

SPA & WELLNESS  
*Awards*



POWERED BY

SPA + WELLNESS  
INTERNATIONAL

# OUR WHY

There are a lot of people and businesses who are doing amazing things in the spa, health, beauty and wellness travel space. They are improving the lives of others, providing inspiration, offering incredible experiences, or simply giving to those who need. Yet, they are not very good at telling the world how good they are!

And that has been one of the main catalyst to launch the Australasia's Spa & Wellness Awards. To provide a platform to reward and recognise people and businesses doing remarkable things. To honour the great work they do or the quality products they supply.



# THE DREAM

We've been wanting to bring back these awards since the demise of the Australasia Spa & Wellness Association (ASpa) in 2015. The ASpa Awards of Excellence were highly prestigious, and gave the industry a place to come together, celebrate and support our achievements as an industry.

The plan for these awards is to give a loud voice to the quiet achievers!

Yes, we will start small. A simple gala event to close a two-day Wellness Summit, celebrating in true Spa & Wellness style. On a balmy evening afternoon in Spring 2021, sipping coconut water to live music, we will be getting ready to announce the winners of each award. A plant based buffet with a lot of happy, positive energy.

In light of the recent devastating events caused by drought, bushfires, and COVID-19, it is hoped these Awards will stimulate the Spa, Wellness & Tourism industry and bring unity to an industry that is hurting right now.

To learn more about the Spa & Wellness Awards, see the Award categories, or to nominate your business, visit <https://www.spaandwellness.com.au/awards/about/>



Utilising Australasia's #1 Spa & Wellness media platform to underpin, launch, and promote the event, as well as support our partners.



# BECOME A PARTNER

Be a part of something good from the very beginning

	PLATINUM \$25,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000
Prominent Branding on all Award marketing assets	✓ ✓ ✓ ✓	✓ ✓ ✓	✓ ✓	✓
Tickets to the Awards Ceremony	8	6	4	2
Full Page Colour ad in Spa & Wellness International magazine	4	3	2	1
Dedicated Social posts on @spagirlkris	4	3	2	1
Shout out at Awards Event	✓	✓	✓	✓
20% discount on additional tickets	✓	✓	✓	✓
Logo, link and blurb on website	✓	✓	✓	✓
Logo & company profile featured in Award email newsletters	✓	✓	✓	✓
Logo on Awards Event Signage	✓	✓	✓	✓
Huge amounts of love	✓	✓	✓	✓
Place samples and/or brochures in Awards Event Goodie Bag	✓	✓	✓	✓
Company feature in Spa & Wellness International magazine	✓	✓		
Company feature in Spa & Wellness blog	✓	✓		
Company CEO (or other) profile in Spa & Wellness International magazine	✓			
Banner Ad on Spa & Wellness International website	✓			
10 minute presentation at Awards Event	✓			
Number of available partnerships	Limited	4	6	10

\*2021 partners will have first right of refusal for 2022 partnerships



# ALA CARTE PARTNER

There are plenty of ways you can support the Awards, especially at the Awards ceremony. We are open to ideas and the more interesting the better. If you would like to participate, whether with any of the below or your own ideas, please contact Kris Abbey via email: [kris@spaandwellnessinternational.com](mailto:kris@spaandwellnessinternational.com).

## SPECIALTY BREAKS (5 Available)

Through out the ceremony we will break up proceedings with interesting breaks. It might be a Two minute meditation, a quick auction, an aromatherapy tester, or table trivia. Help bring some fun and 'quirkiness' to our Awards night. Open to ideas.

## BARISTA BAR (1 Available)

Everyone loves coffee, and you could be the hit of the night by supplying the caffeine hit people may need as the evening progresses. You can simply sponsor the Barista Bar or take it a step further and provide branded reusable keep-cups too!

## BRANDED COCONUTS (1 Available)

On arrival guests will be given a young coconut to hydrate ahead of a night of celebrations. Make the first impression by having your brand engraved on these coconuts.

## HAPPY HOUR (1 Available)

Take advantage of this extremely high-profile sponsorship. Our Happy Hour Sponsor will also have a 5 minute presentation at the start of Happy Hour, as well as have the opportunity to promote their brand with signage at the bar.

## PHOTO BOOTH (1 Available)

The old-school selfie! Always good fun getting a few happy snaps to remember the event. Supply the booth and help create great memories.



# OTHER OPPORTUNITIES

## GOODIE BAGS (1 Available)

We'll be sending everyone home with a gift bag by way of thanks. We want the bags to be an item that will be used and reused, and a wonderful keepsake. Our influencers will be showcasing the Goodie Bags and what's inside.

## GIFTS FOR GOODIE BAGS (20 Available)

What's a good Goodie Bag without wonderful gifts inside? Help us fill the bags with products, vouchers, and useful merchandise.

## GIFT FOR WINNERS (38 Available)

Every winner will be given a trophy plus decals to proudly display their achievement. We'd also like to gift them with a special something that's just for them. This is really important in an industry filled with 'givers'.

## CATEGORY SPONSOR \$950 (5 Available)

To cover the costs of awards, judging and prizes we are seeking sponsors for each Category. You have the option to sponsor one or more categories. At the start of each category the Sponsor will be given a big shout out of Thanks. You will also be branded next to the Award Category on all marketing collateral.

## PARTNER IN KIND

If you have a good, service, or talent and you wish to donate this in lieu of cash, let's talk. We need PR, printers, tech skills, digital media, AV equipment, and general 'happy to help' people. If any of that sounds like you please email [kris@spaandwellnessinternational.com](mailto:kris@spaandwellnessinternational.com).

ALL OF OUR SUPPORTERS WILL GET THE APPROPRIATE (PROBABLY MORE) RECOGNITION.



# MEDIA PLAN

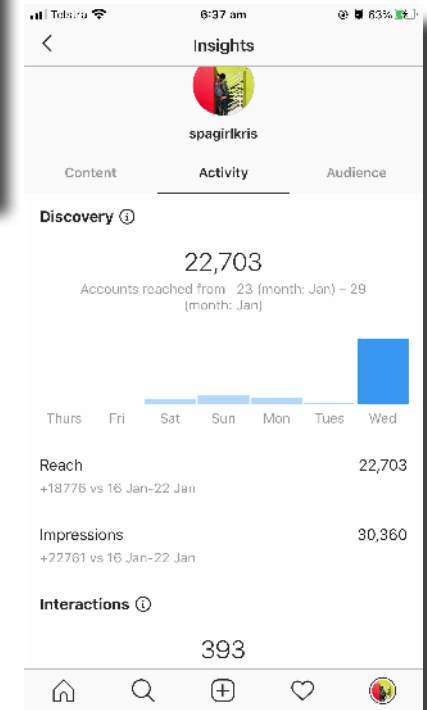
## MEDIA PARTNERS

Once we launch the awards we will be seeking collaborations with other Travel, Beauty & Wellness media partners and influencers. Watch this Space!

## SPA & WELLNESS

The Awards and our sponsors will be heavily promoted through all our Spa & Wellness channels. Print and online magazine, @spagirkris social channels, website and direct email to both consumers and businesses.

	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT
DPS Ad in Magazine				✓				✓
Banner Ad on site	✓	✓	✓	✓	✓	✓	✓	✓
FPC ad in online magazine				✓				✓
Posts on @spagirkris	1		1		1		1	1
Blog post on SAW.com.au		✓		✓		✓		✓
Blog post on krisabbey.com	✓		✓		✓		✓	
Logo, link and blurb on site	✓	✓	✓	✓	✓	✓	✓	✓
Email newsletters	✓	✓	✓	✓	✓	✓	✓	✓
PR Initiatives	✓	✓	✓	✓	✓	✓	✓	✓
Ticket Giveaway Contest			✓	✓	✓	✓		
Promotion to consumers	✓	✓	✓	✓	✓	✓	✓	✓
Editorial by media partners*								
Influencer support*								



# OUR ADVISORY BOARD

Our Advisory Board are a selection of amazing people who have influence as well as passion for the Spa, Health & Wellness Tourism industries. Not only do they bring credibility to the Awards, they will form our judging panel. Each board member is a well-respected in their chosen field and are a valuable contribution to the Australasian Spa & Wellness Awards.



KRIS ABBEY  
Founder, Spa & Wellness International



NAOMI GREGORY  
Director, Spa Sessions Consulting



DR JERRY SCHWARTZ  
Hotelier, Surgeon, Entrepreneur



MICHELE REEVE  
Founder, Waterlily Skincare



JAMIE WARING  
MD (Wellness) OCTAVE Institute



KATHERINE DROGA  
Founder, Wellness Tourism Summit



KERRY GRACE  
Director of Regional Development



SAMANTHA DUNN  
Wellness Futurist





# THANK YOU

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