

Sponsorship Proposal

for Australian Sikh Awards for Excellence 2026



AUSTRALIAN SIKH
AWARDS FOR EXCELLENCE

Our Mission

The **Australian Sikh Awards for Excellence (ASAE)** is an independent Australia-wide initiative to facilitate the recognition of individuals of the Sikh faith for their contribution towards the broader Australian community.

We exist to:

1

Recognise the effort and contribution of the unsung heroes in the Sikh community

2

Celebrate role models in the Australian society and economy

3

Create a pathway towards Australian Honours and Awards



Independent & National Selection Panel

Patron



Harinder Sidhu
Australia's High
Commissioner to New
Zealand
NZ



Inder Singh
Group Chief Financial
Officer & Group Executive,
Strategy, NAB
NSW



Manpreet Kaur Singh
SBS Executive and Program
Manager for Audio &
Language Content
VIC



Kuljit Kaur Jassal
Retired from RAAF, now
with WA Department of
Education
WA

Chair



Tarandeep Ahuja
Partner, McKinsey & Co
Chair, Asialink Advisory
Committee
VIC



Pam Bains
Business Executive and
Board Director (various)
QLD



Karan Anand
Global Chief Strategy
Officer & Managing Director
(Aus), Hnry
NSW



Sarv Girn
Technology Executive and
Board Director (various)
NSW



Parwinder Kaur
Member of WA Parliament
with a STEM background.
WA

Highlights from the awards in 2023 and 2024

The events brought together dignitaries, business professionals, and community organisations at the Shangri-La Hotel in Sydney.

The achievements. With over 300 guests in attendance, the sold-out event served as a platform to celebrate the remarkable achievements of the finalists and winners

The awards. 8 Sikhs were awarded from of group of 24 finalists, and nominated pool of 220.



Impact and Reach of the awards



'Agriculture is in my blood': Prof Zora Singh on receiving Australian Sikh Award For Excellence



Finalist Announced for Sikh Awards on 17th June 2023



The Australian Sikh Awards for Excellence is a new initiative launched by Sikh Youth Australia (SYA) and the Young Sikh Professionals Network (YSPN) aimed at recognising and celebrating the contributions of individuals of the Sikh faith towards the broader Australian community. Awards will recognise excellence across eight categories.

The acknowledgement. The ASAE has been attended and addressed by Hon. Michelle Rowland MP, Minister for Communications and Member for Greenway & Mark Buttigieg MLC, Parliamentary Secretary for Multicultural NSW and Gurmeh Singh, Leader of The NSW Nationals.



The reach. The ASAE was engaged with across the breadth of media. Over 20,000 engagements on LinkedIn, 15 articles on SBS, 10 podcasts and 4 articles on Desi Australia (140,000+ monthly readers).

Sponsor Benefits

Visibility. Your brand will be prominently associated with excellence through co-branded awards. It will also be displayed on the media wall ensuring exposure during interviews, photo sessions, and media coverage.

Networking. As a sponsor, you'll have an exclusive VIP table. This provides a unique opportunity to engage with influential guests, including ministers and corporate leaders.

Alignment. Your sponsorship demonstrates commitment to diversity, inclusion, and excellence.



Sponsor Tiers

		Platinum Sponsor	Gold Sponsor	Silver Sponsor
	Sponsorship Value <i>Initial commitment with an option to extend following the first year</i>	\$10,000+	\$7,500+	\$5,000+
Pre-Event Recognition	Mentions in event media release	✓	✓	
	Mentions on SYA and YSPN social media channels. <i>SYA and YSPN have over 17k followers on Facebook</i>	✓	✓	✓
	Mentions in nation-wide community emails. <i>SYA and YSPN have combined database of 10k individuals</i>	✓	✓	✓
	Acknowledgment on ASAE website	✓	✓	✓
ON-event Recognition	Complimentary tickets for guests <i>All sponsors will have access to discounted tickets in addition to complimentary tickets</i>	Dedicated table for 10 Guests	6 Tickets + additional discounted tickets	4 Tickets + additional discounted tickets
	Co-Brand one of the 8 awards	✓		
	Award presentation by company Director to successful nominee	✓		
	Media interviews with award winners and photo opportunities	✓		
	Green room invitation to meet VIPs prior to dinner commencement	✓	✓	
	Company banners at entrance of ballroom	✓	✓	
	Mentions by MC	✓	✓	✓
	Company information and logo in events booklet	✓	✓	✓
	Logo presence on event banner, tables, video screens at venue	✓	✓	✓
Post-event Recognition	Mentions in post-event news and media interviews	✓		
	Special mention in post-event social media & photos uploaded	✓	✓	✓
	Special mention in Thank You email to all 400 attendees	✓	✓	✓
	Certificate of recognition	✓	✓	✓

Award categories for Platinum Sponsors

1. **Excellence in Agriculture:** recognising contributions in the farming, cultivation or livestock domain
2. **Excellence in Arts, Culture Or Music:** recognising contributions in the arts
3. **Excellence in Community Service:** recognising contributions towards broader public & community
4. **Excellence in Business & Enterprise:** recognising contributions in leadership development in the private or public sector
5. **Excellence in a Professional Field:** recognising contributions in a professional capacity)
6. **Excellence in Sports:** recognising contributions in sports and athletics
7. **Australian Sikh Woman of the Year:** recognising contributions of women in public & community
8. **Young Australian Sikh of the Year:** recognising emerging leaders in the community under 30 years



Platinum Award Sponsor Branding Example



About SYA

Sikh Youth Australia (SYA) has been operating for 23 years as the largest organisation representing Sikhs in Australia with chapters in New South Wales, Australian Capital Territory, Victoria, South Australia, and Western Australia.

Its mission is to *empower Sikh youth, young adults and parents to understand and enjoy their identity and positively contribute to the social and economic development of Australia.*



[Read more](#) about SYA

SYA develops initiatives focusing on the spiritual, charitable, cultural and leadership development of our community. Collectively, the following initiatives have directly impacted over 45,000 lives annually across Australia.

- Summer Camp (flagship)
- Future Leaders Program
- Young Sikh Professional Network (YSPN)
- Culture Care - Community Health & Wellness program
- Sikh to Give - Charity Program
- Spiritual and Self-Development Workshops
- Natural Disaster Assistance
- ANZAC Day Parades
- Multifaith collaboration events (e.g., Divine Music Festival)
- Sultans of Swing – Charity Golf Day

SYA is a registered charity run by a dedicated team of volunteers across 5 states and territories.

Join us in celebrating excellence and making a meaningful impact at ASAE 2026!

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