

Become a sponsor of the
2009 WriteMark Plain English Awards
Friday, 18 September 2009

WRITE MARK
PLAIN ENGLISH STANDARD

- Join the international trend to plain English
- Address an audience of business and government decision makers
- Align your brand with clarity and honesty
- Be part of this social-good movement





The WriteMark Plain English Awards have become an acknowledged and widely-publicised annual event. The Awards recognise New Zealand's best plain English organisations and the prestigious sponsors that make the Awards possible.

In 2008 the Awards achieved the highest level of media coverage in their history for both the event and the sponsors. Past sponsors have reported highly positive reactions to their involvement in the Awards. They have seen their profile lifted significantly with a select audience of public and private sector decision makers. Many sponsors have directly benefited in terms of increased business or improved customer relationships.

Sponsor numbers are limited and specific opportunities and costs are included in this brochure.

Please seriously consider the Awards as part of your social and business profile. Lynda Harris, Awards Founder, will work with you personally to ensure you receive maximum exposure for your investment.

Lynda Harris
Awards Founder and CEO
Write Group Limited

Wayne Wright
Trustee
Plain English Awards Trust

WriteMark Plain English Awards sponsor benefits

- Your logo and business statement included on thousands of promotional items
- Your logo on banners and presentation material at the Awards cocktail function
- Short speaking opportunity on Awards night to up to 200 key decision makers
- Free written communications audit by Write Group
- Half-day plain English workshop for ten key staff
- Half-day 'Plain English and your brand' workshop for executive team
- Free one-hour independent brand analysis by brand specialists BrandNew
- Expected \$120,000 in unpaid media coverage of the Awards across all primary media: print, radio, and television.

There was record coverage of the Awards in 2008: Newstalk ZB, *Dominion Post*, Radio New Zealand, Sunrise TV, Breakfast TV, Prime News, and National Business Review covered the story.



Sponsor testimonial from Chapman Tripp

Chapman Tripp focuses its pro bono work around three key themes: investing in a stronger community, contributing to New Zealand's economic future, and supporting a vibrant arts environment. Chapman Tripp chose to support the WriteMark Plain English Awards as part of our commitment to contributing to New Zealand's economic future. We were pleased to help establish the Awards as a viable not-for-profit organisation that is working to promote better practice and increased capability in the New Zealand business community.

Respected judges and MC

The legitimacy of the WriteMark Plain English Awards comes from the independence of the judges.



David Russell
former CEO,
Consumers' Institute



Rachel McAlpine
Director, Contented
Enterprises & Quality
Web Content Ltd



Dr Neil James
Executive Director,
Plain English
Foundation Australia



Jacquie Harrison
Senior Lecturer,
School of Communication
Studies, AUT



Master of Ceremonies

Kevin Milne
TV presenter and
Fair Go host

Sponsor opportunities

Benefit	Platinum \$50,000	Diamond \$20,000	Gold \$5,000
	1 available	2 available	5 available
Acknowledgment during the event by MC	✓	✓	✓
Logo on Awards website with link	✓	✓	✓
Logo on all Awards print materials and advertising*	✓	✓	✓
Logo with description on programme*	✓	✓	✓
Acknowledgment in media campaign	✓	✓	✓
Sponsorship banner / poster	✓	✓	✓
Acknowledgment on programme slides	✓	✓	✓
Acknowledgment in media releases	✓	✓	✓
Two Awards dinner tickets	✓	✓	✓
10% discount on additional tickets	✓	✓	
Naming rights for award category	✓	✓	-
Opportunity to present awards	✓	✓	-
Access to list of all finalists and winners	✓	✓	-
5-minute presentation to the audience	✓	-	-
Free written communications audit by Write Group	✓	-	-
Free one-hour brand analysis by brand specialists BrandNew	✓	✓	-
One-hour Brand Voice presentation	✓		
Half-day plain English workshop for ten key staff	✓	-	-
Half-day 'Plain English and your brand' workshop for your executive team	✓	-	-

*Logo sizing and supporting wording would be relative to the sponsorship level

The WriteMark Plain English Awards Sponsor Promise

I will work with you personally to ensure that, as a valued sponsor of the 2009 Awards, you will receive maximum value and exposure for your sponsorship investment. Please contact me on 04 801 2553 or email me on lynda@write.co.nz.



Lynda Harris, Awards Founder and CEO,
Write Group Limited, Promoters of the
2009 WriteMark Plain English Awards

