

# SPONSORSHIP PROSPECTUS 2017



**WiBRD**

*Women in Business and  
Regional Development*



# WIBRD INVITES YOU TO BE PART OF OUR UNIQUE AND GROWING WOMEN'S PROFESSIONAL NETWORK BY BECOMING A VALUED SPONSOR IN 2017.

**Empowering and igniting the potential of women is our key focus for growth in 2017. We wish to encourage business owners, up and coming, women in leadership positions and our communities' entrepreneurs to join our network and attend our events.**

We have seen an increase in activity for Women in Business & Regional Development with over 28 networking and training events in 2016, from the empowering women in business networking breakfasts to free training workshops for career enhancement and individual improvement.

The many events that WIBRD hold is evidence that when you get a room full of like-minded people great fun can be had, networks made, friendships built and as a result our Community strengthens and we ignite the potential in each other. Our relationships with organisations such as Stand like Stone and the sponsors and members of Women in Business & Regional Development is proof that an effective collaboration turns into an outstanding partnership that is a benefit to all.

Over the past year there has been an increase in the average number of attendees to our events, widespread media coverage and awareness in the community of what our organisation is endeavouring to achieve. The growth of WIBRD signifies the direction, energy and enthusiasm of our board and members and we invite you to be involved in this growth.

As a not for profit organisation, we are constantly looking to build our membership & sponsorship base to ensure a sustainable and

relevant organisation for the benefit of our members. The strength of Women in Business is our valuable members and sponsors. This gives us the ability to empower all women through training, networking and supporting professional women including small business owners, career professionals, up and coming business women and entrepreneurs.

Throughout the year we have made a concerted effort to ensure all sponsors and members have received value for the money they have invested in the network. This effort is part of the strategic focus of increasing member and sponsor interactivity with the network and thus increasing future memberships and sponsorships.

For the 2016 calendar year we have had 73 Individual Members, 18 corporate memberships totalling another 53 memberships and 62 sponsors members with varying sponsorship types. This is a fantastic increase of 50% from 2015. These commitments which we rely so heavily on, enable us to operate at a sustainable level.

In the absence of any current funding or grants, the reliance on memberships and sponsorships is crucial to the future and sustainability of Women in Business & Regional Development, we continually seek to achieve a balance between our vision of inclusiveness, administration costs and affordability for members.

I seek your support in ensuring this valuable asset can continue to serve its members and the community in 2017 as we have an incredible calendar of events including training and networking events. Our board is committed more than ever to continue to drive our organisation forward to ignite the potential of women and be a powerful resource of support and opportunity for the business women of our region.

**Di Ind  
Chairman**

WIBRD Board from left to right:  
Cathy Lunnay, Ali Villani, Sam Rothall, Di Ind,  
Judy McKay, Tahlia Gabrielli, Fiona Pulford  
and Lydia Mules (Executive Officer).



## SOCIAL MEDIA & ONLINE PLATFORMS

**With the ever changing world of business and its interactivity with technology, we have made a concerted effort this year to expand our utilisation of online platforms to communicate with our network obtaining fantastic results.**

Our online newsletters have just under 600 subscribers and helps to deliver key messages to the wider community that relate to women. A clear social media strategy was introduced to increase our exposure across the region. We have now achieved over 1418 Likes up from 675 in May 2015. Twitter has over 460 followers and growing each week and LinkedIn EO has over 200 connections.

These platforms have become a fundamental part of our communications with our network, from event organisation to member engagement regarding the community. They have also changed the way in which the organisation operates on a day to day basis with a heavy reliance on our website and emails, which have enabled us to keep in regular contact with our valued sponsors and networks.

The Women in Business & Regional Development website is the communication base for our members and we are continually looking at ways in which we can utilise this to the benefit of our members and the wider community. As the organisation gains momentum we have experienced a significant increase in traffic to and time spent on our website. In 2017 we have budgeted for and will look to upgrade our website which will enable us to look at providing our sponsors even better value for their investment.



## MEDIA EXPOSURE

Not only are Women in Business & Regional Development experiencing an increase in membership and attendees to events we have experienced a significant increase in exposure of our network in the community through radio interviews, community organisations and print media. A Media Committee has been established of Board Members and WIBRD Members of the community that have knowledge and expertise in the field of both online and print media to help us create cutting edge marketing and build the profile of the organisation.



# SPONSORSHIP

**As part of our new strategic direction we have adjusted our sponsorship prospectus to include an exclusive major sponsor for only one company or organisation.**

Sponsorship packages can be amended and tailored to suit the needs of the sponsor and benefit all parties involved, if you would like to discuss sponsorship please do not hesitate to contact us.

*Sponsor industry exclusivity is offered to Platinum category sponsors who wish to be the only sponsor in their industry. This will be negotiated with The Board and a higher sponsorship fee will apply.*

	MAJOR	PLATINUM	GOLD	SILVER	LOGO
	Value TBC (Tender)	\$2,750 inc GST	\$1,650 inc GST	\$1,100 inc GST	\$550 inc GST
Exclusive Individual Sponsorship	✓				
Logo on all collateral	✓				
Logo on 2017 Sponsors Banner	✓	✓	✓	✓	✓
Logo on website	✓	✓	✓	✓	✓
Logo recognition on powerpoint at events	✓	✓	✓	✓	✓
Opportunity to place own banner at all events	✓				
Recognition & introduction of staff at all events	✓				
Complimentary ticket to 2017 WIBRD Launch	6 tickets (\$480 value)*	4 tickets (\$320 value)*	3 tickets (\$240 value)*	2 tickets (\$160 value)*	1 ticket (\$80 value)*
Complimentary tickets to 2017 IWA Gala Event	6 tickets (\$600 value)*	4 tickets (\$400 value)*	3 tickets (\$300 value)*	2 tickets (\$200 value)*	
Complimentary ticket to all networking & training events (at least 10)	1 ticket (Min. value \$300)*				
Staff Memberships	6 tickets (\$510 value)*	4 tickets (\$340 value)*	3 tickets (\$255 value)*	2 tickets (\$170 value)*	1 ticket (\$85 value)*
Speaking opportunity at 2017 launch	✓				
Recognition & possible speaking opportunity at gala event	✓				
Opportunity to place news in monthly newsletters to the value of our members	✓ x 6	✓ x 2			
Opportunity to place sponsor questions in 2017 member survey	✓				
Opportunity for recognition in 2017 Events Calendar and Member Handbook mail out to all 2017 members in February	Half page feature	Third page feature	Quarter page feature	Sixth page feature	Logo & contact details
Connect on LinkedIn, Facebook & Twitter	✓	✓	✓	✓	✓
Use of WIBRD 2017 Major sponsor logo	✓				
Use of WIBRD 2017 sponsor logo	✓	✓	✓	✓	✓
Opportunity to host/tie in sponsor venue with event (subject to strategic plan)	✓	✓			

\* Terms & Conditions Apply. Prices are an estimate and are subject to change.

# EVENTS HELD DURING 2016

## HIGHLIGHTS OF 2016

<b>February</b>	<ul style="list-style-type: none"><li>• WIBRD 2016 Launch &amp; Dinner at the Commodore on the Park</li><li>• Noorla Yo Long Outdoor Adventure Course</li><li>• Supporting Each Other in Business Luncheon</li></ul>
<b>March</b>	<ul style="list-style-type: none"><li>• Marketing &amp; Social Media Training at the Lakes Resort</li><li>• Empowering Women in Business Breakfast (EWiBB) at the Main Corner</li><li>• Supporting Each Other in Business Luncheon</li></ul>
<b>April</b>	<ul style="list-style-type: none"><li>• Branding Networking &amp; Cocktail Event at Metro Bakery &amp; Café</li><li>• Supporting Each Other in Business Luncheon</li></ul>
<b>May</b>	<ul style="list-style-type: none"><li>• EWiBB at the Main Corner</li><li>• Supporting Each Other in Business Luncheon</li></ul>
<b>June</b>	<ul style="list-style-type: none"><li>• Q&amp;A Forum on Workplace Psychology and Fatigue Management at Caffé Belgiorno</li><li>• Supporting Each Other in Business Luncheon</li></ul>
<b>July</b>	<ul style="list-style-type: none"><li>• Strategic Planning Training with Barbara Lightburn</li><li>• EWiBB at the Main Corner</li><li>• Supporting Each Other in Business Luncheon</li></ul>
<b>August</b>	<ul style="list-style-type: none"><li>• Gala Dinner &amp; Hall of Fame Event at the Commodore on the Park</li><li>• Supporting Each Other in Business Luncheon</li></ul>
<b>September</b>	<ul style="list-style-type: none"><li>• Business Planning &amp; Finance Training at Caffé Belgiorno</li><li>• EWiBB at Thyme at the Lakes</li><li>• Supporting each other in Business Luncheon</li></ul>
<b>October</b>	<ul style="list-style-type: none"><li>• Exit Strategy &amp; Succession Planning Training with Bill DeGaris at the Silver Birch</li><li>• Supporting each other in Business Luncheon</li></ul>
<b>November</b>	<ul style="list-style-type: none"><li>• EWiBB with Anelia Blackie at the Main Corner</li><li>• Supporting each other in Business Luncheon</li></ul>
<b>December</b>	<ul style="list-style-type: none"><li>• Christmas Break Up</li></ul>



# ACTION PLAN FOR 2017

**In 2016 the WIBRD Board have once again conducted a strategic analysis and review of the organisation to clarify where we are, what we are aiming to achieve and how we can go about achieving these objectives.**

This has resulted in an action plan being implemented to ensure a spread of roles across the board, structured training and events that focus on professional and personal development and a clear and united vision of where we are heading.

These events are strategically planned to ensure the organisation provides a platform for all members to improve their skill base from finance and social media training to fatigue management and positive psychology workshops. We are currently experiencing an average of 60 members and other interested people from the community attending each event. This is reflective in the growing number of members and sponsors each year who choose to join our inspiring network.

<b>January</b>	Membership & Sponsorship Drive
<b>February</b>	<ul style="list-style-type: none"> <li>• 2017 WIBRD Launch &amp; Dinner</li> <li>• Monthly Member Newsletter</li> </ul>
<b>March</b>	<ul style="list-style-type: none"> <li>• International Women's Day Empowering Women in Business Breakfast</li> <li>• Supporting Each Other in Business' Luncheon</li> <li>• Barry Maney Group 'Workshop on Wheels' FREE Member Event</li> <li>• Monthly Member Newsletter</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>• FREE Member Training Session</li> <li>• Supporting Each Other in Business' Luncheon</li> <li>• Professional Development Cocktail Event</li> <li>• Monthly Member Newsletter</li> </ul>
<b>May</b>	<ul style="list-style-type: none"> <li>• Empowering Women in Business Breakfast</li> <li>• Supporting Each Other in Business' Luncheon</li> <li>• Monthly Member Newsletter</li> </ul>
<b>June</b>	<ul style="list-style-type: none"> <li>• FREE Member Training Session</li> <li>• Supporting Each Other in Business' Luncheon</li> <li>• Monthly Member Newsletter</li> </ul>
<b>July</b>	<ul style="list-style-type: none"> <li>• Professional Development Cocktail Event</li> <li>• Supporting Each Other in Business' Luncheon</li> <li>• Monthly Member Newsletter</li> </ul>
<b>August</b>	<ul style="list-style-type: none"> <li>• Influential Women in Business Awards &amp; Gala Dinner</li> <li>• FREE Member Training Session</li> <li>• Supporting Each Other in Business' Luncheon</li> <li>• Monthly Member Newsletter</li> </ul>
<b>September</b>	<ul style="list-style-type: none"> <li>• Empowering Women in Business Breakfast</li> <li>• Supporting Each Other in Business' Luncheon</li> <li>• Monthly Member Newsletter</li> </ul>
<b>October</b>	<ul style="list-style-type: none"> <li>• FREE Member Training Session</li> <li>• WIBRD Annual General Meeting</li> <li>• Supporting Each Other in Business' Luncheon</li> <li>• Monthly Member Newsletter</li> </ul>
<b>November</b>	<ul style="list-style-type: none"> <li>• Empowering Women in Business Breakfast</li> <li>• Supporting Each Other in Business' Luncheon</li> <li>• Membership &amp; Sponsorship Drive</li> <li>• Monthly Member Newsletter</li> </ul>
<b>December</b>	<ul style="list-style-type: none"> <li>• Member &amp; Sponsor Christmas Break Up - FREE Member Event</li> <li>• Membership &amp; Sponsorship Drive</li> <li>• Newsletter Christmas Edition</li> </ul>

Please note: These events are subject to change.

# SPONSORSHIP AGREEMENT FORM

Organisation		
Contact person		
Mailing address		
Email		
Telephone	Office:	Mobile:

On behalf of the above named organisation, who I am authorised to represent, I agree to sponsor Women in Business & Regional Development Inc. for the following:

<input type="checkbox"/> Platinum Sponsor (\$2,750 inc GST)	<input type="checkbox"/> Gold Sponsor (\$1,650 inc GST)
<input type="checkbox"/> Silver Sponsor (\$1,100 inc GST)	<input type="checkbox"/> Logo Sponsor (\$550 inc GST)

## DONATIONS

In 2017 we are seeking donations from organisations who wish to demonstrate their support for WiBRD. Women in Business & Regional Development also accepts donations from individuals and organisations. As a public not-for profit organisation, the success and continuation of WiBRD's vital work depends on the generosity of others. The money you give to WiBRD will go towards supporting our Executive Officer's role and provide funds to continue funding training and networking opportunities for our members.

A new area being sought is discounts to members. This can promote your business in a new manner and enables a win-win for both members and the supporting business. There are endless options here so we are open to any proposals. Please contact our executive officer at executive@wibrd.org.au to discuss these options further.

Sponsorship of Women in Business & Regional Development provides an opportunity for businesses to market themselves to a diverse audience. Our members range from young school leavers to retired people and represent all stages of careers and life.

**The 2017 Sponsorship Offer is for the period 1/1/17 to 31/12/17.**

All sponsors who sign-up in January will have their logo and level of sponsorship displayed on a pull-up banner which will be displayed at all events in 2017.

Donation Value:

## Payment

<input type="checkbox"/> Direct Credit	<input type="checkbox"/> Cheque
Name: Women in Business and Regional Development Inc. BSB: 015-660 Acct: 388 575 037 Ref: (Organisation/Name) Sponsorship	Made out to Women in Business and Regional Development Inc. Printed name: Signature: <span style="float: right;">Date:</span>

We acknowledge & thank the following 2016 sponsors:

MAJOR



PLATINUM



GOLD



SILVER



LOGO



Women in Business & Regional Development  
PO Box 9432 Mount Gambier West South Australia 5291  
executive@wibrd.org.au | www.wibrd.org.au