

SPONSORSHIP PROSPECTUS 2018



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 2018.

Women empowering women is our key focus for 2018. In order to do this we endeavour to encourage up and coming business women, women in leadership positions, entrepreneurs and members of our community to join our network and attend our events.

Women in Business & Regional Development continue to provide relevant training, tools and resources to ignite the potential of women in our community. Events range from our empowering women in business networking breakfasts to free training workshops for career enhancement and individual improvement.

WiBRD 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. Our relationships with organisations such as Stand like Stone, our 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.

With the formation of our new subcommittees, an increase in the average number of attendees to our events and an updated strategic plan we are set for an exceptional 2018. Awareness in the community of what our organisation is endeavouring to achieve highlights that we are fast becoming an advocate for the women and community of the Limestone Coast. 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 part of the strategic focus for 2018-2020, increasing member and sponsor engagement within the board will be our primary goal. Ensuring that both sponsors and members receive value for their investment will ensure an increase in future memberships and sponsorships. In the absence of any current funding or grants, these commitments which we rely so heavily on, enable us to operate at a sustainable level.

I seek your support in ensuring our network can continue to serve its members and the community in 2018. 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 women of our region.

**Cathy Lunnay
Chairman**



WiBRD Board from left to right:
Tahlia Gabrielli, Cathy Beckman, Judy McKay,
Cathy Lunnay, Lauren Milich, Jacinta Jones
and Di Ind.

SOCIAL MEDIA & ONLINE PLATFORMS

With the ever changing world of business and its interactivity with technology, WiBRD have made a concerted effort for the ongoing utilisation of online platforms to communicate with our network obtaining fantastic results.

With the support of the newly formed Media Committee, a clear social media plan was introduced to increase our exposure across the region. We have now achieved over 2000 facebook followers up from 1418 in 2016 and 675 in 2015. Twitter has over 583 followers and growing each week and LinkedIn EO has over 140 connections.

Our online newsletters have just under 600 subscribers and helps to deliver key messages to the wider community that relate to women.

We have now also introduced an Instagram page and are currently seeking new ideas for our updated online platforms to support the introduction of a planned new website in 2018.

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

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 incorporating new and more interactive technology 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.

2017 INFLUENTIAL WOMEN IN BUSINESS AWARDS

With the Influential Women in Business Awards being held in 2017, the reach of Women in Business increased dramatically with TV and Radio exposure and an exponential social media reach of over 60,000.

This year the awards were bigger than ever with over 140 nominations received from all over the Green Triangle region from Naracoorte to Portland, up 100% from the last awards held in 2015.

This has all contributed to an overall community awareness of our valued network, with a sell-out 550 people from around the region attending from around the region, the awards are reflective of the growth and momentum Women in Business & Regional Development is currently achieving under the direction of its Board.



SPONSORSHIP

	MAJOR	PLATINUM	GOLD	SILVER	LOGO
	Negotiated Tender Process	\$2,750 inc GST	\$1,850 inc GST	\$1,300 inc GST	\$550 inc GST
Exclusive Individual Sponsorship	✓				
Individual Memberships	6 (\$594 value)*	4 (\$396 value)*	3 (\$297 value)*	2 (\$198 value)*	1 (\$99 value)*
Logo on 2018 Sponsors Banner	✓	✓	✓	✓	✓
Logo on all collateral	✓				
Logo on website	✓	✓	✓	✓	✓
Logo recognition on powerpoint at events	✓	✓	✓	✓	✓
Opportunity to place own banner at all events	✓				
Recognition of sponsor attendees at all events	✓	✓	✓	✓	✓
Complimentary ticket to 2018 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 2018 Gala & Hall of Fame Event	6 tickets (\$480 value)*	4 tickets (\$320 value)*	3 tickets (\$240 value)*	2 tickets (\$160 value)*	
Complimentary ticket to all networking & training events (at least 10)	1 ticket (\$300 value)*				
Speaking opportunity at 2018 launch	✓				
Recognition & possible speaking opportunity at Gala Event	✓				
Opportunity to place news/events in month member communications to the value of members*	✓	✓	✓		
Opportunity for recognition in 2018 Events Calendar and Member Handbook mail out to all 2018 members	Half page feature	Third page feature	Quarter page feature	Sixth page feature	Logo & contact details
Access to WiBRD 2018 Major sponsor logo	✓				
Access to WiBRD 2018 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. Prices are inclusive of GST.

EVENTS HELD DURING 2017

February	<ul style="list-style-type: none"> • WiBRD 2017 Launch & Dinner at the Commodore on the Park • Supporting Each Other in Business Luncheon at the Commodore on the Park
March	<ul style="list-style-type: none"> • International Women's day Empowering Women in Business Breakfast at the Main Corner • Supporting Each Other in Business Luncheon at the Commodore on the Park
April	<ul style="list-style-type: none"> • Are you being served? FREE Member Customer Service Workshop at the Silver Birch • Q&A on Social Media at Caffe Belgiorno • Supporting Each Other in Business Luncheon at the Commodore on the Park
May	<ul style="list-style-type: none"> • Empowering Women in Business Breakfast at Thyme at the Lakes • Supporting Each Other in Business Luncheon at the Commodore on the Park
June	<ul style="list-style-type: none"> • Balance Workshop at Blue Indigo Yoga
July	<ul style="list-style-type: none"> • Supporting Each Other in Business Luncheon at the Commodore on the Park
August	<ul style="list-style-type: none"> • 2017 Influential Women in Business Awards at the Barn Palais • Supporting Each Other in Business Luncheon at the Commodore on the Park
September	<ul style="list-style-type: none"> • Empowering Women in Business Breakfast at Thyme at the Lakes • Supporting Each Other in Business Luncheon at the Commodore on the Park
October	<ul style="list-style-type: none"> • AGM • Workplace Psychology FREE Training event at Caffe Belgiorno • Supporting Each Other in Business Luncheon at the Commodore on the Park
November	<ul style="list-style-type: none"> • 'Workshop on Wheels' Free Training Event at Barry Maney Group • Empowering Women in Business Breakfast at the Commodore on the Park • Supporting Each Other in Business Luncheon at the Commodore on the Park
December	<ul style="list-style-type: none"> • Christmas Break Up at BLH Building Group



ACTION PLAN FOR 2018

The WiBRD Board are continually endeavouring to gain feedback from our members and conduct strategic analysis to clarify where we are, what we are aiming to achieve and how we can go about achieving these objectives.

This continuous effort at improvement ensures 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.

The themes and styles of the events are planned with the members and sponsors needs in mind and with the overarching focus on empowering our members with an even spread of professional development events, inspirational speakers, empowering breakfasts to the fun and informal events such as the 'Supporting each other in Business' Lunches.

FEB	WIBRD Launch and Cocktail Event	Fri 16 February
MAR	International Women's Day Breakfast	Fri 9 March
APR	Training and Professional Development	Mon 16 April
	Supporting Each Other in Business Luncheon	Fri 27 April
MAY	Empowering Women in Business Networking Breakfast	Wed 9 May
	Be Inspired Event	Sat 19 and/or Sun 20 May
	Supporting Each Other in Business Luncheon	Fri 25 May
JUN	Training and Professional Development	Thur 14 June
	Supporting Each Other in Business Luncheon	Fri 29 June
JUL	Supporting Each Other in Business Luncheon	Fri 27 July
	Members and Sponsors Exclusive Event	Sat 28 and/or Sun 29 July
AUG	HALL of Fame Dinner Event	Fri 3 August
	Empowering Women in Business Breakfast	Wed 22 August
	Supporting Each Other in Business Luncheon	Fri 31 August
SEP	Be Inspired Event	Wed 5 September
	Training and Professional Development	Wed 12 September
	Supporting Each Other in Business Luncheon	Fri 28 September
OCT	WIBRD Annual General Meeting	Mon 8 October
	Empowering Women in Business Breakfast	Wed 17 October
	Supporting Each Other In Business Luncheon	Fri 26 October
NOV	Training and Professional Development	Tue 13 November
	Member & Sponsor Christmas Break Up	Wed 28 November

Our Vision:

Women empowering women.

Our Mission:

We ignite, support, advocate and celebrate through our community.

Our Values:

- Progressive
- Inclusive
- Collaborative
- Professional

Our Characteristics:

- Leadership
- Innovation
- Integrity
- Courage

BUILDING A SUCCESSFUL PARTNERSHIP IN 2018

In an effort to ensure that we build a long term and successful partnership with our sponsors, Women in Business & Regional development are looking to increase the effectiveness of our 2018 sponsorship program.

We will endeavour to provide our sponsors with a return on their investment with a tailored partnership plan that supports the recognition, acknowledgement and promotion of the sponsors business in line with all expectations and the WIBRD strategy.

Sponsorship is a mutually beneficial partnership and determining what you as a sponsor are seeking to achieve out of your partnership with WIBRD will help ensure that Women in Business & Regional Development have the capability to deliver to meet your expectations.

Women in Business & Regional Development have developed a series of questions for all sponsors and prospective sponsors in 2018, these questions based around the three points below will help build a mutually beneficial partnership plan and will provide us with a greater understanding of your business.

- Clearly define objectives. Determining the objectives and goals you are trying to achieve through the sponsorship and ensure they are in line with WIBRD strategy and expectations.

- Identifying potential opportunities for your business - working collaboratively to determine what communication platforms, events or projects best align to your business.
- Identify ways to activate the sponsorship across all relevant platforms. By understanding all of the ways your target moves toward transaction, you can utilise the sponsorship to create value and drive key behaviours. You can also utilise the sponsorship to activate your sales force, retailers, distributors, and internal departments - all of which add return to your investment.

As with all good partnerships, the more you contribute the more you get out. Women in Business & Regional Development is a networking organisation, we encourage all sponsors to attend as many events as possible or send along a representative from your business to ensure your business will maximise your sponsorship investment.

BUILDING A STRONGER COMMUNITY

Celebrating the achievements of women is something that we as a board are very passionate about, as what we know for sure is that when we support each other, especially women, it strengthens our communities and creates abundance in our economy.

Through our events and training calendar there is a strong focus on networking and building relationships. The inspirational speakers, experienced trainers and hosts at our events guide and support attendees through the benefits and skills.

We aim to provide a forum for those that attend our events to talk honestly about their business, develop professional relationships to work together to support each other, help each other through obstacles and mentor one another with an emphasis on personal development and growth to empower attendees to build on their skills.

Through our events Women in Business & Regional Development recognise, encourage and celebrate the many achievements of women who have excelled in business and regional development, those operating a business, working in a business or at a community level. They provide a wonderful opportunity for personal and business development for all that attend.

“ANZ believes in the inherent strength of a vibrant, diverse and inclusive workforce where the backgrounds, perspectives and life experiences of our people help us to forge strong connections with our customers, to innovate and make better decisions for our business. We have been a proud sponsor and supporter of WiBRD for more than five years and share similar goals in creating a thriving local economy and ensuring the equal representation of women and men across all facets of business. WiBRD’s educational focus, networking mindset and pioneering spirit is what makes it a substantial force in the Mt Gambier and Limestone Coast business community.”

Andrew Bowles

ANZ Area Manager, Adelaide Hills, Fleurieu & South East, Small Business Banking
ANZ Area Manager ANZ Health (SA), Small Business Banking

We acknowledge & thank the following 2017 sponsors:

MAJOR



PLATINUM



GOLD



SILVER



LOGO



Noel Barr



Metro Bakery & Cafe



OPTUS



BARBARA LIGHTBURN



Women in Business & Regional Development

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