



*Electra*  
Kāpiti Horowhenua  
Business  
Awards

## 2019 Electra Business Awards

SPONSORSHIP OPPORTUNITIES

[www.bkh.org.nz](http://www.bkh.org.nz)

# 25 YEARS OF PROMOTING & REWARDING BUSINESS EXCELLENCE

## THE ORGANISER

Organised by Business Kapiti Horowhenua Incorporated (BKH), the Electra Business Awards have been running since 1993. BKH is a volunteer-run, not-for-profit body which facilitates the annual Kapiti Horowhenua Business Awards programme, and convenes and coordinates the Kapiti Horowhenua Business Hall of Fame.

The Electra Business Awards are New Zealand's running regional awards.

The Awards have been making significant progress in promoting, developing and recognising local business excellence and is a well-established and highly regarded initiative which BKH are constantly looking to evolve and develop as the needs of the businesses and region changes.

As BKH is a non-profit organisation run by a Board of volunteers, relying heavily on the support of our awesome sponsors, we do need your support to continue to deliver our vision and mission.

### OUR VISION

A strong and prosperous Kapiti Horowhenua region

### OUR MISSION

To encourage and recognise excellence in business within Kapiti Horowhenua

## KEY PARTNERS

The principal sponsor for the Awards for their entire 25-year history has been Electra (Kapiti Horowhenua lines company).

Our Council Partners are Kapiti Coast District Council and Horowhenua District Council.

[Click here](#) to view a full list of our sponsors or go to [www.bkh.org.nz](http://www.bkh.org.nz).



# 25 YEARS OF PROMOTING & REWARDING BUSINESS EXCELLENCE

## THE AWARDS

The purpose of the Electra Business Awards is to promote and reward excellence by recognising businesses that are worthy of the honour.

The Awards attract entrants who have not only worked hard to build their businesses, but who also want to benchmark themselves and make improvements by working through the strict assessment criteria of the Awards process.

With a focus on results and outcomes of business activities and how well the business has been performing, entrants have to provide detailed information on the following:

- 1.Vision and leadership
- 2.Strategy and planning
- 3.Customer and market focus
- 4.Measurement and analysis of information
- 5.Human resource focus
- 6.Business systems and process management
- 7.Business results

Two trained assessors meet with every entrant, and work through their application. The entries are then considered by an independent panel of judges who are appointed by the incumbent Head Judge. To maintain the integrity of the process, the BKH board do not have a say in who the assessors or judges are.

### **Excellence & Achievement Awards**

The 'Excellence' Awards are firmly based on the international Business Excellence model the Baldrige framework and entrants undergo robust assessing and judging processes against set criteria designed to be useful for kiwi SMEs.

This means delivering real business development value through the process. Following the entry period, trained assessors meet with every entrant, and work through their application. The entries are then considered by an independent panel of judges. Only 30 businesses are accepted each year to ensure integrity and professionalism of the programme.

### **The Customer Choice Awards**

These are based exclusively on customer voting. Last year 67 businesses entered these awards.

# BUSINESS NETWORKING EVENT OF THE YEAR

## THE AWARDS GALA DINNER - A SELL OUT EVENT EVERY YEAR

360 attendees consisting of est. 70 businesses come together each year alternating between Southwards Car Museum in Paraparaumu or the Horowhenua Events Centre in Levin.

This MC'd event consists of a complimentary drink on arrival, 3 course meal, local entertainment, the Awards and Hall of Fame ceremonies. Tickets have become hot property and are now reserved for sponsors and entrants.

This year the event will be held on Friday 25 October at Southward Car Museum. Sponsors can pre-order their tickets and secure seats for their staff or clients so that they don't miss out.

Sponsors can access tickets at a sponsors rate.

Sponsors rate: \$90.00 / General Admission: \$95.00



# AWARD CATEGORIES

## EXCELLENCE AWARDS

Businesses enter the Excellence awards category applicable to the number of people working in the business. This qualifies them for the overall excellence awards.

They should also enter up to two Achievement Awards and can enter the Customer Choice Awards. Entrants receive a full assessment and a feedback report.

### EXCELLENCE AWARDS:

- Large Business** 25+ FTE employees.
- Medium Business** 12-24 FTE employees.
- Small Business** 4-11 FTE employees.
- Owner Operator** 1-3 FTE employees.

### THE OVERALL EXCELLENCE AWARDS:

- Business of the Year**
- Highly Commended**

### HALL OF FAME:

- Hall of Fame – Kapiti**
- Hall of Fame - Horowhenua**

## ACHIEVEMENT AWARDS

Businesses enter 2 Achievement categories as part of their Excellence Awards entry. Businesses can also enter the Customer Choice Awards.

### THE AWARDS:

- Health & Safety**
- New Thinking**
- Emerging Business**
- Give Where You Live!**
- Employer of Choice**
- It's Great to be Here!**

## CUSTOMER CHOICE AWARDS

These awards are based on customer voting as opposed to assessment and judging. Entrants receive a report documenting all the feedback they received from their voters.

### THE AWARDS:

- Customer Choice – Service**
- Customer Choice – Retail**
- Customer Choice – Age Friendly**

## WHY SPONSOR THE BUSINESS AWARDS PROGRAMME?

**| be part of local business success |**

**| gain extensive brand exposure |**

**| be associated with excellence |**

**| support the growth and development of our region |**

# PLATINUM SPONSORSHIP

## BRANDING

- Recognition as an awards Key Partner (with Electra, Horowhenua District Council and Kapiti Coast District Council)
- Exclusive naming of the Highly Commended Excellence Award.
- Company logo added to the finalist certificates & winner's plaque.
- First right of refusal for the following year.
- Company logo included in all marketing material including emails, print advertising & advertorials (est. 12,000 items, over 10 month campaign).
- Company logo, information and 30-second advert (or equivalent) added to the Sponsors Gallery on Electra Business Awards Facebook page & BKH website, with links to your digital channels.
- Opportunity to include some marketing material in all entrant's entry packs.
- Company information and 30-second advert (or equivalent) displayed at the awards evening (channel to be confirmed).
- Corporate signage (provided by you) displayed at all key events.
- Access to a database of category nominees and finalists if you wish to contact these businesses.

## PUBLIC RECOGNITION

Acknowledgement by MC at all key events including entrant's functions, awards night and winners & finalist function.

## NETWORKING OPPORTUNITIES

Invitation to all key events to meet potential applicants, entrants, finalists, other sponsors and organisers.

## AWARDS PRESENTATION OPPORTUNITY

A representative from your business is invited to present your category winner with their plaque. Your representative will then have their photo taken with the winner.

## PRIORITY ACCESS TO TICKETS

4 x complimentary tickets to attend the awards evening.

Additional tickets offered at a discounted rate with first right of refusal on additional tickets.

## ADDITIONAL BENEFITS

Opportunity for you to suggest tailoring a segment of the programme to drive your business message e.g. a corporate gift, sponsored product, supported entertainment slot at awards evening etc. These can be discussed with the Event Manager at any time.

Annual membership of BKH Inc.

**\$15,000 excl. GST**

# GOLD SPONSORSHIP

## BRANDING

- Exclusive naming of an awards category of your choosing (subject to category availability)
- Company logo added to the finalist certificates & winner's plaque.
- First right of refusal for the following year.
- Company logo included in all marketing material including emails, print advertising & advertorials (est. 12,000 items, over 10 month campaign).
- Company logo, information and 30-second advert (or equivalent) added to the Sponsors Gallery on Electra Business Awards Facebook page & BKH website, with links to your digital channels.
- Opportunity to include some marketing material in all entrant's entry packs.
- Company information and 30-second advert (or equivalent) displayed at the awards evening (channel to be confirmed).
- Corporate signage (provided by you) displayed at all key events.
- Access to a database of category nominees and finalists if you wish to contact these businesses.

## PUBLIC RECOGNITION

Acknowledgement by MC at all key events including entrant's functions, awards night and winners & finalist function.

## NETWORKING OPPORTUNITIES

Invitation to all key events to meet potential applicants, entrants, finalists, other sponsors and organisers.

## AWARDS PRESENTATION OPPORTUNITY

A representative from your business is invited to present your category winner with their plaque. Your representative will then have their photo taken with the winner.

## PRIORITY ACCESS TO TICKETS

2 x complimentary tickets to attend the awards evening. Additional tickets offered at a discounted rate with first right of refusal on additional tickets.

## ADDITIONAL BENEFITS

Opportunity for you to suggest tailoring a segment of the programme to drive your business message e.g. a corporate gift, sponsored product, supported entertainment slot at awards evening etc. These can be discussed with the Event Manager at any time.

Annual membership of BKH Inc.

**\$4,950 excl. GST**  
*or \$3500 per year for 2 or more years*



# SILVER SPONSORSHIP

## BRANDING

- Company name included in all marketing material including emails, print advertising & advertorials (est. 12,000 items, over 10 month campaign).
- Company name and information mentioned in the Sponsors Gallery on Electra Business Awards Facebook page & added to the BKH website, with links to your digital channels.
- Opportunity to include some marketing material in all entrant's entry packs.
- Company information displayed at the awards evening (channel to be confirmed).
- Corporate signage (provided by you) displayed at all key events.
- Access to a database of category nominees and finalists if you wish to contact these businesses.

## PUBLIC RECOGNITION

Acknowledgement by MC at all key events including entrant's functions, awards night and winners & finalist function.

## NETWORKING OPPORTUNITIES

Invitation to all key events to meet potential applicants, entrants, finalists, other sponsors and organisers.

## PRIORITY ACCESS TO TICKETS

Awards event tickets offered at a discounted rate with first right of refusal.

## ADDITIONAL BENEFITS

Opportunity for you to suggest tailoring a segment of the programme to drive your business message e.g. a corporate gift, sponsored product, supported entertainment slot at awards evening etc. These can be discussed with the Event Manager at any time.

Annual membership of BKH Inc.

**\$2,495 excl. GST**  
*or \$1900 per year for 2 or more years*

# FRIENDS OF THE AWARDS

If you share a passion for business growth and development and care about Kapiti Horowhenua, yet are unable to commit to one of the larger sponsorship packages then we would like to invite you to become a Friend of the Awards.

## BRANDING

If you choose to be recognised as a Friend of the Awards you can look forward to:

- Your name or your company name listed in the Friends of the Awards Gallery on Electra Business Awards Facebook page & added to the BKH website, with links to your digital channels.
- Your name or your company name included in our print media and email acknowledgement of the Friends of the Awards.
- Your name or your company name displayed at the awards evening (channel to be confirmed).

## NETWORKING OPPORTUNITIES

Invitation to all key events to meet potential applicants, entrants, finalists, other sponsors and organisers.

## PRIORITY ACCESS TO TICKETS

Awards event tickets offered at a discounted rate with first right of refusal.

## ADDITIONAL BENEFITS

Preferential seating at the Awards function

Input into the on-going development of the Awards –we would like to hear your suggestions and ideas.

Being able to display our 'Friend of the Awards' annual logo.

Annual membership of BKH Inc.

**\$250 excl. GST**  
*Renews every 12 months*

# SPONSORSHIP COMPARISON

	GOLD	SILVER	FOA
Exclusive naming of an awards category of your choosing (subject to category availability)	Yes		
Company logo added to the finalist certificates & winner's plaque.	Yes		
First right of refusal for the following year.	Yes		
Company details included in all marketing material including emails, print advertising & advertorials	<b>With logo</b>	<b>Name only</b>	<b>FOA only</b>
Company details added to the Sponsors Gallery on Electra Business Awards Facebook page & BKH website	<b>Logo + Ad</b>	<b>Name only</b>	<b>FOA gallery</b>
Opportunity to include some marketing material in all entrant's entry packs.	Yes	Yes	
Company details displayed at the awards evening (channel to be confirmed).	<b>Logo + Ad</b>	<b>Name only</b>	<b>Name only</b>
Corporate signage (provided by you) displayed at all key events.	Yes	Yes	
Access to a database of category nominees and finalists if you wish to contact these businesses.	Yes	Yes	
Acknowledgement by MC at all key events ie entrant's functions, awards night and winners & finalist function.	Yes	Yes	
Invitation to all key events to meet potential applicants, entrants, finalists, other sponsors and organisers.	Yes	Yes	Yes
A representative from your business is invited to present your category winner with their plaque.	Yes		
Complimentary tickets to attend the awards evening.	2		
Awards event tickets offered at a discounted rate with first right of refusal.	Yes	Yes	Yes
Opportunity for you to suggest tailoring a segment of the programme to drive your business message.	Yes	Yes	
Annual membership of BKH Inc.	Yes	Yes	Yes

# KEY DATES 2019

<b>1 March</b>	<b>Campaign begins</b>
03 April	Sponsors evening & BKH AGM (TBC)
<b>04 April</b>	<b>Entries Open</b>
09 May	Entrant's Workshop
<b>30 May</b>	<b>Entries Close</b>
01 July	Registrations open for Customer Choice Awards
<b>30 July</b>	<b>Registrations close for Customer Choice Awards</b>
12 August	Voting opens for Customer Choice Awards
<b>10 September</b>	<b>Voting closes for Customer Choice Awards</b>
17 September	KCDC host Mayoral Entrants Function
<b>19 September</b>	<b>HDC host BA5 Entrants Showcase Function</b>
19 September	Function tickets go on sale
<b>19 September</b>	<b>Finalists announced - for all Awards including Customer Choice</b>
26 September	Newspaper pull-out
<b>18 October</b>	<b>Awards Gala Event – Southward Car Museum</b>
TBC	Winners & Finalists function

## CONTACT US TO FIND OUT MORE:



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[bkh.org.nz](http://bkh.org.nz)



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# THANK YOU TO OUR 2018 SPONSORS



- Supporting Sponsors** • Kapiti Coast Chamber of Commerce • Kapinua  
• HMC Kapiti/Horowhenua Motor Co • The Perfect Angle • GTB IT Solutions  
• Finman Services Paraparaumu