

ASIAL PRESENTS

AUSTRALIAN SECURITY INDUSTRY AWARDS 2025



Outstanding Security
Performance Awards



ASMF
Australian Security
Medals Foundation

BROUGHT TO YOU BY



ASIAL
AUSTRALIAN SECURITY INDUSTRY
ASSOCIATION LIMITED

30TH OCTOBER 2025

SPONSORSHIP GUIDE 2025

#SECURITYAWARDS

SPONSORING FOR SUCCESS

The Australian Security Industry Awards are an excellent opportunity for successful brand awareness and audience reach. ASIAL offers a variety of options with exceptional deliverables for sponsors. Increase your visibility and exposure to attract business with the following sponsorship packages.



PRE AWARDS FUNCTION SPONSORSHIP

PRE-DINNER FUNCTION

Pre-dinner drinks will be served from 5.45 pm to 6.30 pm in the foyer outside the Ballroom entrance doors.

The pre-dinner function will include a Melbourne Symphony Orchestra string quartet entertaining guests heralding the start of the night's proceedings. Let your brand be in perfect harmony with the classical music excellence of the violins, viola and cello as they create a magical ambience and leave an indelible impression of your brand on industry attendees as they are served a welcome drink at the start of the 2025 Security Industry Awards night with industry leaders and finalists full of excitement and anticipation.

PRICE

SOLD!

PRE-EVENT BENEFITS

- Acknowledgement as the sponsor on the ASIAL website;
- Acknowledgement as the sponsor through ASIAL's social media channels (over 20,000 followers);

AT THE EVENT BENEFITS

- Acknowledgement on the night as the pre-event welcome function sponsor
- Opportunity to bring a marketing pull up banner to display in the foyer
- Opportunity to present an award on the night;
- One complimentary ticket to the awards dinner (additional tickets can be purchased, subject to availability).

POST EVENT BENEFITS:

- Acknowledgement in the post-event feature published in Security Insider magazine, on the ASIAL website and distributed through ASIAL's e-newsletter and social media channels.



ASIAL AWARDS LEAD SPONSOR

Maximise your branding as the
Lead ASIAL Awards sponsor

PRE-EVENT BENEFITS

- Acknowledgement as Lead Sponsor on ASIAL & OSPAs promotional materials for the awards including:
 - ASIAL's *Security Insider* Magazine;
 - ASIAL's First Alert and other e-Newsletters and OSPAs e-Newsletters;
 - Company logo and URL on ASIAL & OSPAs websites;
 - ASIAL social media platforms (X, Facebook and LinkedIn) & OSPAs social media.

AT THE EVENT BENEFITS

- Eight complimentary tickets to the dinner with priority seating;
- Branded banner at entrance to dinner venue (to be supplied by the sponsor);
- Acknowledgement on holding slides;
- Acknowledgement during ASIAL President's welcome address;
- Opportunity for a representative to present 2 minute sponsor's welcome address;
- Inclusion of logo on menu and event running order, which will be placed on each table;
- One complimentary Award Category sponsorship.

POST EVENT BENEFITS

- Acknowledgement in post event feature published on the ASIAL website;
- Sharing of this story in ASIAL's Member e-Newsletter;
- Sharing of this story on ASIAL's Facebook, X and LinkedIn accounts;
- Acknowledgement in the post event feature published in *Security Insider* Magazine.



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OSPAS AWARDS LEAD SPONSOR

Maximise your branding as the
Lead OSPAs Awards sponsor



PRE-EVENT BENEFITS

- Acknowledgement as Lead Sponsor on ASIAL & OSPAs promotional materials for the awards including:
 - ASIAL's *Security Insider* Magazine;
 - ASIAL's First Alert and other e-Newsletters and OSPAs e-Newsletters;
 - Company logo and URL on ASIAL & OSPAs websites;
 - ASIAL social media platforms (X, Facebook and LinkedIn) & OSPAs social media.

AT THE EVENT BENEFITS

- Five complimentary tickets* to the dinner with priority seating;
- Branded banner at entrance to dinner venue (to be supplied by the sponsor);
- Acknowledgement on holding slides;
- Acknowledgement during ASIAL President's welcome address;
- Opportunity for a representative to present 2 minute sponsor's welcome address;
- Inclusion of logo on menu and event running order, which will be placed on each table;
- One complimentary Award Category sponsorship.

POST EVENT BENEFITS

- Acknowledgement in post event feature published on the ASIAL website;
- Sharing of this story in ASIAL's Member e-Newsletter;
- Sharing of this story on ASIAL's Facebook, X and LinkedIn accounts;
- Acknowledgement in the post event feature published in *Security Insider* Magazine.



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AWARD CATEGORY SPONSOR

PRE-EVENT BENEFITS

- Acknowledgement as a category sponsor on the ASIAL website;
- Acknowledgement as a category sponsor through ASIAL's social media channels.

AT THE EVENT BENEFITS

- Acknowledgement on the night as a category sponsor;
- Opportunity to present your sponsored award on the night;
- One complimentary ticket to the awards dinner (additional tickets can be purchased, subject to availability).

POST EVENT BENEFITS:

- Acknowledgement in the post-event feature published in Security Insider Magazine, on the ASIAL website and distributed through ASIAL's e-Newsletter and social media channels.

Price \$2,950 + GST per Award category

(Subject to availability)



Sponsor an Award Category and shine a spotlight on your company. The deliverables are substantial and give your organisation a wide industry reach and association with winners.



ASIAL Australian Security Industry Awards for Excellence

1. Electronic Security Installation Over \$500,000
2. Electronic Security Installation Under \$500,000
3. Diversity and Inclusion
4. Individual Achievement – Protective Security Services
5. Individual Achievement – Technical Security
6. Integrated Security Solution Over \$500,000
7. Integrated Security Solution Under \$500,000
8. Product of the Year – Access Control Systems
9. Product of the Year – Alarm Systems
10. Product of the Year – Video Surveillance Systems (CCTV IP SYSTEM)
11. Product of the Year – Physical Security
12. Security Equipment Manufacturer/ Distributor/Supplier
13. Unsung Hero – Electronics Security Sector
14. Unsung Hero – Protective Services Sector



Outstanding Security Performance Awards (OSPAs)

1. Outstanding Female Security Professional
2. Outstanding Contract Security Company (Guarding)
3. Outstanding In-house Security Manager/Director
4. Outstanding Contract Security Manager/Director
5. Outstanding Security Consultant
6. Outstanding Security Partnership
7. Outstanding Security Team
8. Outstanding Training Initiative
9. Outstanding Young Security Professional

In the event that the judging panel at their discretion determine not to award a recipient in a category that is sponsored, the organisers reserve the right to allocate the sponsor with a different award category.

Visit asial.com.au/awards2025 to see which categories are still available to sponsor.

ENTERTAINMENT SPONSOR

Showcase and acknowledge your company and receive great deliverables as the Australian Security Industry Awards exclusive Entertainment Sponsor.

PRE-EVENT BENEFITS

- Acknowledgement as a sponsor on promotional materials for the Awards including;
 - *Security Insider* Magazine;
 - ASIAL website;
 - ASIAL's social media platforms (Facebook, LinkedIn and X);
 - First Alert e-Newsletter.

AT THE EVENT BENEFITS

- Two complimentary tickets to the awards dinner;
- Acknowledgement/branding on the dinner holding slides;
- Acknowledgement in the ASIAL President's welcome address;
- Branded centrepieces on each of the tables (centrepieces to be provided by the sponsor);
- Inclusion of your logo on the dinner menu as entertainment sponsor;
- Opportunity for a representative to present two Award Categories (categories to be determined closer to the event date).

POST EVENT BENEFITS:

- Acknowledgement in the post-event feature published in *Security Insider* Magazine and shared via ASIAL's social media platforms (Facebook, LinkedIn and X);
- Complimentary full-page advert in *Security Insider* magazine (artwork to be provide by the sponsor).



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ASIAL AWARDS TROPHY SPONSORSHIP

DELIVERABLES

PRE-EVENT BENEFITS

- Acknowledgement as the trophy sponsor on the ASIAL website;
- Acknowledgement as the trophy sponsor through ASIAL's social media channels (over 20,000 followers);

AT THE EVENT BENEFITS

- Acknowledgement on the night as the ASIAL trophy sponsor
- Opportunity to present a category
- One complimentary ticket to the awards dinner (additional tickets can be purchased, subject to availability).

POST EVENT BENEFITS:

- Acknowledgement in the post-event feature published in Security Insider Magazine, on the ASIAL website and distributed through ASIAL's e-Newsletter and social media channels.

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INTERESTED AND WANT TO FIND OUT MORE? GET IN TOUCH TODAY!

Contact our marketing team at
contactus@asial.com.au or via their emails below.
www.asial.com.au



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WHO WE ARE

Established in 1969, the Australian Security Industry Association Ltd (ASIAL) is the peak national body for security professionals in Australia.

Our members account for approximately 85% of the security industry, ranging from small, medium through to large corporate entities, individual security professionals and major users of security services.

Membership of ASIAL is a 'mark of distinction' – a symbol of quality and professionalism.



ASIAL
AUSTRALIAN SECURITY INDUSTRY
ASSOCIATION LIMITED

THE PEAK BODY
FOR THE SECURITY
INDUSTRY

