



Awards Sponsorship Prospectus 2022

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, 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 24 March 2023 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's awards are:

- **Ian Harrington Collaboration Award** – This award recognises outstanding collaboration across construction and includes project teams, client/contractor partnerships, and supply chain partnerships.
- **Project of the Year Over \$100M** – This award recognises the best project delivered over \$100m in Queensland and should showcase design and delivery.
- **Project of the Year Under \$100M**–This award recognises the best project delivered under \$100m in Queensland and should showcase design and delivery.
- **Technology and Innovation** – This award celebrates the use of innovation in the construction sector and is suitable for initiatives that demonstrate technological innovations as well as digital initiatives that support productivity and collaboration.
- **Construction Professional of the Year Award** – This award highlights who has advanced our sector through their leadership and commitment to the values that we share.
- **Emerging Professional of the Year Award** – This award recognises an individual who has made an impact during the early stage of their construction career regardless of age or past career.
- **Sustainability and Community Award** –This award highlights sustainability and/or community and stakeholder engagement in construction. This category includes developments in commercial and contractual sustainability, infrastructure design and environmental and material use, community programs, local content initiatives and workforce engagement programs.

Awards and Timelines

Timelines

- **Expressions of Interest – 19 September to 9 October** – A simple EOI to be completed via the QMCA website
- **Nominations – 10 October to 21 November** - A more detailed submission including project overview and imagery to match against the Award criteria and submitted via QMCA Website
- **Judging – 15 December to 10 January**
- **Finalists Presentations – 9 January – 30 January** – 15-minute presentation and 10-minute Q&A with the Judging panel.
- **Awards Event – 24 March 2023**

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 Sponsorship

- Entertainment
- Bar
- Welcome Drinks

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.

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 – Entertainment

This year we are delighted to welcome back by popular demand Anthony Laye for a brand-new show.



Entertainment Sponsor

- Acknowledgement as Event Sponsor by MC.
- 10x Tickets 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.

Event Sponsorship – Bar Sponsorship

This year we are delighted to offer a new opportunity for 2022, sponsorship of the networking bar.



Bar Sponsor

- Acknowledgement as Event Sponsor by MC.
- 10x Tickets 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.

Event Sponsorship – Welcome Drinks

This year we are delighted to offer a new opportunity for 2022, sponsorship of the pre-event networking welcome drinks.



Welcome Drinks Sponsor

- Acknowledgement as Event Sponsor by MC.
- 4x Tickets 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.

Event Sponsorship – All Tiers

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:

- 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.

Level of Investment



The 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
- Entertainment Sponsorship – \$7,500 +GST
- Bar Sponsorship - \$7,500 +GST
- Welcome Drinks Sponsorship - \$5,000 +GST

Secure Your Opportunity

Contact QMCA

To secure your partnership or to discuss the opportunities available, please contact:

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Or

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