

BUSINESS RECOGNITION AWARDS 2026

Sponsorship Prospectus



**MEANS
THE WORLD**

ABOUT THE AWARDS

The City of Charles Sturt Business Recognition Awards is a biennial awards program, delivered every two years to celebrate the achievements, resilience, and innovation of local businesses and their people.

Following the major success of the 2024 Business Recognition Awards, the 2026 program builds on strong business engagement, high attendance, and positive feedback from the local business community and partners across Western Adelaide.

Delivered in partnership with Western Business Leaders, the Awards provide a platform to recognise excellence, strengthen local connections, and celebrate the vital role businesses play in driving economic growth and community wellbeing within the City of Charles Sturt.

WHY SPONSOR US?

Sponsorship of the City of Charles Sturt Business Recognition Awards provides a unique opportunity to align your organisation with local leadership, innovation, and business success.

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CAMPAIGN & EXPOSURE

An extensive promotional campaign will be delivered in the lead-up to the Awards, including:

Sponsors will be strategically positioned before a highly engaged and relevant local business audience.



Event booking
platforms



Council and
partner websites



Digital and social
media marketing



Email marketing to the
City of Charles Sturt
business database



Digital publications
and newsletters



On-the-night
announcements and
sponsor recognition

2026 AWARD CATEGORIES

The City of Charles Sturt Business Recognition Awards 2026 is an annual celebration of excellence, innovation, and impact across a diverse local business community.

Women in the West Award

Recognising a woman-led business or business leader demonstrating leadership, resilience, and positive impact.

Most Improved Business Award

Celebrating a business that has shown significant growth, transformation, or improvement over the past two years.

Business Legends Award

Recognising businesses operating within the City of Charles Sturt for more than 25 years, acknowledging longevity, commitment, and contribution to the local economy.

Social Impact & Change Maker Award

Recognising a business that gives back to the community through social leadership, innovative solutions, or charitable contribution.

Sustainability Champion Award

Celebrating businesses that prioritise environmental responsibility, reduce their carbon footprint, and apply sustainable practices.

Home Grown Award

Recognising the dedication and resilience of home-based businesses.

Best Small Business Award

Recognising excellence in growth, workplace culture, and customer relationships (less than 20 employees).

Innovative and Outstanding Entrepreneur Award

Celebrating an entrepreneur demonstrating innovation, creativity, and leadership.

People's Choice Award

A community-driven award recognising service excellence, nominated by customers or clients through written submissions.

AWARDS PROGRAM

The following timeline outlines key milestones for sponsors to maximise their exposure and participation in the City of Charles Sturt Business Recognition Awards:

Monday, 9 February 2026

Sponsorship applications open

Monday, 6 April 2026

Sponsorship applications close

Sponsors logos due and marketing communications commences

Monday, 13 April 2026

Corporate video content due*

Monday, 20 April 2026

Award presenter nominations confirmed*

Monday, 27 April 2026

Awards Night registrations open

Thursday, 7 May 2026

City of Charles Sturt Business Recognition Awards Night

Nomination Process

Nominations Open: Monday, 2 March 2026

Nominations Close: Monday, 6 April 2026

All nominated and shortlisted businesses will be formally notified and invited to attend the Awards Night.

Voting Process

(People's Choice Award only)

Voting Opens: Monday, 13 April 2026

Voting Closes: Monday, 4 May 2026

City of Charles Sturt Business Recognition Awards Night 2026

Awards Ceremony: Thursday, 7 May 2026

Venue: Woodville Town Hall

Award winners will be announced and presented at the official Awards Night.

Sponsor Eligibility

To ensure the integrity and transparency of the Awards process, sponsors are not eligible to self-nominate for award categories.

Sponsors are encouraged to:

- Promote the Awards within their networks
- Encourage eligible local businesses to nominate
- Celebrate and support award finalists and recipients

*Applicable to select sponsorships only.



SPONSORSHIP LEVELS

GOLD - \$5,000 // **SILVER - \$1,000** // **BRONZE - \$500**

Each sponsorship level has been designed to provide meaningful exposure and engagement opportunities, allowing businesses of all sizes to demonstrate their support for the City of Charles Sturt business community.



GOLD SPONSOR PACKAGE \$5000

The Gold Sponsorship Package offers premium visibility, influence, and engagement. This package is ideal for organisations seeking a leadership role in supporting local business excellence.

BENEFITS
VIP invitation to the Awards Night, including premium seating
Invitation to associated business and networking events
Opportunity to participate as a keynote award introducer
On-stage sponsor acknowledgements throughout the Awards Night
Exclusive display of sponsor banner or signage on stage
Dedicated space at the venue for promotional materials
Recognition as a Major Sponsor across all digital channels
Participation in promotional videos and campaign content
RECOGNITION
Exclusive display of company logo and sponsor description
Company logo featured on the Awards webpage
Company logo included on the event booking platform
Recognition across Awards promotional collateral
Inclusion in future Awards-related communications and applications
Access to the Awards Night attendee and nominee list (excluding email addresses)
Professional photo and video opportunities
Opportunity for customised marketing activations or collateral (by agreement)
SPONSOR EXPECTATIONS
Promotion of the Awards through sponsor email marketing channels
Support of digital and social media promotion
Promotion to key stakeholders and professional networks

SILVER SPONSOR PACKAGE \$1000

The Silver Sponsorship Package provides strong brand visibility and demonstrates a clear commitment to supporting the local business community.

BENEFITS
Invitation to Awards Night
Opportunity to engage as an award introducer
Acknowledgement as a sponsor
RECOGNITION
Company logo featured on booking platform

BRONZE SPONSOR PACKAGE \$500

The Bronze Sponsorship Package is ideal for organisations seeking to show support for the Awards and the broader City of Charles Sturt business community.

BENEFITS
Invitation to Awards Night
Acknowledgement as a sponsor

\$5000 // GOLD SPONSORSHIP PACKAGE
\$1000 // SILVER SPONSORSHIP PACKAGE
\$500 // BRONZE SPONSORSHIP PACKAGE



SPONSORSHIP ENQUIRIES

SELMA BARLOW & EMMA GRIVELL // BUSINESS@CHARLESSTURT.SA.GOV.AU

*We welcome the opportunity to discuss
sponsorship opportunities and tailor
involvement to align with your organisation's
marketing and community engagement goals.*

