



**WAiTTA** since 1991  
The iAwards for ICT in WA 2011-12



Western Australia  
ICT Professionals Shaping Our Future

# THE WESTERN AUSTRALIAN INFORMATION TECHNOLOGY AND TELECOMMUNICATIONS AWARDS

# WAITTA

## SPONSORSHIP 21st WAITTA 2011-2012

Supported by



# INDEX

	PAGE
<b>INTRODUCTION</b>	<b>3</b>
<b>OBJECTIVES</b>	<b>3</b>
<b>AWARD CATEGORIES</b>	<b>4</b>
<b>PLATINUM SPONSORSHIP BENEFITS</b>	<b>5</b>
<b>Presentation of Awards</b>	<b>5</b>
<b>Marketing</b>	<b>5</b>
<b>Advertising</b>	<b>5</b>
<b>Web Site</b>	<b>5</b>
<b>Awards Presentation Evening</b>	<b>5</b>
<b>Sponsor Recognition Function</b>	<b>6</b>
<b>GOLD SPONSORSHIP BENEFITS</b>	<b>7</b>
<b>Marketing</b>	<b>7</b>
<b>Advertising</b>	<b>7</b>
<b>Web Site</b>	<b>7</b>
<b>Awards Presentation Evening</b>	<b>7</b>
<b>Sponsor Recognition Function</b>	<b>8</b>
<b>SILVER SPONSORSHIP BENEFITS</b>	<b>9</b>
<b>Marketing</b>	<b>9</b>
<b>Advertising</b>	<b>9</b>
<b>Web Site</b>	<b>9</b>
<b>Awards Presentation Evening</b>	<b>9</b>
<b>Sponsor Recognition Function</b>	<b>10</b>
<b>GEMSTONE SPONSORSHIP BENEFITS</b>	<b>10</b>
<b>ORGANISATION OF THE AWARDS</b>	<b>11</b>
<b>Milestones</b>	<b>11</b>
<b>Sponsorship Funding</b>	<b>11</b>
<b>Sponsorship Support</b>	<b>11</b>
<b>Confirmation of 21st WAITTA 2011/2012 Sponsorship</b>	<b>12</b>

# THE WA INFORMATION TECHNOLOGY AND TELECOMMUNICATIONS AWARDS

## INTRODUCTION

The WA Information Technology and Telecommunications Awards (WAITTA) have been conducted annually since 1991 by the WA Branch of the Australian Computer Society Inc. A wide range of professional and industry bodies, as well as representatives from government and private organisations, sit on the planning committee. Australian Telecommunications User Group (ATUG) is a partner of the Awards and the following professional and industry bodies are represented on the WAITTA committee:

- Australian Information Industry Association (AIIA)
- Institute for Information Management (IIM)
- Western Australian Internet Association (WAIA)

The WAITTA Committee is seeking support from industry leaders by way of the Platinum, Gold, Silver or Gemstone sponsorships described in this proposal.

## OBJECTIVES

The purpose of the WAITTA awards is to recognise outstanding performance and contributions by members of the ICT community in Western Australia.

*How you can benefit from entering WAITTA?*

This is an excellent opportunity to promote yourself, your organisation, and your State, and to raise the profile of our industry. WAITTA provides all finalists with valuable recognition by the Government, the public, your customers and industry peers.

*Judging Criteria*

Each category is judged according to a number of criteria appropriate to that category.

Complete lists of the criteria and a set of guidelines for submissions may be found on the web site – [www.waitta.asn.au](http://www.waitta.asn.au). Many of the awards share these criteria:

- *benefits to users*
- *innovation*
- *effectiveness of solution*
- *user acceptance* (from referees)
- *post implementation service*
- *quality of customer service*
- *complexity*

## AWARD CATEGORIES

There are ten (10) Award categories as follows:

- **Achiever award**, recognises an individual's outstanding contribution to ICT in WA.
- **Exporter award**, recognises the contribution of a WA organisation to the profile of ICT at an international level.
- **Infrastructure award**, recognises excellence in a broad category of ICT solutions implemented within or for an organisation that operates from or within WA.
- **Innovation award**, recognises the development of a product or service that breaks new ground – but is yet to be commercialised.
- **Product award**, recognises excellence in an ICT product developed by a WA organisation.
- **Regional award**, recognises excellence in an ICT product, project or service provided by an individual or organisation servicing regional and country areas of WA.
- **Security award**, recognises excellence and/or innovation in an application of software and/or hardware in security and surveillance.
- **Service Delivery and Training award**, recognises excellence and/or innovation in the provision of ICT services.
- **Student Project (Peter Fillery award)**, recognises a student project, up to and including undergraduate or honours level, undertaken at a WA tertiary education institution during the year.
- **Telecommunications award**, recognises excellence and/or innovation in a telecommunications project or product.

## **PLATINUM SPONSORSHIP BENEFITS**

### **1. Presentation of an Award**

By announcing the winner of an award category at the Awards Dinner, and presenting the award to that winner, Platinum Sponsors receive significant recognition of their organisation by the 300 attendees at the ceremony. This is a key benefit of this level of sponsorship, and one that limits the number of Platinum Sponsors to a maximum of ten – the number of WAITTA award categories.

### **2. Marketing**

All stationery and advertising material associated with the Awards, including the Call for Nominations “How to Enter” brochure, proudly carry the Platinum Sponsors’ corporate identification. This applies to sponsorship being confirmed by 15 September 2011.

Recognition and promotion will be given to Platinum Sponsors at the activities of the associated professional and industry associations listed above, including the Australian Computer Society (ACS), Australian Telecommunications User Group (ATUG) and supporting organisations as opportunities arise.

### **3. Advertising**

Advertisements are placed in a National/State newspaper. Platinum Sponsors’ names and logos will appear in these advertisements.

Identification of all Platinum Sponsors of the Awards is an integral part of all advertisements. Other select publications are also targeted including announcements in key industry associations’ newsletters/publications.

### **4. Web Site**

Applicants submit their applications electronically via the WAITTA web site [www.waitta.asn.au](http://www.waitta.asn.au). The web site gives prominence to Platinum Sponsors and provides an excellent history of the Awards, as well as the previous finalists and winners.

A link to Platinum Sponsor’s web sites will be provided from the WAITTA web site from 15 September 2011 until 20 May 2012.

### **5. Awards Presentation Evening**

Platinum sponsorship of the Awards secures eight complimentary tickets, in a Premium position, to the prestigious black tie awards evening at which winners are announced. Should additional tickets be required a special sponsors’ rate will apply.

In 2011, the presentation evening was staged in the Burswood Entertainment Complex, Grand Ballroom One. Tickets were sold at \$143 each (inclusive of GST) and 300 guests attended this gala event. This event presents an excellent opportunity for sponsors to extend hospitality to their clients, suppliers and other associates.

The Platinum Sponsors' corporate identification or logo will be individually displayed on a full-screen multimedia presentation before the Awards dinner and between Award presentations.

Immediately prior to the announcement of the Award, the Platinum Sponsors' identification and the Title of the Award will be displayed on the multimedia screens.

A free-standing banner carrying Platinum Sponsors' corporate identification can be displayed in the pre-dinner area. It is the Platinum Sponsors' responsibility to deliver, install and remove the banner.

All Platinum Sponsors will be recognised by the Master of Ceremonies.

Platinum Sponsors will receive a DVD of the multimedia presentation. The lead-in to the DVD will include special mention of each Platinum Sponsor.

## **6. Sponsor Recognition Function**

Platinum Sponsors will be presented with a plaque in appreciation of their support at the Sponsorship Cocktail Party held after the Awards Presentation Evening.

## **GOLD SPONSORSHIP BENEFITS**

### **1. Marketing**

All stationery and advertising material associated with the Awards, including the Call for Nominations “How to Enter” brochure, proudly carry the Gold Sponsors’ corporate Logo or identification. This applies to sponsorship being confirmed by 15 September 2011.

Recognition and promotion will be given to Gold Sponsors at the activities of the associated professional and industry associations listed above, including the Australian Computer Society (ACS), Australian Telecommunications User Group (ATUG) and supporting organisations as opportunities arise.

### **2. Advertising**

Advertisements are placed in a National/State newspaper. Gold Sponsors’ names and logos will appear in these advertisements.

Identification of all Gold Sponsors of the Awards is an integral part of all advertisements. Other select publications are also targeted including announcements in key industry associations’ newsletters/publications.

### **3. Web Site**

Applicants submit their applications electronically via the WAITTA web site [www.waitta.asn.au](http://www.waitta.asn.au). The web site gives prominence to Gold Sponsors and provides an excellent history of the Awards, as well as the previous finalists and winners.

A link to Gold Sponsor’s web sites will be provided from the WAITTA web site from 15 September 2011 until 20 May 2012.

### **4. Awards Presentation Evening**

Gold sponsorship of the Awards secures eight complimentary tickets, in a Premium position, to the prestigious black tie awards evening at which winners are announced. Should additional tickets be required a special sponsors’ rate will apply.

In 2011, the presentation evening was staged in the Burswood Entertainment Complex, Grand Ballroom One. Tickets were sold at \$143 each (inclusive of GST) and 300 guests attended this gala event. This event presents an excellent opportunity for sponsors to extend hospitality to their clients, suppliers and other associates.

The Gold Sponsors’ corporate identification or logo will be individually displayed on a full-screen multimedia presentation before the Awards dinner and between Award presentations.

A free-standing banner carrying Gold Sponsors’ corporate identification can be displayed in the pre-dinner area. It is the Gold Sponsors’ responsibility to deliver, install and remove the banner.

Gold Sponsors will receive a DVD of the multimedia presentation. The lead-in to the DVD will include special mention of each Gold Sponsor.

#### **5. Sponsor Recognition Function**

Gold Sponsors will be presented with a plaque in appreciation of their support at the Sponsorship Cocktail Party held after the Awards Presentation Evening.

## **SILVER SPONSORSHIP BENEFITS**

### **1. Marketing**

All stationery and advertising material associated with the Awards, including the Call for Nominations “How to Enter” brochure, proudly carry the Silver Sponsors’ name in printed text only.

### **2. Advertising**

Advertisements will be placed in a National/State newspaper. The Silver Sponsor’s name in printed text, but not their logo, will appear in the advertisement. This is subject to sponsorship being confirmed by 15 September 2011. For sponsorships confirmed after this date, the names will be placed in the next Advertisement, subject to printing and time constraints.

Other select publications are also targeted including announcements in key industry associations’ newsletters/publications.

### **3. Web Site**

Applicants submit their applications electronically via the WAITTA web site [www.waitta.asn.au](http://www.waitta.asn.au). The web site gives prominence to the sponsors and provides an excellent history of the Awards, as well as the previous finalists and winners.

A link will be provided from the WAITTA web site to the Silver Sponsors’ web site from 15 September 2011 until 20 May 2012.

### **4. Awards Presentation Evening**

Silver sponsorship of the Awards secures eight complimentary tickets, with preferential seating, to the prestigious black tie awards evening at which winners are announced. Should additional tickets be required a special sponsors’ rate will apply.

In 2011, the presentation evening was staged in the Burswood Entertainment Complex, Grand Ballroom One. Tickets were sold at \$143 each (inclusive of GST) and 300 guests attended this gala event. This event presents an excellent opportunity for sponsors to extend hospitality to their clients, suppliers and other associates.

The Silver Sponsors’ corporate name will be included in a rolling text display before the start of the Awards and between the presentation of the Awards.

The Silver Sponsors’ corporate name will be included on the list of “Silver Sponsors” displayed on each of the tables.

A free-standing banner carrying Silver Sponsors’ corporate identification can be displayed in the pre-dinner area. It is the Silver Sponsors’ responsibility to deliver, install and remove the banner.

Silver Sponsors will receive a DVD of the multimedia presentation. The lead-in to the DVD will include a frame promoting Silver sponsors.

## **5. Sponsor Recognition Function**

Silver Sponsors will be presented with a framed certificate in appreciation of their support at the Sponsorship Cocktail Party held after the Awards Presentation Evening.

## **GEMSTONE SPONSORSHIP BENEFITS**

Gemstone sponsors will also have the opportunity to sponsor, for an additional fee, other elements of the Awards Presentation Evening. These elements include the following:

- Band/entertainment
- Pre-dinner drinks
- Table wine
- Table “gifts”
- Door/spot prizes
- Menu
- Wine list

The rate of sponsorship depends on the elements selected.

## **ORGANISATION OF THE AWARDS**

### **1. Milestones**

The 21st WAITTA 2011/2012 Call for Nominations “How to Enter” brochure will be available in September 2011.

Applications will close in December 2011.

Preliminary judging and final judging will occur leading up to the announcement and presentation of Awards at the Awards Presentation Evening.

### **2. Sponsorship Funding**

The number of Platinum Sponsors is limited to 10. The Platinum Sponsors’ fee for 21st WAITTA 2011/2012 is \$7,500 plus GST, Gold Sponsors’ fee is \$5,000 plus GST, whilst the Silver sponsors’ fee is \$3,000 plus GST. To receive the full sponsorship benefits outlined above confirmation is required as soon as possible.

**One of the reasons for the outstanding success of the Awards is the prestige added by association with the sponsors.**

Participation, whilst being of great value to the individual sponsors, plays a vital role in elevating the prestige of the Awards.

In 2010/2011, Platinum sponsors of the Awards were:

- ACS Foundation / Australian Computer Society
- Amcom Telecom
- Bankwest
- Department of Commerce
- Department of Regional Development and Lands
- Edith Cowan University
- iiNet
- Kinetic IT
- Murdoch University, School of Information Technology
- Westnet

The Awards are a non-profit event. All revenue is used for the promotion of the Awards, its sponsors and promotion of the finalists and winners in each Award category.

### **3. Sponsorship support**

Sponsors are requested to supply promotional material, company profile, logos and any other promotional material available at the commencement of the Awards program for the preparation of publicity, including advertisements, and the audio-visual and multimedia treatments used at the Awards Presentation Evening.

# Confirmation of 21st WAITTA 2011/2012 Sponsorship

Company: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email Address: \_\_\_\_\_

Please indicate which level of sponsorship you are confirming:

Level	Amount	Tick as appropriate
Platinum	\$7,500 plus GST	
Gold	\$5,000 plus GST	
Silver	\$3,000 plus GST	

By completing and signing this form, I have read and agree to the terms and conditions as outlined in this sponsorship package.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Please fax this form to:

Sue McLennan, Stars Event Management

Fax: 9409 6278

Or send by post to: Stars Event Management  
PO Box 26, WOODVALE WA 6026

You will receive a tax invoice for the complete amount, by the Australian Computer Society, upon receipt of this confirmation form.