




# WOMEN OF INFLUENCE

## **sponsorship proposal**

CONNECT - LEARN - GROW





"I would like to grow my client  
base and to work with like-  
minded women.

Women of Influence enables  
this to happen..."

Rachel Hunter - Quill Group





# about us

Women of Influence is a community for businesswomen to CONNECT, LEARN & GROW.

Our purpose is to provide an environment where motivated people can meet like minded professionals and enjoy an educational and fulfilling event.

The Women of Influence Committee work hard to ensure our events run smoothly, on time and that we deliver value.

## connect, learn & grow

We want our guests to feel that they:

- are comfortable and included
- can meet like-minded people
- will build their community
- learn from our engaging speakers
- give back by donating to charity
- enjoy a well-run event at a great venue.



## our guests

Women of Influence guests are professionals, managers, practitioners, businesses owners, consultants, lawyers, bankers, doctors, accountants, stockbrokers, students, real estate agents, retailers, financial planners and more....

We welcome business people from any industry who want to further their career, develop their skills and meet others. Although we are WOMEN of Influence we also welcome many brave men to our events.

Our guests attend our events to not only connect and learn but to enjoy themselves, be entertained and enlightened by our speakers, to grow their own personal brand and that of their business.

The Women of Influence community is warm, friendly, authentic, and professional environment. We don't encourage pushy salespeople, canvassing or any aggressive marketing behaviour.

# the benefits of sponsorship

Women of Influence enjoys a wonderful relationship with our sponsorship partners; who in turn benefit from positive exposure and warm introduction to our guests, speakers and other supporters.

We work with all partners to ensure the relationship is mutually beneficial and rewarding.

We recognise the value of our partners investment and strive to make it worth their while.

Our partners support us to gain access to our network of professionals. Our guests are a unique mix corporate, small and medium sized business women and men, some who have been attending our events since they began in 2005. The community is all about meeting and supporting like-minded people.

Women of Influence offers excellent brand awareness and introduction to contacts and opportunities in the Gold Coast business community.



## what our sponsors say

“We are thrilled to be a Sponsor of Women of Influence, through our partnership we have grown our QLD Resorts profile, engaged with new customers and been part of supporting local businesses. The economic impact of our partnership can be seen across all facets of our business.”

Susan Griffiths - Director of Sales & Marketing | RACV Queensland Resorts

# platinum sponsorship

## PLATINUM SPONSORSHIP inclusions:

- Industry exclusivity first option
- Your brand featured in the high profile "Platinum Sponsor" section of our invitations and newsletters
- Your brand featured in the high profile "Platinum Sponsor" section of our website
- You will receive a guest list prior to each event
- The option to receive a list of contacts details from the business cards collected at each event
- Your brand and marketing campaigns promoted through our social platforms
- Dedicated slides featured in the rolling PowerPoint at each event
- Display your banners in prominent areas at each event
- The option to include items in gift bags (NB - must be a tangible item of value to guests, i.e. not just a flyer)
- Display brochures, cards and flyers on the sponsors table at each event
- Two complimentary tickets to two of the events per annum

\$2,500 per annum or \$650 per event + GST



## what our guests say

"Broadens my horizon and connects me to a much wider range of business women."

I am energized by the events and the upbeat vibe of attendees. I think you bring focus and the chance to reflect on how our business and events bring meaning to the greater community."

Lindsay Wallace - HOTA, Home of the Arts



# gold sponsorship

## GOLD SPONSORSHIP inclusions:

- Your brand featured in the "Gold Sponsor" section of our invitations and newsletters
- Your brand featured in the "Gold Sponsor" section of our website
- The option to receive a list of contacts details from the business cards collected at the event (additional cost of \$200)
- Your brand and marketing campaigns promoted through our social platforms
- Your brand featured in the rolling PowerPoint at each event
- Display your banners in the gold sponsors area at each event
- The option to donate a prize for the raffle (NB - must be a tangible item valued at over \$200 RRP)
- The option to include items in gift bags (NB - must be a tangible item of value)
- Display brochures, cards and flyers on the sponsors table at each event
- Two complimentary tickets to the events per annum

\$2,000 per annum + GST or via "in kind" services



## what our guests say

"WOI enables me to share experiences with other women in business, and this supports aligns with our values of trust, credibility and transparency.

Leisha - Legali Corporate Consultants

# silver sponsorship

## SILVER SPONSORSHIP inclusions:

- Your brand featured in the “Silver Sponsor” section of our invitations and newsletters
- Your brand featured in the “Silver Sponsor” section of our website
- The option to donate a prize for the raffle (NB - must be a tangible item of value to guests at over \$200 RRP)
- Your brand featured in the rolling PowerPoint at each event
- Display brochures, cards and flyers on the sponsors table at each eventTwo complimentary tickets to the events per annum

\$1,600 per annum + GST or \$400 per event + GST



## bronze sponsorship

There is no cost for bronze sponsorship; you can donate a gift to the value of \$200 or more for the charity raffle.

Your brand will be advertised in the “Bronze Sponsor” section of our website

Your brand will be featured in the “Bronze Sponsor” rolling PowerPoint at the event

Your company will be mentioned by our sponsorship team during the dedicated sponsors recognition and prize draw



# our events

After 15 years of running business events, we have worked out a successful formula. We hold at least four events each year, three are breakfast events and our final event of the year is an afternoon high tea.

For the breakfast events, the agenda is to start at 7:00am and finish by 9:00am, with breakfast, time to connect with others and an interesting, educated and engaging presenter to learn from.

Our events are held around the same month and with a consistent format as follows:

## **MARCH - International Women's Day (IWD)**

A Keynote speaker or interview to tie in with the IWD theme

## **JUNE - The Annual Great Debate**

Traditional debating format - controversy, intellect and humour!

## **SEPTEMBER - Breakfast Event**

A Keynote speaker

## **NOVEMBER - High Tea**

An afternoon of business bubbles and delicious high tea

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# the numbers

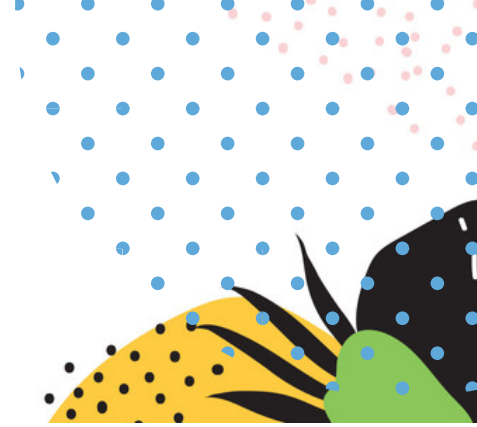
Most events are attended by between 160 and 200 guests

Our database has 1,500 contacts and is growing every day

Our contacts are loyal and engaged

We are active on Facebook, Instagram, LinkedIn and YouTube





# our charity

We are a not for profit organisation and we strive to make a difference by raising awareness and funds for charity.

We have a long-standing relationship with RADFLY (Realise A Difference For Local Youth) and support them as best we can to help youth on the Gold Coast through YES House and Arcadia College.



# our committee

All committee members work in a range of industries and all volunteer their time and skills to plan and facilitate each event.

We consider Women of Influence a hobby; however, we also gain a great deal by way of brand awareness, career development,, learning new skills and forming fantastic relationships.

# get in touch

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