



**AWARD
SPONSORSHIP
PROSPECTUS**



About Meetings & Events Australia and the MEA National Awards 2024

Meetings & Events Australia (MEA) is the largest and oldest association for event professionals in Australia; dedicated to representing the broader events sector, which employs more than 229,000 professionals who stage, produce, manage, support, and supply the 480,000+ events held nationally each year.

MEA is the heart, history and passion of the meetings and events community in Australia. With members in every state and territory, it is a nationally representative organisation. A place of ideas, personal engagement, and with a rich history, and loyal membership. Our mission is to lead, empower, and connect individuals and businesses in the Australian events community to achieve their goals through sustainable growth.

ABOUT THE AWARDS

The MEA Awards Program has a deep history of recognising excellence in the events industry, and has celebrated excellence since 1983; having commenced in the early years of MEA. As an industry, we seek to recognise, encourage, honour, Award, and celebrate the achievements of industry professionals, legends of the industry, and nurture emerging talent. We are proud to encompass the entire Australian events industry.

In 2025, 35 awards across six diverse categories are being contested with award entry submissions judged by a highly regarded and experienced panel of event professionals from across the industry.

In this 50th Anniversary year, 50 judges have been selected to collectively represent the events industry. Covering each decade of MEA, each segment of the events industry sector, the scale of businesses from individuals to multi-national corporations, of private and public companies, and associations. Our judges are current and former members, Board Directors, Branch Committee Members, Mentors, Mentees, Graduates of the Australia Events Academy, industry stakeholders, Award winners, Hall of Fame legends, and pioneers of the industry. Simon Baggs, Chairperson, Lateral Events, is the Chair-of-Judges for the MEA National Awards 2024.

The MEA National Awards 2024, awarded in 2025, will recognise exceptional achievements, creativity, and best practices across three main pillars: Company, Individual and Event of the Year Awards.

The program culminates in a National Awards presentation and Gala Dinner on the final night of the 2025 MEA National Conference. This highly anticipated evening is the highlight of the MEA social calendar for both finalists and their peers within the industry. In the 50th Anniversary year, the 2025 MEA National Conference and MEA National Awards 2024 will collectively recognise people from five decades, and the emerging leaders for future decades, and will provide opportunities for networking, engagement, knowledge sharing, experiential learning, and fun.

As part of our year-long 50th Anniversary celebration, we invite you to partner with MEA as an Award Sponsor of the MEA National Awards 2024 to support, and celebrate our vibrant industry.

Here is to 50 years of excellence and many more to come!

Mellisa Gillies

Chief Executive Officer
Meetings & Events Australia

Summary of Information

We are excited to offer nine Award Sponsorship opportunities for the MEA National Awards 2024. Awards will be presented 2025 MEA National Conference Gala Dinner, Wednesday 18 June 2025, in the 50th Anniversary year.

Event of the Year Awards \$15,000 (excl., GST)

1. Association Event of the Year.
2. Cause Related Event of the Year.
3. Corporate Event of the Year.
4. Exhibition of the Year.
5. Government Event of the Year.
6. Incentive Event of the Year.
7. Major Event or Festival of the Year.
8. Regional Event of the Year.
9. Special Event of the Year.

10. Event Legacy Award \$2,000 (excl., GST)

Company Awards, Event Management \$4,000 (excl., GST)

11. Event Agency.
12. In-House Event Management Team – (Association, Corporate or Government).
13. Professional Conference Organisation.

Company Awards, Venues \$4,000 (excl., GST)

14. Event Hotel of the Year.
15. Event Venue – Capacity Less than 1,000.
16. Event Venue – Capacity More than 1,000.

Company Awards, Event Products and Services \$10,000 (excl., GST)

17. Audio Visual Services.
18. Banqueting & Catering.
19. Event Marketing.
20. Event Technology.
21. Exhibition Services.
22. Speakers, Entertainers and Team Builders.
23. Specialist Services & Suppliers.

Excellence in Industry Award \$2,000 (excl., GST)

24. Destination Marketing Business.

Individual Awards \$10,000 (excl., GST)

25. Event Manager of the Year – Agency.
26. Event Manager of the Year – PCO.
27. Event Educator of the Year.
28. In-House Event Manager of the Year (Association, Corporate or Government).
29. MEA Future Leader.
30. Operations Person of the Year.
31. Sales, Marketing or Business Development Person of the Year.

32. Outstanding Contribution \$2,000 (excl., GST)

33.– 35. Platinum Awards \$7,500 (excl., GST)

Award Sponsorship Benefits

Your company branding (logo):

- Featured prominently in the event program for the MEA National Awards 2024.
- Displayed on the 2025 MEA National Conference website and MEA National Awards 2024 webpage hyperlinked to your corporate site.
- Logo included in slides shown throughout the MEA National Awards 2024, and Gala Dinner.
- Logo appearing on-screen during presentation of the category's awards at the State Awards events and National Awards Dinner.
- Opportunity for a company representative to appear on stage to announce category award winners and present them with their trophy at the State Awards events, and National Awards Gala Dinner.
- Logo included on trophies presented to state/territory Award Winners and National Award Winners.
- Logo included on a media photo wall at the MEA National Awards 2024 Gala Dinner.
- Logo included on pages profiling the category's award winners in the post-event *Celebration of Excellence* publication.
- 1x full page advertisement in the *Celebration of Excellence* publication.
- Logo featured in a logo lock-up of partners supporting the MEA National Awards 2024.
- Logo featured on any marketing collateral produced by MEA for the MEA National Awards 2024 and Gala Dinner.

Awards, Verbal Recognition:

- Inclusion in the Master of Ceremony acknowledgements of your company as the Award Category Sponsor at the MEA National Awards 2024 Gala Dinner.
- Acknowledgement by the MC at state/territory Awards presentation events.

Awards, Industry Recognition:

- Credit as the Award Category Sponsor in media releases about the MEA National Awards 2024.
- 1x tagged social media post across MEA's LinkedIn, Facebook, and Instagram communication channels in your choice of February, March, April or May 2025.

Digital Marketing:

- 150-word company profile featured alongside your hyperlinked corporate logo on the Meetings & Events Australia website recognising MEA National Awards 2024 and Gala Dinner Award Sponsorship Partners.

Awards, Registrations:

- 2x registrations to the MEA National Awards 2024 Gala Dinner.
- 2x tickets to attend events at which State/Territory Awards Presentations are made.

Awards Sponsor, Event of the Year Awards Category

All the above benefits plus:

- Additional 2x registrations to the MEA National Awards 2024 Gala Dinner seated at a VIP table.
- Additional 2x tickets to attend events at which State/Territory Awards Presentations are made.
- Additional 10x tagged social media post across MEA's LinkedIn, Facebook, and Instagram communication channels in your choice of February, March, April, May and June 2025.
- 2 x consenting registered delegate email contact lists provided for exclusive use, and subject to scheduling:
 - 2-weeks prior to the conference (e.g., Monday 2 June 2025).
 - 1-week post-conference (e.g., Thursday 26 June 2025).
- Provision of one 1m x 1.5m exhibitor booth shell in your preferred location, with additional inclusions/exclusions detailed separately under 'Gold Star Pod Exhibitor' Packages (*Partnership Prospectus*).

Award Categories, and Award Sponsorship Fees

Award Category: Event of the Year Awards.
Partner Category: Naming rights Award Sponsor of the Event of the Year Category.
Partner investment: \$15,000 (excl., GST)
Number of Opportunities: One (1)

MEA National Awards 2024 for exceptional achievements for nine (9) Awards in the Event of the Year Award category:

1. Association Event of the Year.
2. Cause Related Event of the Year.
3. Corporate Event of the Year.
4. Exhibition of the Year.
5. Government Event of the Year.
6. Incentive Event of the Year.
7. Major Event or Festival of the Year.
8. Regional Event of the Year.
9. Special Event of the Year.

Award Category: Event Legacy Award.
Partner Category: Naming rights Award Sponsor of the Event Legacy Award.
Partner investment: \$2,000 (excl., GST).
Number of Opportunities: One (1).

The MEA National Awards 2024 Event Legacy Award recognises the impact an event has had on business, community, the local and Australian economy and on social outcomes. It considers the long-term positive effect on the host area, culturally, economically and/or geographically, the event created:

10. Event Legacy Award.

Award Category: Company Awards, Event Management.
Partner Category: Naming rights Award Sponsor of the Event Management Awards in the Company Awards Category.
Partner investment: \$4,000 (excl., GST).
Number of Opportunities: One (1).

MEA National Awards 2024 for exceptional achievements for three (3) Awards in Event Management Awards in the Company Awards Category:

11. Event Agency.
12. In-House Event Management Team – (Association, Corporate or Government).
13. Professional Conference Organisation.

Award Category: Company Awards, Venues.
Partner Category: Naming rights Award Sponsor of the Venue Awards in the Company Awards Category.
Partner investment: \$4,000 (excl., GST)
Number of Opportunities: One (1)

MEA National Awards 2024 for exceptional achievements for three (3) Awards in Venue Awards in the Company Awards Category:

14. Event Hotel of the Year.
15. Event Venue – Capacity Less than 1,000.
16. Event Venue – Capacity More than 1,000.



Award Category: Company Awards, Event Products and Services.
Partner Category: Naming rights Award Sponsor of the Event Products and Services Awards in the Company Awards Category.
Partner investment: \$10,000 (excl., GST).
Number of Opportunities: One (1).

MEA National Awards 2024 for exceptional achievements for seven (7) Awards in Event Products and Services Awards in the Company Awards Category:

17. Audio Visual Services.
18. Banqueting & Catering.
19. Event Marketing.
20. Event Technology.
21. Exhibition Services.
22. Speakers, Entertainers and Team Builders.
23. Specialist Services & Suppliers.

Award Category: Excellence in Industry Award.
Partner Category: Naming rights Award Sponsor of the Excellence in Industry Award Category.
Partner investment: \$2,000 (excl., GST).
Number of Opportunities: One (1).

MEA National Awards 2024 for exceptional achievements for one (1) Award in the Excellence in Industry Award Category:

24. Destination Marketing Business.

Award Category: Individual Awards.
Partner Category: Naming rights Award Sponsor of the Individual Awards Category.
Partner investment: \$10,000 (excl., GST)
Number of Opportunities: One (1)

MEA National Awards 2024 for exceptional achievements for seven (7) Awards in the Individual Awards Category:

25. Event Manager of the Year – Agency.
26. Event Manager of the Year – PCO.
27. Event Educator of the Year.
28. In-House Event Manager of the Year (Association, Corporate or Government).
29. MEA Future Leader.
30. Operations Person of the Year.
31. Sales, Marketing or Business Development Person of the Year.

Award Category: Outstanding Contribution.
Partner Category: Naming rights Award Sponsor of the Outstanding Contribution Award Category.
Partner investment: \$2,000 (excl., GST)
Number of Opportunities: One (1)

MEA National Awards 2024 for exceptional achievement for one (1) Award in the Outstanding Contribution Awards Category.

Award Category: Platinum Awards.
Partner Category: Naming rights Award Sponsor of the Platinum Awards Category.
Partner investment: \$7,500 (excl., GST)
Number of Opportunities: One (1) – for three (3) Platinum Awards
MEA National Awards 2024 for the highest total scores achieved in Award category.



General Information

- Award Sponsorship fees are in Australian dollars and exclusive of GST.
- All artwork is to be sponsor-created and supplied to MEA or delivery of partner benefits.
- Written content and complimentary imagery are to be sponsor-created and supplied to MEA, and subject to approval by MEA.
- Written content is the reference the MEA National Awards 2024 and the specific Award Category, and Award Sub-category (where applicable).
- MEA will govern promotional campaign execution timings to complement existing plans, with requests accommodated where possible.
- Branding and signage entitlements may apply to multiple Award sponsors.

Contact us

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