



29th DCN Australian Shipping & Maritime Industry Awards

2024 Sponsorship Proposal

**Become a 2024
sponsor and share
centre stage at the
29th DCN Australian
Shipping &
Maritime Industry
Awards**

"The annual DCN Australian Shipping & Maritime Industry Awards, now in its 29th instalment, is revered by many as the most important gathering of the year.

The awards night is an opportunity for dignitaries, leaders and hardworking teams to come together and celebrate the many achievements of the maritime industry and the people at the heart of it, providing a networking opportunity that is arguably the best in the industry calendar.

I invite you to explore sponsorship opportunities for this flagship event and join us in spotlighting the brilliance of our maritime community"

Lindsay Reed
Publisher
Daily Cargo News

Benefits of becoming a sponsor

Direct association with one of Australia's most prestigious and longest running industry award programs

Showcases your commitment to the industry by supporting a major event that celebrates achievements and fosters collaboration

Opportunity to connect with Australia's most outstanding, innovative and inspiring shipping and maritime professionals

Advertising inventory and content opportunities* across DCN digital and print platforms

Complimentary tickets, priority seating and on-stage presentation of an award

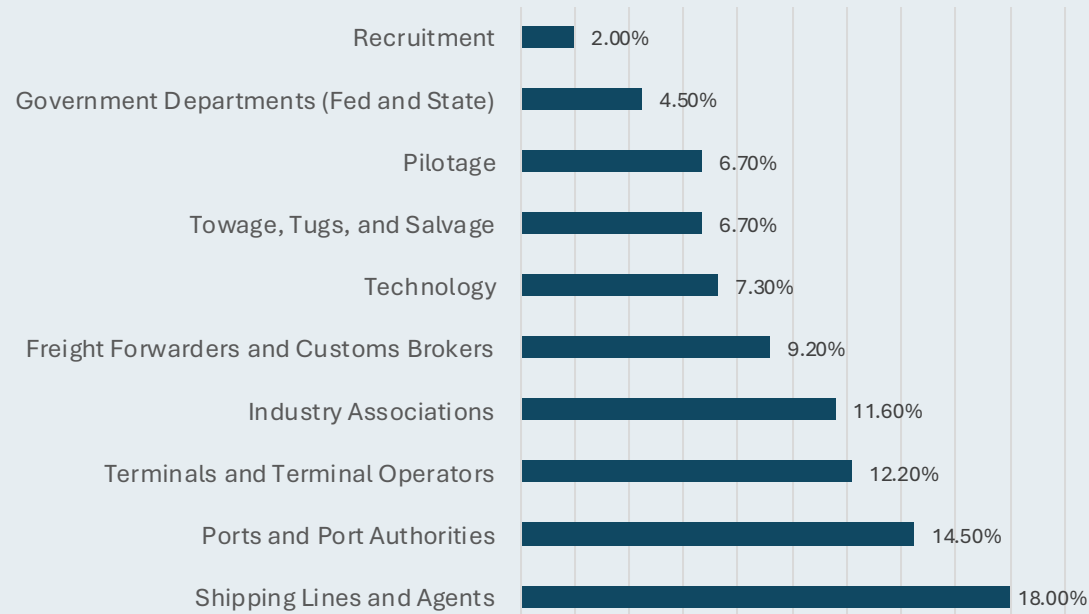
Timely access to official digital, video and photo assets, so you can highlight your support with your client and customer network

Major Host named alongside DCN throughout the promotional period

Audience analysis

Understanding the audience is key to successful event sponsorship. By segmenting the audience, we can tailor strategies to meet sponsors' needs, ensuring strong engagement and ROI. The analysis below details the audience segments for both the awards event and DCN's magazine and digital assets, showcasing our ability to connect you with the people who matter most and boost your brand visibility

DCN Awards Event



DCN Magazine & Digital Assets

- Ports
- Port Authorities
- Terminal Operators
- Freight Forwarders
- Customs Brokers
- Shipping Lines
- Pilots
- Stevedores
- Logistics companies
- Major Businesses e.g. Ikea.
- Support Services (Insurance / Lawyers / Consultants)
- Community / Charities
- Government - State & Federal

“No award can be more prestigious for an Australian maritime professional than those awarded by the industry itself.”





Judging

- Entry into the DCN Australian Shipping & Maritime Industry Awards is a two-staged process
- Nominations are submitted via the DCN website's online portal – closing date is October 2nd, 2024
- Our panel of expert, independent judges then assess the finalists' nomination against selection criteria to identify the most outstanding business or individual in each category
- Finalists are published mid-October on DCN's website and newswire

Key dates and timeline

Action	Date
Applications open	July 2024
Applications close	October 2nd, 2024
Judging takes place	October 2024
finalists announced	October 2024
Awards ceremony	21st November 2024

Major Host Sponsorship Package

The 2024 Major Host Sponsorship package is an exclusive opportunity for one organisation to be named alongside DCN as the co-presenter and major host of the 29th Australian Shipping & Maritime Industry Awards.

\$35,000 excluding GST

MARKETING AND BRAND BENEFITS

- Recognition as exclusive major host sponsor of the 29th DCN Australian Shipping & Maritime Industry Awards.
- Extensive exposure across all awards branding, marketing material and official media releases
- Logo featured alongside DCN logo on all digital and print touchpoints during the awards campaign
- Sponsor links and content featured on the awards website
- Original content pieces developed by DCN featured in the magazine and shared via digital channels
- Promotional content shared with targeted business audience via DCN digital direct marketing (DDMs)
- Use of official Awards creative assets to promote your support with your client and customer network

AWARDS CEREMONY

- Welcome address to guests at the awards dinner
- Video interview recorded on the night for use across your own channels
- Premium logo exposure on event LED and event collateral
- Ten (10) complimentary tickets to the gala dinner and awards ceremony, including additional place at the DCN Official table, seated with key dignitaries
- Welcome address and photo opening the bespoke digital award winners' brochure
- 30 second video shown on main event LED screen
- Official photographs and video content

BUSINESS FOCUSED OUTCOMES

- Program report summarising key metrics, to be provided at the close of the program.

Principal Award Categories

- Customer Service Award
- Safety Award
- Bulk and Specialised Shipping Award
- Maritime Services Award
- Newsmaker of the Year Award
- Seafarers Welfare Award
- Port or Terminal of the Year Award
- Environmental Award
- Supply Chain Innovation & Technology Award
- Women in Shipping & Maritime Logistics Award
- Diversity and Inclusion Award
- Customs Broker of the Year Award
- Freight Forwarder of the Year Award
- Young Achievement Award



Principal Award Sponsorship Package

Sponsoring one of the principal awards on the night, enables organisations to align with, and champion a specific category throughout the promotional period and on the night itself. Sponsorship packages include extensive value that extends beyond the night and offers months of return on investment

\$25,000 excluding GST

MARKETING AND BRAND BENEFITS

- Recognition as partner of 29th DCN Australian Shipping & Maritime Industry Awards
- Alignment with your chosen award category
- Extensive exposure across all program branding, marketing material and official media releases
- Logo featured alongside DCN Awards logo on all digital and print touchpoints during the program year
- Flexible advertising inventory across DCN platforms

AWARDS CEREMONY

- Logo on event LED and event collateral
- Ten (10) complimentary tickets to the awards ceremony and dinner, including priority seating
- 15-30 second video shown on main event LED screen.
- Official photographs and video content.

BUSINESS FOCUSED OUTCOMES

- Program report summarising key metrics, to be provided at the close of the program.



Liner Trade Awards

Determined by analysis of DCN shipping statistics from November 2023 to September 2024, the Liner Trade Awards kick off the night and are hotly contended amongst Shipping Lines. The 4 categories are:

- Liner Trade Award - Australia-South East Asia
- Liner Trade Award - Australia-North East Asia
- Liner Trade Award - Australia-North America
- Liner Trade Award - Australia-NZ/Pacific Islands/PNG

Liner Trade Award Sponsorship Package

The Liner Trade Awards open the night and are hotly contended between the shipping lines in Australia. Sponsorship of these awards provides an opportunity to align with certain trade routes/lines and offers many sponsorship benefits

\$15,000 excluding GST

MARKETING AND BRAND BENEFITS

- Recognition as a valued partner of the 29th DCN Australian Shipping & Maritime Industry Awards
- Extensive exposure across all program branding, marketing material and official media releases

AWARDS CEREMONY

- Logo on event LED and event collateral
- Opportunity for brief on-stage remarks
- Three (3) complimentary tickets to the gala dinner and awards ceremony, including priority seating
- Full page co-presenter feature in commemorative program booklet
- 30 second video shown on main event LED screen
- Official photographs and video content

BUSINESS FOCUSED OUTCOMES

- Program report summarising key metrics, to be provided at the close of the program.

Additional Sponsorship Opportunities*

Pre-diner drinks package	\$10,000	Sponsor the pre-dinner drinks and canapes and receive branding on trays, napkins, and logo recognition across the event
Event menu package	\$10,000	Menu sponsorship offers logo and company information on the menu & event program as well as logo exposure across the event and promotional period
Candy bar package	\$10,000	The candy bar is a popular treat at the end of evening, and sponsoring ensures your brand is on all bags, risers, jars – and with the guests as they leave
Wifi package	\$7,500	Snap, save and share.. Guests will be sharing the event with their networks and making full use of the wifi. Sponsor logo on wifi cards and across the event promotion

*Full sponsor package and benefits available on request

Award Package Summary Table

Sponsorship		Wifi	Pre-Event Drinks	Event Menu	Candy Bar	Liner Trade Awards	Principle Awards	Major Host
Sponsorship Cost		\$7,500	\$10,000	\$10,000	\$10,000	\$15,000	\$25,000	\$30,000
Pre-Event Recognition	Award Website Presence	✓	✓	✓	✓	✓	✓	✓
	Magazine Acknowledgement	✓	✓	✓	✓	✓	✓	✓
	Social Media Acknowledgement	✓	✓	✓	✓	✓	✓	✓
	Award Spotlight Series	✗	✗	✗	✗	✓	✓	✓
	Press Release Acknowledgement	✗	✗	✗	✗	✗	✗	✓
On-Site Recognition	Free Seats /Tickets at Event	2	3	3	3	5 (Half Table)	10 (Full Table)	10 (Full Table)
	Award Presentation Acknowledgement	✓	✓	✓	✓	✓	✓	✓
	MC acknowledgement	✓	✓	✓	✓	✓	✓	✓
	15 sec Sponsor Video Content	✓	✓	✓	✓	✓	✓	✓
	Logo on Event AV Screens	✓	✓	✓	✓	✓	✓	✓
	Company name & logo on award assets	✓	✓	✓	✓	✓	✓	✓
	Present an award to winner	✗	✗	✗	✗	✓	✓	✓
	Sponsored table	✗	✗	✗	✗	✗	✓	✓
	Video interview	✗	✗	✗	✗	✗	✓	✓
	DCN Official table seating	✗	✗	✗	✗	✗	✗	✓
	Premium sponsor positioning	✗	✗	✗	✗	✗	✗	✓
	News wire story	✗	✗	✗	✗	✗	✗	✓
	Welcome address	✗	✗	✗	✗	✗	✗	✓
	Post-Event Recognition	Sponsor exposure in Award issue of Magazine	✓	✓	✓	✓	✓	✓
Social Media Presence		✓	✓	✓	✓	✓	✓	✓
Website Presence		✓	✓	✓	✓	✓	✓	✓
Awards Show reel		✓	✓	✓	✓	✓	✓	✓
Recognition in Digital Award Winners Brochure		✓	✓	✓	✓	✓	✓	✓
Forward in Digital Award Winners Brochure		✗	✗	✗	✗	✗	✗	✓
Ad in digital winners brochure		Quarter Page	Quarter Page	Quarter Page	Quarter Page	Half Page	Full Page	Full Page
Magazine Advertising		1 half page ad	1 full page ad	1 full page ad	1 full page ad	2 full page ad	3 full page ad	4 full page ad
Digital Advertising	2 week digital ad	4 week digital ad	4 week digital ad	4 week digital ad	8 week digital ad	12 week digital ad	16 week digital ad	
Sponsorship Media Value Equivalent		\$30,000	\$40,000	\$40,000	\$40,000	\$65,000	\$85,000	\$105,000

Contact us

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