

ASIAL PRESENTS

# AUSTRALIAN SECURITY INDUSTRY AWARDS 2024



Outstanding Security  
Performance Awards



ASMF  
Australian Security  
Medals Foundation

BROUGHT TO YOU BY



**ASIAL**  
AUSTRALIAN SECURITY INDUSTRY  
ASSOCIATION LIMITED

## SPONSORSHIP GUIDE 2024

Each year the Australian Security Industry Awards are given to the most outstanding organisations and individuals at a special awards dinner. There are many benefits of being an Awards Sponsor, as well as driving your brand, you position your company with quality and show you are committed to the private security industry.

#SECURITYAWARDS

# SPONSORING FOR SUCCESS

The Australian Security Industry Awards are an excellent opportunity for successful brand awareness and audience reach. ASIAL offers a variety of options with exceptional deliverables for sponsors. Increase your visibility and exposure to attract business with the following sponsorship packages.





# ASIAL AWARDS LEAD SPONSOR

## Maximise your branding as the Lead ASIAL Awards sponsor

### PRE-EVENT BENEFITS

- Acknowledgement as Lead Sponsor on ASIAL & OSPAs promotional materials for the awards including:
  - ASIAL's *Security Insider* Magazine;
  - ASIAL's First Alert and other e-Newsletters and OSPAs e-Newsletters;
  - Company logo and URL on ASIAL & OSPAs websites;
  - ASIAL social media platforms (Twitter, Facebook and LinkedIn) & OSPAs social media.

### AT THE EVENT BENEFITS

- Eight complimentary tickets\* to the dinner with priority seating;
- Branded banner at entrance to dinner venue (to be supplied by the sponsor);
- Acknowledgement on holding slides;
- Acknowledgement during ASIAL President's welcome address;
- Opportunity for a representative to present 2 minute sponsor's welcome address;
- Inclusion of logo on menu and event running order, which will be placed on each table;
- One complimentary Award Category sponsorship.

### POST EVENT BENEFITS

- Acknowledgement in post event feature published on the ASIAL website;
- Sharing of this story in ASIAL's Member e-Newsletter;
- Sharing of this story on ASIAL's Facebook, Twitter and LinkedIn accounts;
- Acknowledgement in the post event feature published in *Security Insider* Magazine.





# OSPAS AWARDS LEAD SPONSOR

Maximise your branding as the  
Lead OSPAs Awards sponsor

## PRE-EVENT BENEFITS

- Acknowledgement as Lead Sponsor on ASIAL & OSPAs promotional materials for the awards including:
  - ASIAL's *Security Insider* Magazine;
  - ASIAL's First Alert and other e-Newsletters and OSPAs e-Newsletters;
  - Company logo and URL on ASIAL & OSPAs websites;
  - ASIAL social media platforms (Twitter, Facebook and LinkedIn) & OSPAs social media.



## AT THE EVENT BENEFITS

- Eight complimentary tickets\* to the dinner with priority seating;
- Branded banner at entrance to dinner venue (to be supplied by the sponsor);
- Acknowledgement on holding slides;
- Acknowledgement during ASIAL President's welcome address;
- Opportunity for a representative to present 2 minute sponsor's welcome address;
- Inclusion of logo on menu and event running order, which will be placed on each table;
- One complimentary Award Category sponsorship.



## POST EVENT BENEFITS

- Acknowledgement in post event feature published on the ASIAL website;
- Sharing of this story in ASIAL's Member e-Newsletter;
- Sharing of this story on ASIAL's Facebook, Twitter and LinkedIn accounts;
- Acknowledgement in the post event feature published in *Security Insider* Magazine.



PRICE

**SOLD!**

convergent®

# ENTERTAINMENT SPONSOR

Showcase and acknowledge your company and receive great deliverables as the Australian Security Industry Awards exclusive Entertainment Sponsor.

## PRE-EVENT BENEFITS

- Acknowledgement as a sponsor on promotional materials for the Awards including;
  - *Security Insider* Magazine;
  - ASIAL website;
  - ASIAL's social media platforms (Facebook, LinkedIn and Twitter);
  - First Alert e-Newsletter.



## AT THE EVENT BENEFITS

- Two complimentary tickets to the awards dinner;
- Acknowledgement/branding on the dinner holding slides;
- Acknowledgement in the ASIAL President's welcome address;
- Branded centrepieces on each of the tables (centrepieces to be provided by the sponsor);
- Inclusion of your logo on the dinner menu as entertainment sponsor;
- Opportunity for a representative to present two Award Categories (categories to be determined closer to the event date).



## POST EVENT BENEFITS:

- Acknowledgement in the post-event feature published in *Security Insider* Magazine and shared via ASIAL's social media platforms (Facebook, LinkedIn and Twitter);
- Complimentary full-page advert in *Security Insider* magazine (artwork to be provide by the sponsor).

**Prce \$5,500 + GST**

(Subject to availability)



**UNDER CONTRACT**

# AWARD CATEGORY SPONSOR

## PRE-EVENT BENEFITS

- Acknowledgement as a category sponsor on the ASIAL website;
- Acknowledgement as a category sponsor through ASIAL's social media channels.

## AT THE EVENT BENEFITS

- Acknowledgement on the night as a category sponsor;
- Opportunity to present an award on the night;
- One complimentary ticket to the awards dinner (additional tickets can be purchased, subject to availability).

## POST EVENT BENEFITS:

- Acknowledgement in the post event feature published in *Security Insider Magazine*, on the ASIAL website and distributed through ASIAL's e-Newsletter and social media channels.

**Price \$2,750 + GST per Award category**

(Subject to availability)



Sponsor an Award Category and shine a spotlight on your company. The deliverables are substantial and give your organisation a wide industry reach and association with winners.



### ASIAL Australian Security Industry Awards for Excellence

1. Electronic Security Installation Over \$500,000 **SOLD**
2. Electronic Security Installation Under \$500,000
3. Diversity and Inclusion **SOLD**
4. Individual Achievement – Protective Services **SOLD**
5. Individual Achievement – Technical Security **SOLD**
6. Integrated Security Solution Over \$500,000 **SOLD**
7. Integrated Security Solution Under \$500,000
8. Product of the Year – Access Control Systems **SOLD**
9. Product of the Year – Alarm Systems **UNDER CONTRACT**
10. Product of the Year – Video Surveillance Systems (CCTV IP SYSTEMS) **SOLD**
11. Product of the Year – Physical Security
12. Security Equipment Manufacturer/ Distributor/Supplier
13. Unsung Hero – Electronics Security Sector **SOLD**
14. Unsung Hero – Protective Services Sector **SOLD**



### Outstanding Security Performance Awards (OSPAs)

1. Outstanding Female Security Professional **SOLD**
2. Outstanding Guarding Company
3. Outstanding In-house Security Manager/Director
4. Outstanding Contract Security Manager/Director
5. Outstanding Security Consultant **SOLD**
6. Outstanding Security Partnership **UNDER CONTRACT**
7. Outstanding Security Team **SOLD**
8. Outstanding Training Initiative **UNDER CONTRACT**
9. Outstanding Young Security Professional **SOLD**

In the event that the judging panel at their discretion determine not to award a recipient in a category that is sponsored, the organisers reserve the right to allocate the sponsor with a different award category.

Category sponsorship availability is correct at publication.



### Your 2024 MC - Lehmo

A multi-talented and highly experienced performer, Lehmo has worked on radio, television and the stage for over two decades. He is also one of Australia's most well-travelled comedians who has worked in all corners of the globe. Lehmo's live work has seen him headline at comedy clubs in the USA, UK, Ireland, South Africa, Singapore, Malaysia, Hong Kong and Thailand.

He also stars in the Logie-winning and critically acclaimed Working Dog TV production Utopia which airs on the ABC and Netflix.

# GET IN TOUCH TODAY

Contact our sponsorship team at  
[contactus@asial.com.au](mailto:contactus@asial.com.au) or on 1300 127 425  
[www.asial.com.au](http://www.asial.com.au)



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