



EXCELLENCE IN
EARLY CHILDHOOD
EDUCATION AWARDS

2026

Sponsorship Prospectus



Be known to be associated with Excellence in Early Childhood Education

Imagine engaging across all NSW-based early childhood education and care services (especially over 3,663 long daycare services), and in particular over 700 guests at the Awards Gala Night!

The Excellence in Early Childhood Education Awards 2026 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, medium, small, individuals, groups, rural, regional and metropolitan long daycare services.

It identifies activities, individuals, teams and services 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 care 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

Be associated with Australia's largest and most prestigious awards program
for the early childhood education and care sector!

Engage not only with those nominating but in particular
over 3,600 long daycare services across New South Wales.

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

The Award categories are open to all New South Wales based early childhood education and care long daycare services, their Approved Providers, senior staff, early childhood educators and teachers, as well as their services' support personnel.

Metropolitan Services Excellence Awards

1. Large Metropolitan Service Excellence Award (80 places or more)
2. Medium Metropolitan Service Excellence Award (40-79 places)
3. Small Metropolitan Service Excellence Award (39 places or less)

Regional/Rural/Remote Services Excellence Awards

4. Large Regional/Rural/Remote Service Award (80 places or more)
5. Medium Regional/Rural/Remote Service Award (40-79 places)
- 6.. Small Regional/Rural/Remote Service Award (39 places or less)

Excellence Awards

7. Educational Program & Practice
8. Environmental Program
9. Partnerships with Families
10. Community Involvement
11. Inclusivity Practices
12. Children's Wellbeing & Health
13. Children's Safety
14. Food, Nutrition & Menu Design
15. Multicultural Program
16. Australian History & Culture

Excellence in Training

17. Certificate III in Early Childhood Education and Care
18. Diploma of Early Childhood Education and Care
19. Degree in Early Childhood Education and Care
20. Training Excellence Award

– The Categories –



Excellence in People

21. Team Excellence Award - Large Metropolitan Service (80 places or more)
22. Team Excellence Award - Medium Metropolitan Service (40-79 places)
23. Team Excellence Award - Small Metropolitan Service (39 places or less)
24. Team Excellence Award - Large Regional/Rural/Remote Service (80 places or more)
25. Team Excellence Award - Medium Regional/Rural/Remote Service (40-79 places)
26. Team Excellence Award - Small Regional/Rural/Remote Service (80 places or more)
27. Employer Excellence Award
28. Nominated Supervisor/Director Excellence Award
29. Educator Excellence Award
30. Young Educator Excellence Award (25 years or less)
31. Educational Leader Excellence Award
32. Service Support Person Excellence Award
33. Wellbeing Excellence Award - Metropolitan Service
34. Wellbeing Excellence Award - Regional/Rural/Remote Service

Children's Outcomes

35. Outcomes for Children (Birth - 3 Years)
36. Outcomes for Children (Preschool)

– 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 Nominations 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 respectivelocal 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 Awards Program works

The program begins with The Official Awards Nomination Guide and Awards Entry portal 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 Nomination 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 local 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 for Sponsors

17 Feb 2026	Nominations Open
6 Feb-30 Jun 2026	Confirmation sponsors’ commitments
17 Feb-11 Sep 2026	Mass promotion of sponsors
31 May 2026	Nominations Close
19 Jun 2026	Finalists Announced
12 Sep 2026	Awards Gala Night - The Fullerton, Sydney CBD
30 June 2027	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 aconstructive 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

HOW THE PROGRAM WORKS



Sponsorship Levels

Major Sponsors

\$12.500 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 11 September 2025
 - Video and text article distributed at least twice after 11 September 2025
 - 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
 - Opportunity to give a short speech at Awards Gala Night

Associate Sponsors

\$6.500 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 11 September 2025
 - Video and text article distributed once after 11 September 2025
 - 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 co-present awards at the Awards Gala Night
 - Opportunity to give a short speech at Awards Gala Night

Support Sponsors

\$4.500 plus GST

- Acknowledgement of your support will include:
- Logo on Excellence in Early Childhood Awards’ promotional communiques*
 - Text article distributed once before 11 September 2026
 - Text article distributed once after 11 September 2026
 - Logo on invitations for Awards Gala Night
 - Logo on award programs for Awards Gala Night
 - Two complimentary tickets to the Awards Gala Night

Other Sponsorships

\$2.000 plus GST

There will also be two sets of prizes given at the Awards Gala Night. This includes the acknowledgement of 20+ years of service, as well as best dress awards.

* distribution will primarily occur during February to September 2026 via the Awards’ official e-mail broadcasts, social media posts as well as on the official website, subject only to context provision. Please visit <https://www.nsw.childcarealliance.org.au/supplier-members/engaging-through-eeceawards> for the due dates for each distribution

Excellence in Early Childhood Education Awards 2026

www.eeceawards.com.au

presented by



1300 556 330

hello@eeceawards.com.au

nsw@childcarealliance.org.au

