



## INTRODUCTION

Rotary International District 9710 & Clubs of the Australian Capital Territory are pleased to invite you to become a Partner of the **Rotary ACT Emergency Services Community Awards**.

For the past four years Rotary International Districts of NSW and ACT have been conducting Emergency Services Community Awards within NSW whereby community members may nominate a member of NSW Ambulance, Fire & Rescue, Marine Rescue, SES, VRA, and Rural Fire Service for a Community Service Award. This was a continuation of the awards being run for three years in the Illawarra Region. In 2018 the ACT Emergency services of Ambulance, Fire & Rescue, SES and Rural Fire Service were included. These awards have been a huge success and allow the public to recognise the Emergency Services through Rotary. In 2019 ACT will be holding their own Emergency Services Community Awards based on the NSW Model.

## 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

## 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 NSW awards has been and still is the Governor of NSW. At this stage there is no patron for the ACT.

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



Robert Thompson  
ACT Fire & Rescue  
2018 Officer of the Year  
Serving in a Paid Capacity



Sue Elsbury  
ACT State Emergency Service  
2018 Officer of the Year  
Serving in a Volunteer Capacity



## 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 Announcement of Finalists 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.RotaryESCawards.org.au](http://www.RotaryESCawards.org.au)

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

- **Four Category Winners** – i.e. one winner for each of the four Emergency Services
- **Two Major Winners:**
  - Rotary ACT Emergency Service Officer of the Year Serving in a Volunteer capacity
  - Rotary ACT Emergency Service Officer of the Year Serving in a Paid capacity

## 2019 SCHEDULE

Nominations open – 6<sup>th</sup> March 2019

Nominations close – 1<sup>st</sup> May 2019

Finalists Announced – 19<sup>th</sup> June 2019

Awards night – 10<sup>th</sup> August 2019 (to be confirmed)

## 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.



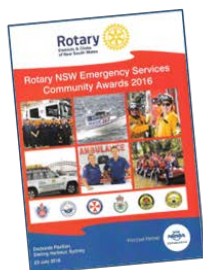
RESCA will also consider in-kind support with items such as printing, audio-visual production, décor, website design and hosting, venue hire, catering, trophies, media support and such. Let us know how we can create a package to meet your needs.

## PARTNERSHIP PACKAGES

	Principal Partner	Gold Partner	Silver Partner	Bronze Partner	Awards Supporter
<b>INVESTMENT:</b>	\$30,000 +GST	\$15,000 +GST	\$7,000 +GST	\$2,500 +GST	\$1,250 +GST
<b>Partner Benefits:</b>	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 partner in each category	1	2	4	6	10
Exclusivity within Business Sector	Yes	Yes	No	No	No
Speaking opportunity at Launch	Yes	No	No	No	No
Speaking Opportunity at Awards Dinner	Yes	No	No	No	No
Authorisation to use RESCA Partner logo	Yes	Yes	Yes	Yes	Yes
Identification in Dinner Program*	Logo	Logo	Logo	Logo	Logo
Advertising in Dinner 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	3 Banners	2 Banners	1 Banner	Nil	Nil
Name, Logo and link included on website*	Large	Medium	Small	Name	Name
Tickets to Awards Presentation Dinner	2 tables of 8	1 table of 8	6 seats	4 seats	2 seats

\* = Size proportional to partnership level

## SPONSORSHIP LOGO EXAMPLES (NSW examples shown)



Souvenir Dinner Program

Awards Dinner Presentation

Pull Up Banners

**FOR MORE INFORMATION, PLEASE CONTACT:**

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www.RotaryESCawards.org.au