



ICCI AUSTRALIA (VIC&TAS)  
ITALIAN CHAMBER OF COMMERCE AND INDUSTRY  
IN AUSTRALIA - VICTORIA AND TASMANIA  
CAMERE DI COMMERCIO ITALIANE ALL'ESTERO

# ITALIAN BUSINESS AWARDS

GALA  
2024

12 OCTOBER 2024  
SOFITEL MELBOURNE  
ON COLLINS

---

2024 SPONSORSHIP PROPOSAL

---

# AN ITALIAN NIGHT OF EXCELLENCE

Join us at the Italian Business Awards Gala Night, the Italo-Australian business community's event of the year, where over 500 guests will celebrate the unmatched innovation, creativity, elegance and heritage of Italy.

This evening, hosted by the ICCI Australia (Vic&Tas), will spotlight outstanding leaders and businesses that excel in trading goods, services, and ideas between Italy and Australia.

Witness Italian entrepreneurship accomplishments of women-led enterprises, contributions to sustainability, and be inspired by Italian excellence and innovation.

Don't miss this unforgettable night that honours the significant impact of visionary individuals and organisations within the dynamic Italo-Australian business community.

**BE PART OF A CELEBRATION THAT SHOWCASES  
THE ESSENCE OF ITALIAN EXCELLENCE.**

# 2023 BUSINESS AWARDS WINNERS:



Mr. Tony Schiavello, winner of the Lifetime Achievement Award 2023.



Mr Giancarlo Colangeli from Cofee Machine Technology, winner of the Italian Business Awards 2023.

*Presented by*

**IVECO**



WAM Australia, winner of the Italian Innovation in Business Award 2023.

*Presented by*

**smeg**



Elisabetta Giannini from MGSA Architech, winner of the Italian Business Woman Awards 2023.

*Presented by*

**webuild** 



Helia EHS, winner of the Italian Business Sustainability Award 2023.

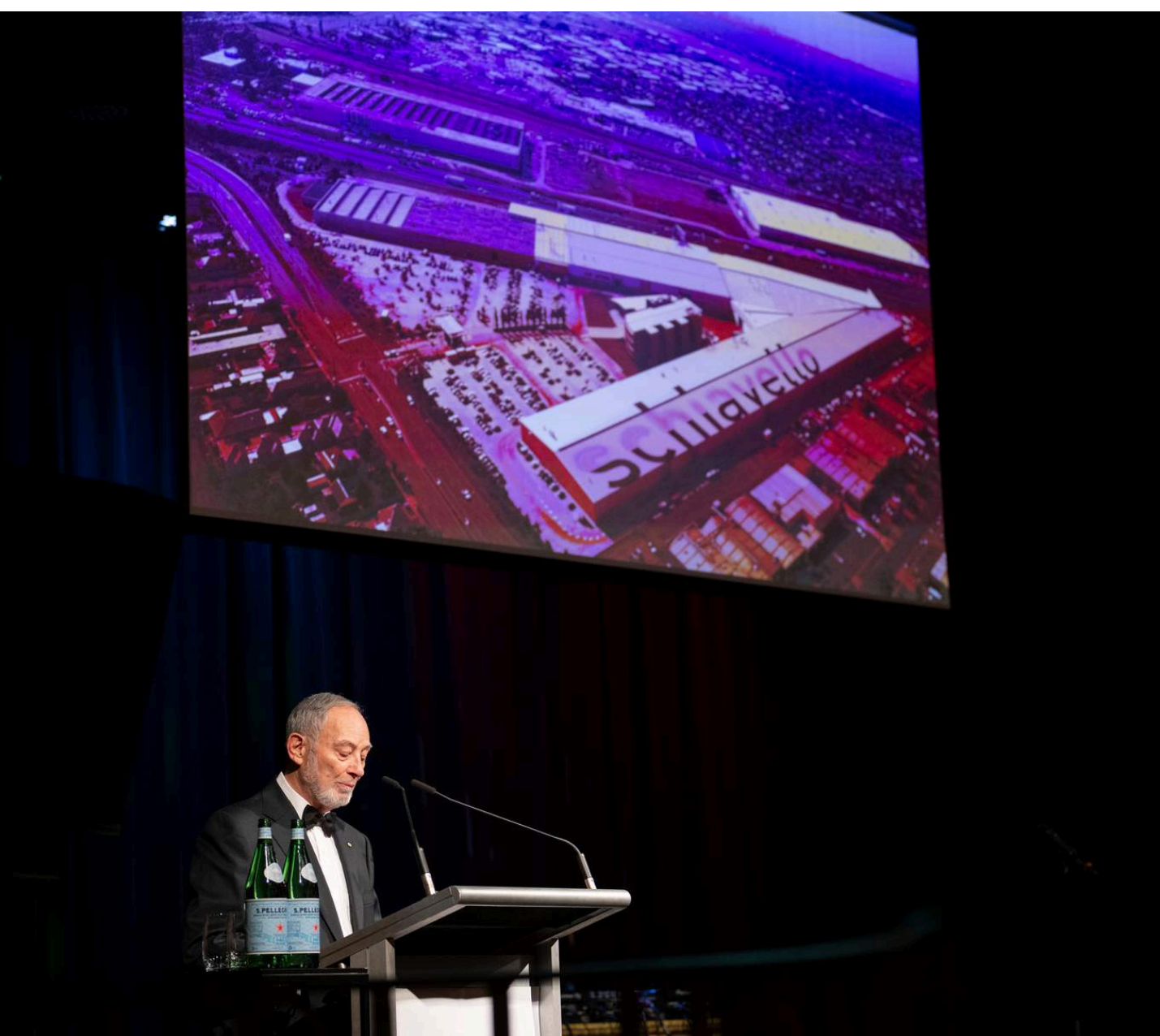
*Presented by*

**LAVAZZA**  
TORINO, ITALIA, 1895















# AN ITALIAN NIGHT OF ACHIEVEMENTS

Get ready for an unforgettable evening celebrating exceptional achievements at the Italian Business Awards Gala Night.

## **LIFETIME ACHIEVEMENT AWARD:**

Paying tribute to an individual whose enduring dedication and contributions have left an indelible legacy on the Italo-Australian business community.

## **ITALIAN BUSINESS AWARD :**

Recognizing outstanding Italian businesses that excel in their respective fields, showcasing the best of Italian excellence.

**NEW**

## **YOUNG ENTREPRENEUR AWARD:**

Spotlighting the brightest young minds driving innovation and success in business, showcasing their entrepreneurial spirit and achievements.

## **ITALIAN BUSINESSWOMAN AWARD:**

Honoring the remarkable accomplishments of women in business, highlighting their leadership, vision, and impact within the Italian and Australian markets.

## **SUSTAINABILITY AWARD:**

Celebrating enterprises that have made significant strides in sustainability, reflecting a commitment to environmental responsibility and forward-thinking practices.

**NEW**

## **DESIGN AWARD:**

Recognizing excellence in design innovation and creativity within the Italian and Italian-Australian business community in architectural, interior, and product design, showcasing outstanding achievements in the field.

## **INNOVATION AWARD:**

Acknowledging groundbreaking advancements and creative solutions that have set new standards in the industry, driving progress and inspiring future innovations.

# AN ITALIAN NIGHT OF ELEGANCE

S O F I T E L  
L U X U R Y H O T E L S

Located in the heart of the east end of Collins Street, Sofitel Melbourne's Grand Ballroom promises an unparalleled 'Magnifique and sophisticated' experience.

The Grand Ballroom will be the centre stage for the Italian Business Award Gala Night 2024. Complementing the Grand Ballroom is Sofi's Lounge, an expansive room perfect for hosting the pre-event cocktail reception and exhibition and activation that highlights Sponsors' products.

THE GRAND BALLROOM



SOFI'S LOUNGE





# CHARITY PARTNER



## A PROUD PARTNERSHIP SUPPORTING HEALTH INNOVATION



The Italian Chamber of Commerce has a longstanding commitment to supporting the community. In this spirit, we have chosen to support and fundraising for construction of the new St Vincent's Private Hospital Tower.

St Vincent's has earned a reputation for providing exceptional medical care and serving as a pillar of support for countless individuals and families in need. Building on this legacy, a new 12-level tower is being constructed to expand the capacity of St Vincent's Private Hospital in Fitzroy.

This development represents a significant milestone in healthcare advancement, offering expanded access to top-ranked specialists, state-of-the-art facilities, and revolutionary medical equipment.

[CLICK HERE TO DISCOVER MORE](#)





ICCI AUSTRALIA (VIC&TAS)  
ITALIAN CHAMBER OF COMMERCE AND INDUSTRY  
IN AUSTRALIA - VICTORIA AND TASMANIA  
CAMERE DI COMMERCIO ITALIANE ALL'ESTERO

# SPONSORSHIP OPPORTUNITIES

Sponsoring the Italian Business Awards Gala Dinner offers a prime opportunity to showcase a commitment to fostering Italy-Australia economic ties.

This prestigious event enhances visibility among influential leaders and facilitates valuable connections within the business community, driving long-term growth and opportunities.



# AWARD CATEGORY SPONSORSHIP PACKAGES

(SPONSORSHIP VALUE INCLUDES GST)

BENEFITS	CO-PRESENTING SPONSOR	AWARD SPONSOR	DIAMOND SPONSOR	EVENT SPONSOR	DISPLAY SPONSOR
<i>Investment</i>	\$15,000	\$8,250	\$6,500	\$3,500	\$2,500
Complementary tickets	2 VIP tables (20 seats)	1 prominent table (10 seats)	1 prominent table (10 seats)	4 seats	2 seats
Recognition	Co-presenter Sponsor recognition	Award Sponsor recognition	Diamond Sponsor recognition	Category Sponsor recognition	Category Sponsor recognition
Logo on digital & printed touchpoints	Logo alongside ICCI logo	✓	✓	✓	✓
Logo on event media wall	Extra large alongside ICCI logo	Extra large	Large	Medium	Medium
Event booklet	Double page	One page	One page	Logo	Logo
Video at event	2 mins ✓	1 min ✓	1 min ✓	---	---
Acknowledgment from stage	Prominent acknowledgment	✓	✓	✓	✓
Speaking Opportunity	Stage remarks at begging of the event	Stage remarks during the Ceremony awards	---	---	---
Table Branding	✓	✓	✓	---	---
Contribution to gift bags	✓	✓	✓	✓	✓
Dedicated activation in Sofi's lounge	✓	---	✓	---	---
DDMs (sent to 2,500+ contacts)	Dedicated content & logo with hyperlink	Dedicated content & logo with hyperlink	Logo with hyperlink	Logo with hyperlink	Logo with hyperlink
Social Media Channels (ICCI LinkedIn, Instagram, Facebook)	Dedicated post	Dedicated post	Dedicated post	Dedicated post	Dedicated post
Event webpage	Dedicated content & logo with hyperlink	Logo with hyperlink	Logo with hyperlink	Logo with hyperlink	Logo with hyperlink



## CO - PRESENTING SPONSOR - \$15,000

*The 2024 Co-presenter package is an exclusive opportunity for one organisation to be named alongside the ICCI as the co-presenter of the Italian Business Awards Gala 2024.*

### **BENEFITS**

#### RECOGNITION AND VISIBILITY

- **Two tables of 10 guests in VIP seating**
- **Opportunity for brief on-stage remarks**
- **Recognition as exclusive co-presenter of the Italian Business Awards Gala 2024**
- Logo exposure alongside ICCI logo as Co-presenting Sponsor on all digital touchpoints with hyperlink (sent to 2,500+ contacts)
- Logo exposure alongside ICCI logo as Co-presenting Sponsor on all printed touchpoints
- Extensive exposure across all event branding and marketing material
- Co-presenter content featured on the event page with a hyperlink
- Dedicated content shared via digital channels and digital direct marketing (DDMs)
- Double pages as co-presenter feature in the Italian Business Awards booklet
- Video shown on the main event LED screen
- Company branding table
- Prominent acknowledgment during the event, including mentions in speeches and multimedia displays

#### **PRODUCT PLACEMENT & DISPLAY ACTIVATION:**

- Ability to activate a dedicated area in Sofi's Lounge to showcase/taste your products/services for an estimated 500 people. The Sponsor provides the in-kind product marketing and display materials.

#### ICCI MEMBERSHIP

This sponsorship level automatically grants the Business Member Plus status for 2024 if the Company is not already an ICCI Member

## DIAMOND SPONSORS- \$6,500

*Three exclusive openings for Diamond Partners at the Italian Business Awards Gala 2024. Elevate your brand's stature with premium recognition, exclusive benefits, and unmatched networking opportunities*

### **BENEFITS**

#### RECOGNITION AND VISIBILITY

- **One table of 10 guests at a prominent position**
- **Recognition as Diamond Partner of the Italian Business Awards Gala 2024**
- Logo exposure as Diamond Sponsor on all digital touchpoints with hyperlink (sent to 2,500+ contacts)
- Logo exposure as Diamond Sponsor on all printed touchpoints
- Dedicated content shared via digital channels and digital direct marketing (DDMs)
- Full-page in the Italian Business Awards booklet
- Video shown on the main event LED screen
- Company branding table
- Prominent acknowledgment during the event, including mentions in speeches and multimedia displays

#### **PRODUCT PLACEMENT & DISPLAY ACTIVATION:**

- Ability to activate a dedicated area in in Sofi's Lounge to showcase/taste your products/services for an estimated 500 people. The Sponsor provides the marketing and display materials.



## AWARD SPONSORS - \$8,250

ITALIAN BUSINESS AWARD **SPONSORED BY IVECO**

ITALIAN BUSINESSWOMAN AWARD **SPONSORED BY WEBUILD**

SUSTAINABILITY IN BUSINESS AWARD **SPONSORED BY LAVAZZA**

DESIGN AWARD **SPONSORED BY SMEG**

INNOVATION IN BUSINESS AWARD

YOUNG ENTREPRENEUR AWARD

LIFETIME ACHIEVEMENT AWARD

### **BENEFITS**

#### RECOGNITION AND VISIBILITY

- **One table of 10 guests at a prominent position**
- **Recognition as “Name Award” presented by “Name Sponsor”**
- **Opportunity for brief on-stage remarks**
- Company name or logo on the Award
- Logo exposure as Award Sponsor on all digital touchpoints with hyperlink (sent to 2,500+ contacts)
- Logo exposure as Award Sponsor on all printed touchpoints
- Dedicated content shared via digital channels and digital direct marketing (DDMs)
- Full-page in the Italian Business Awards booklet
- Video shown on the main event LED screen
- Company branding table
- Prominent acknowledgment during the event, including mentions in speeches and multimedia displays



## EVENT SPONSORS - \$3,500

*Enhance your brand visibility with our diverse event sponsorship options. Select the package that best aligns with your marketing objectives and audience engagement strategy.*

- **PHOTO BOOTH SPONSOR - ONE AVAILABLE**
- **TABLE GIFT SPONSOR - ONE AVAILABLE**
- **ENTERTAINMENT SPONSOR - TWO AVAILABLE**
- **BUSINESS AWARDS BOOKLET SPONSOR - ONE AVAILABLE**

### **BENEFITS**

#### RECOGNITION AND VISIBILITY

- **4 seats**
- **Recognition as Event Sponsor “category name”**
- Logo exposure as Event Sponsor on all digital touchpoints with hyperlink (sent to 2,500+ contacts)
- Logo exposure as Event Sponsor on all printed touchpoints



## DISPLAY SPONSOR - \$2,500

### MADE IN ITALY

DISPLAY AREA

*Step into the spotlight at the Italian Business Awards Gala with our exclusive "Made in Italy" Display Area sponsorship category. This prestigious category offers a unique opportunity for brands to align themselves with the essence of Italian craftsmanship and innovation.*

- "MADE IN ITALY" DESIGN SPONSOR - ONE AVAILABLE
- "MADE IN ITALY" ACCESSORIES SPONSOR - ONE AVAILABLE
- "MADE IN ITALY" FASHION SPONSOR - ONE AVAILABLE
- "MADE IN ITALY" HOME & TECHNOLOGY SPONSOR - TWO AVAILABLE
- "MADE IN ITALY" AUTOMOTIVE SPONSOR - ONE AVAILABLE
- "MADE IN ITALY" BIKE AND MOTO SPONSOR - ONE AVAILABLE
- "MADE IN ITALY" SPORT SPONSOR - ONE AVAILABLE

#### **BENEFITS**

##### RECOGNITION AND VISIBILITY

- **2 seats**
- **Recognition as Made in Italy "category name" Sponsor**
- Logo exposure as Made in Italy "category name" Sponsor on all digital touchpoints with hyperlink (sent to 2,500+ contacts)
- Logo exposure as Made in Italy "category name" Sponsor on all printed touchpoints

##### PRODUCT PLACEMENT & DISPLAY ACTIVATION:

- Ability to activate a dedicated area in the foyer to showcase your products for an estimated 500 people. The Sponsor provides marketing and display materials.



## FOOD & BEVERAGES SPONSOR- \$2,500

*Elevate your brand's presence by sponsoring this pivotal moment of networking and celebration. Join us in celebrating the rich flavors and traditions of Italian cuisine while elevating your brand's presence at this prestigious event.*

#### **BENEFITS**

##### RECOGNITION AND VISIBILITY

- **2 seats**
- **Recognition as Cocktail Reception Sponsor**
- Logo exposure as Cocktail Reception Sponsor on all digital (with hyperlink) and print touchpoints

##### PRODUCT PLACEMENT & DISPLAY ACTIVATION:

- Ability to activate a dedicated area in the foyer to showcase your products for an estimated 500 people. The Sponsor provides the in-kind products, marketing and display materials.





## LIVE AUCTION SPONSORS

*Make a significant impact as a Raffle Sponsor supporting St Vincent Hospital by auction items with a minimum retail value of \$2,000*



### **BENEFITS**

#### RECOGNITION AND VISIBILITY

- Acknowledgement as Live Auction Sponsor
- The company name and logo will be featured on the screens during the night.
- Logo exposure as Live Auction Sponsor on all digital touchpoints with hyperlink (sent to 2,500+ contacts)
- Logo exposure as Live Auction on all printed touchpoints
- The company name and logo will be featured on the Business Awards Gala Booklet
- Dedicated content shared via digital channels and digital direct marketing (DDMs)

## SILENT AUCTION SPONSORS

*In-kind Silent Sponsors can maximize their impact by donating auction items with a retail value at least of \$250*

#### RECOGNITION AND VISIBILITY

- The company name and logo will be featured on the screens during the Gala Night
- The company name and logo will be featured on the Business Awards Gala Booklet
- Cocktail Reception Sponsor



## BOOK A TABLE

**PREMIUM CORPORATE TABLE - \$3,800**

One table of 10 guests at a prominent position includes premium company branding

**ICCI MEMBER TABLE - \$3,100**

**NON-MEMBER TABLE - \$3,500**

## BOOK A SEAT

**ICCI MEMBER SINGLE TICKET- \$310**

**NON MEMBER SINGLE TICKET- \$350**





ICCI AUSTRALIA (VIC&TAS)  
ITALIAN CHAMBER OF COMMERCE AND INDUSTRY  
IN AUSTRALIA - VICTORIA AND TASMANIA  
CAMERE DI COMMERCIO ITALIANE ALL'ESTERO

# ITALIAN BUSINESS AWARDS

GALA  
2024

12 OCTOBER 2024  
SOFITEL MELBOURNE  
ON COLLINS

CONTACT US TO DISCUSS SPONSORSHIP  
OPPORTUNITIES



Grazia Amato - Event Manager



[grazia.amatog@iccimelbourne.com.au](mailto:grazia.amatog@iccimelbourne.com.au)



03 9348 2025



[@ICCI Melbourne](https://www.facebook.com/ICCI Melbourne)



[@iccimelbourne](https://www.instagram.com/iccimelbourne)



Italian Chamber of Commerce and Industry in Australia – Melbourne Inc.