



PEOPLE'S CHOICE AWARDS

2026

GOLD PARTNERSHIP

Now in its most successful year yet, the Latrobe City Business Chamber invites you to be part of the 2026 People's Choice Awards – where Latrobe City votes for the businesses it loves most.

- Champions local business excellence
- Drives community engagement & pride
- Delivers powerful brand exposure
- Connects businesses & organisations

Join us as a 2026 Gold Partner



Marketing



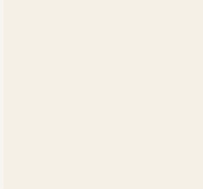
The 2026 People's Choice Awards will roll out a wide-reaching campaign across Latrobe City, designed to drive record-breaking nominations and votes.

Our approach blends digital and traditional media – social campaigns, press coverage, and community partnerships – keeping the Awards front of mind from launch through to gala night.

Strategic cross-promotion at major Latrobe City events during the voting window will amplify reach well beyond the business community.

Through local networks, council collaboration, and association newsletters, we ensure every corner of Latrobe City has the opportunity to discover and vote for their favourites.

In 2025, 279 guests filled the gala night and 165 local businesses were nominated across 15 categories – a powerful demonstration of how deeply the People's Choice Awards resonate across Latrobe City. The 2026 edition is set to be bigger still.



Gold Partner – \$2,200.00 (inc. GST)

- Acknowledgment as a Gold Partner.
- Logo and business name on all marketing materials, including website and social media.
- Acknowledgment in the awards evening printed programme.
- Your banner placed at the awards evening venue.
- Complimentary 15-second video presentation of your business for the gala evening.
- 2 complimentary tickets to the gala evening.



Award Categories

1	Most Popular Café and Coffee Shops	2	Most Popular Restaurant	3	Most Popular Retail
4	Most Popular Trade	5	Most Popular Butchers	6	Most Popular Hair and Beauty
7	Most Popular Health and Wellbeing	8	Most Popular Bakery and Baking	9	Most Popular Pubs and Clubs
10	Most Popular Professional Services	11	Most Popular Media and Photography	12	Most Popular Micro / Home Based Business
13	Most Popular Takeaway	14	Most Popular Fitness and Gyms	15	Most Popular Aged Care, Disability and Support Services

Get In Touch

To find out more about how we can tailor an opportunity for your business — with flexible payment arrangements available — or to secure your preferred partnership with the LCBC 2026 People's Choice Awards, please contact:

Scott Lowater · 0432 649 560

Kellie Lewis · 0430 605 403

Email: pca@lcbc.org.au



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