

INTRODUCTION

Rotary International Clubs of the Australian Capital Territory are pleased to invite you to become a Partner of the **Rotary ACT Emergency Services Community Awards**.

A few dedicated and passionate Rotarians who recognised the value of not only our paid, but also our volunteer Emergency Service Personnel developed these awards.

OBJECTIVES

In keeping with Rotary's motto of "Service above Self", the Awards acknowledge and celebrate selfless Community Service of the ACT Emergency Services Personnel while supporting two important Rotary initiatives:

1. Australian Rotary Health - PhD Research Scholarship investigating Post Traumatic Stress Disorder (PTSD) in Emergency Services Personnel
2. Emergency & Disaster Preparedness Vocational Training Teams

The 2022 RESCA will be the fifth Annual Awards and to date RESCA has recognised many paid and volunteer emergency service personnel. The Awards within NSW and ACT have also raised over \$50,000 to fund each of the above beneficiaries

ABOUT THE AWARDS

While individual services have their own internal awards, the Rotary ACT Emergency Services Community Awards (RESCA) is the only time all Emergency Services personnel, both paid and volunteer, are recognised in a combined awards program.

The awards are supported by all ACT Emergency Service Agencies along with Government Support. The patron of the ACT awards is retired Justice Hon Richard Refshauge.

The Awards are open to all ACT based paid and volunteer Emergency Service Personnel:

- ACT Ambulance Service
- ACT Fire & Rescue
- ACT Rural Fire Service
- ACT State Emergency Service
- ACT ESA Enabling Services
- ACT Policing



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WHY BECOME A RESCA PARTNER?

By becoming a Partner of the Awards, your business will achieve two positive outcomes:

1. Support two important Rotary / Emergency Services initiatives:
 - a. PhD Research Scholarship investigating PTSD in Emergency Services Workers
 - b. Emergency & Disaster Preparedness Vocational Training Teams
2. Be recognised as a supporter of ACT Emergency Services and Rotary's ongoing commitment to Community Service. The Awards provide an opportunity to thank Emergency Services and give back to those who support our community in times of greatest need.

RESCA Partners will receive significant brand recognition through inclusion in marketing materials, media releases, digital media and event signage (based on sponsorship level).

Partners will be invited to participate in special events such as the launch of the nominations and the Awards Presentation Dinner.

THE AWARDS PROCESS

The Awards are promoted throughout ACT via a comprehensive marketing campaign using both traditional and digital media strategies.

Emergency Service Personnel will be nominated by colleagues and members of the community. A panel of independent judges will then assess nominees on three key criteria:

- Community service over and above the call of normal duties that best exemplifies Rotary's motto of *Service Above Self* (i.e. community involvement when they are not working in their normal roles).
- Personal attributes
- Contribution to their organisation

Nominations are submitted through an online system via the Awards website at: www.rescawards.org.au

The Rotary Clubs of ACT Emergency Services Community Awards consist of two levels:

- **Finalists** – i.e. up to 8 finalists from ACT Emergency Services
- **Two Major Winners:**
 - Rotary Clubs of ACT Emergency Service Officer of the Year Serving in a Volunteer capacity
 - Rotary Clubs of ACT Emergency Service Officer of the Year Serving in a Paid capacity

PARTNERSHIP OPPORTUNITIES

We offer a range of partnership opportunities, as set out in the following table. These options should be viewed as a guideline only – we are open to whatever assistance your organisation is able to provide and can tailor a partnership package that helps meet your business objectives.

RESCA will also consider in-kind support with items such as printing, audio-visual production, décor, website hosting, venue hire, catering, trophies, media support and such. Let us know how we can create a package to meet your needs.

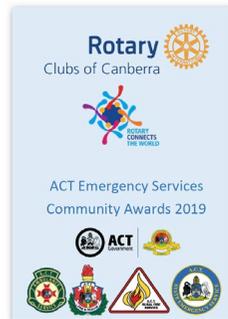
PARTNERSHIP PACKAGES

		Principal Partner	Gold Partner	Silver Partner	Bronze Partner	Awards Supporter
INVESTMENT:		\$20,000 +GST	\$15,000 +GST	\$7,000 +GST	\$2,500 +GST	\$1,250 +GST
Partner Benefits:		Identification as a Principal Partner	Identification as a Gold Awards Partner	Identification as a Silver Awards Partner	Identification as a Bronze Awards Partner	Identification as an Awards Supporter
Maximum Number of partners in each category		1	2	4	6	10
Exclusivity within Business Sector	We will not allow any of your competitors to be a partner of this Event	Yes	Yes	No	No	No
Speaking opportunity at Launch		Yes	No	No	No	No
Speaking Opportunity at Awards Dinner		Yes	No	No	No	No
Awards Dinner Gift	Opportunity provide branded gift to Awards Dinner attendees	Yes	Yes	No	No	No
Authorisation to use RESCA Partner logo	You will have authority to utilise the RESCA logo in your publications	Yes	Yes	Yes	Yes	Yes
Identification in Dinner Program*	All of our supporters will be recognised within our Dinner Program	Logo	Logo	Logo	Logo	Logo
Advertising in Dinner Program	Our Awards Dinner Program will be on each place setting at the event. You have an opportunity to position an advertisement within this program.	2 Pages	1 Page	½ Page	¼ Page	Nil

Inclusion in digital & printed marketing*		Large Logo & Name	Med. Logo & Name	Small Logo & Name	V/small Logo & Name	Name
Number of Banners displayed at Dinner	Display of Partner banners at the Awards Dinner	2 Banners	1 Banners	1 Banner	Nil	Nil
Name, Logo and link included on website*		Large	Medium	Small	Name	Name
Tickets to Awards Presentation Dinner	The Awards Dinner is the main celebration of the awards	2 tables of 8	1 table of 8	6 seats	4 seats	2 seats

* = Size proportional to partnership level

SPONSORSHIP LOGO EXAMPLES



Souvenir Dinner Program



Awards Dinner Presentation



Pull Up Banners

FOR MORE INFORMATION, PLEASE CONTACT:

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www.rescawards.org.au