



2024
EXCELLENCE IN
EARLY CHILDHOOD
EDUCATION AWARDS

SPONSORSHIP PROPOSAL



The Excellence in Early Childhood Education Awards 2024

Australia's largest and most prestigious awards program

35 exciting categories

Modern criteria

Official awards reference manual

Even more opportunities to inform, engage & support

Be known to be associated with Excellence in Early Childhood Education

Imagine engaging over 5,989 NSW-based services and up to 700 guests, in particular over 3,530 long daycare services.

The Excellence in Early Childhood Education Awards 2024 will again unite the entire sector around the celebration of achievements and excellence. It will offer opportunities to showcase innovative ideas, recognise services of excellence and provide industry networking.

This awards program will continue to be the pinnacle of the sector's calendar in NSW, promoting excellence of large, small, individuals, groups, regional, metropolitan, private, community & not-for-profit long daycare services. It identifies activities and the individuals who contribute in making early childhood education of significant benefit for future generations.

The Awards' Gala Night brings the sector together with services, associations, dignitaries and sponsors collectively acknowledging the commitment of services, their staff, families and communities that cares for young children and their families.

The Excellence in Early Childhood Education Awards is already the signature annual sector event on the calendar, and the largest of its kind across Australia. But it will not be what it is without the invaluable contributions of our partners and sponsors.

Partnership is a powerful way to elevate and reinforce your brand, network with sector influencers, increase exposure to your market, and be a part of something so much bigger. This is your opportunity to be involved in the largest and most celebrated event on the early learning sector's calendar.



EXCELLENCE IN
EARLY CHILDHOOD
EDUCATION AWARDS

The Categories

The high-profile Awards program aims to deliver a program that is cohesive across the entire early childhood education sector, developing and reinforcing its identity and assisting operators in cross-development of opportunities between services and suppliers.

The Award categories are all-inclusive, being open to all New South Wales based Early Childhood Education long daycare services, their managers, personnel and support service providers.

Metropolitan Services Excellence Awards

- 1. Large Private Metropolitan Service Excellence Award (40 places or more)
- 2. Small Private Metropolitan Service Excellence Award (39 places or less)
- 3. Large Community Metropolitan Service Excellence Award (40 places or more)
- 4. Small Community Metropolitan Service Excellence Award (39 places or less)

Regional/Rural Services Excellence Awards

- 5. Large Private Regional/Rural Service Excellence Award (40 places or more)
- 6. Small Private Regional/Rural Service Award (39 places or less)
- 7. Large Community Regional/Rural Service Excellence Award (40 places or more)
- 8. Small Community Regional/Rural Service Excellence Award (39 places or less)

Excellence Awards

- 9. Educational Program & Practice
- 10. Environmental Program
- 11. Partnerships with Families
- 12. Community Involvement
- 13. Inclusivity Practices
- 14. Children’s Wellbeing & Health
- 15. Food & Nutrition
- 16. Multicultural Program
- 17. Food & Menu Design
- 18. Australian History & Culture

Excellence in Training

- 19. Certificate III in Early Childhood Education and Care
- 20. Diploma of Early Childhood Education and Care

Excellence in People

- 21. Team Excellence Award - Metropolitan Service
- 22. Team Excellence Award - Regional/Rural Service
- 23. Employer Excellence Award
- 24. Female Educator Excellence Award
- 25. Male Educator Excellence Award
- 26. Educational Leader Excellence Award
- 27. Young Female Educator Excellence Award (25 years or less)
- 28. Young Male Educator Excellence Award (25 years or less)
- 29. Service Support Person Excellence Award

Children's Outcomes

- 30. Outcomes for Children (Birth - 3 Years)
- 31. Outcomes for Children (Preschool)

Business Excellence Awards

- 32. Large Metropolitan Service (40 places or more)
- 33. Small Metropolitan Service (39 places or less)
- 34. Large Regional/Rural Service (40 places or more)
- 35. Small Regional/Rural Service (39 places or less)



EXCELLENCE IN
EARLY CHILDHOOD
EDUCATION AWARDS



The Categories



EXCELLENCE IN
EARLY CHILDHOOD
EDUCATION AWARDS

About the Program

Why Services Enter?

The Excellence in Early Childhood Education Awards is the largest awards program to recognise great achievements not only in their field or sector, but amongst the best across the entire state.

With categories for services, activities and individuals and a transparent, rigorous judging process, everyone across the sector can compete on a level playing field. One winner per category means the Awards are highly prestigious, and offer the opportunity to evidence the quality and achievements of the services and highlight what they do so well to their peers.

Services will reap the benefits. They will:

- raise the profile of their service both within the sector, within their community and publicly.
- enjoy the significant promotional opportunities as a finalist or winner.
- benchmark their work – look at it critically through entering and experience healthy competition against the top service providers.
- reward the team for their distinguished efforts.

The Awards reward examples of best practice, innovation and quality outcomes for the benefit of children, their families and New South Wales.

Elements of the Program

The Excellence in Early Childhood Education Awards consists of a number of different elements that provide opportunities for exposure. These include:

- a series of direct marketing campaign to all NSW services, including e-newsletters, articles about the sponsors’ interests and involvements, as well as media releases.
- Social media campaign including paid Facebook advertising.
- an Awards Guide that outlines the themes for the Awards
- an awards recognition program that encourages services to participate in activities.
- acknowledgement for the great commitment by early learning services personnel.
- activities within local catchment areas, newspaper coverage and interaction with their respective local communities, business people as well as elected representatives.

Benefits of being a Sponsor

The Excellence in Early Childhood Education Awards is an effective way to heighten your brand and reinforce your association with the Early Childhood Education and Care sector in terms of:

- being a member of the leading group of supporters of the sector;
- opportunities to dynamically connect and engage with the sector’s key decision makers;
- broader media exposure throughout the program;
- support for your company’s marketing strategy by leveraging the Awards as a platform to target your specific audiences; and
- network opportunities with other sponsors and supporters, including service providers, media partners and government representatives.

How the Program works

How the Program Works

The program begins with The Official Awards Guide and Awards Entry Form being made available via e-mail, social media, post and online to over 5,600 services throughout New South Wales.

Long daycare services use The Official Awards Guide to develop activities and events that revolve around the year’s themes. Each theme relates to an area of early learning development. Services are encouraged to involve their community, promote their service in the media and create participation with parents and families.

From their activities during the year, services are invited to submit an application for The Excellence in Early Childhood Education Awards based on the activities conducted. They may also apply for any of the other categories based on the criteria.

Key Dates

29 Jun 2024	Nominations Open
Jul-Aug 2024	Confirmation sponsors’ commitments
Jul-Dec 2024	Mass promotion of sponsors
1 Sep 2024	Nominations Close
11 Sep 2024	Finalists Announced
1 Nov 2024	Awards Gala Night - Hyatt Regency, Sydney CBD
30 Jun 2025	Final Date for Payment of Sponsorships

Awards Gala Night

The Excellence in Early Childhood Education Awards is the culmination of a year’s hard work, educating children, with a fitting conclusion celebrated in style. Services, staff, sponsors and dignitaries are invited to attend the Awards Gala Night, where winners are announced and the entire industry is brought together to celebrate all things early childhood education.

Services will be enriched with an overwhelmingly positive response. The program aims to leave a constructive impact on many aspects of the services, including:

- Boosting morale and confidence
- Lifting professionalism
- Giving a sense of pride and purpose
- Strengthening teams
- Providing opportunities for staff collaboration
- Providing a sense of achievement

Levels of Sponsorship

Major Sponsor

\$11,000 plus GST

Acknowledgement of your support will include:

- Premium logo placement on all marketing materials and online platforms
- Logo on Excellence in Early Childhood Awards' promotional communiques*
- Link on promotional e-newsletters to your nominated URL
- Video and text article distributed up to twice before 2 November 2024
- Video and text article distributed at least twice after 2 November 2024
- Acknowledgement in media releases
- Logo on invitations for the Awards Gala Night
- Speaking opportunity at the Awards Gala Night
- Logo on award programs for Awards Gala Night
- Six complimentary tickets to the Awards Gala Night
- Opportunity to present awards at Awards Gala Night

Associate Sponsor

\$6,000 plus GST

Acknowledgement of your support will include:

- Logo on Excellence in Early Childhood Awards' promotional communiques*
- Link on promotional e-newsletters to your nominated URL
- Video and text article distributed once before 2 November 2024
- Video and text article distributed once after 2 November 2024
- Acknowledgement in media releases
- Logo on invitations for Awards Gala Night
- Logo on award programs for Awards Gala Night
- Four complimentary tickets to the Awards Gala Night
- Opportunity to present awards at the Awards Gala Night
- Opportunity to give a short speech at Awards Gala Night

Support Sponsor

\$4,500 plus GST

Acknowledgement of your support will include:

- Logo on Excellence in Early Childhood Awards' promotional communiques*
- Text article distributed once before 2 November 2024
- Text article distributed once after 2 November 2024
- Logo on invitations for Awards Gala Night
- Logo on award programs for Awards Gala Night
- Two complimentary tickets to the Awards Gala Night

* distribution will primarily occur during July to November 2024 via the Awards' official e-mail broadcasts, social media posts as well as on the official website, subject only to context provision.

For further information, please contact Jay Taguba
Australian Childcare Alliance NSW | 1300 556 330 | jay.taguba@childcarealliance.org.au



Excellence in Early Childhood Education Awards
presented by



Jay Taguba
1300 556 330
jay.taguba@childcarealliance.org.au

Program Managers

precedent

02 8363 3333
awards@precedent.net