl and Michael MacQueen. I particularly want to commend on the flow of the event, it was cleverly arranged, having network breaks in between each course and award which certainly allowed us to talk more to our table, neighbours and we met some very interesting people on the day. I just wished we took some photos so we could have posted it on LinkedIn commending the event!*

Helen Alesana  
QLD State Office Manager  
**CBUS**