



# WOMEN OF INFLUENCE

## sponsorship proposal 2024

connect . learn . grow



# ABOUT US

Women of Influence is a community for business professionals to **CONNECT, LEARN & GROW.**

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

The Women of Influence Committee work hard to ensure our events run smoothly, on time and deliver value. We have been running events since 2005 and enjoy planning a mix of breakfast events and a high tea to finish off the year.

## OUR TEAM



Georgia Lane & Jaime Merdith



Jodi Robertson



Josephine Dewe



Anita Daley



Nicola Buchanan



Liz Haile



Donna Clarke



Jess Roche

Our committee members work in a range of industries. We volunteer our time and skills to plan and facilitate each event.

We gain a great deal by way of brand awareness, career development, learning new skills and forming fantastic relationships.





# OUR CHARITY

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

We have a long-standing relationship with RADFLY Inc (Realise A Difference for Local Youth) and support them to help youth on the Gold Coast through YESHouse and Arcadia College.

**RADFLY**  
Realise A Difference  
For Local Youth



# OUR GUESTS

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Women of Influence guests are professionals, managers, practitioners, business 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 welcome EVERYONE 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 a warm, friendly, authentic, and professional environment. We don't encourage pushy salespeople, canvassing or any aggressive marketing behaviour.

## **We want our guests to feel that they:**

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

## what our guests say...

"...our invited guests always leave wanting to know when they can be invited back to attend the next event" –

Lisa Ketjen  
Corporate Partnerships Manager –  
Usher Group





# OUR EVENTS



## INTERNATIONAL WOMEN'S DAY

**MARCH**

A keynote speaker or interview to tie in with the IWD theme at our breakfast event



## THE ANNUAL GREAT DEBATE

**JULY**

Traditional debating format at our breakfast event - controversy, intellect and humour!



## HIGH TEA

**NOVEMBER**

An afternoon of business bubbles and delicious high tea to round out the year

## THE NUMBERS

- 250 to 450 guests at each event
- Database of 2,500 contacts
- Our contacts are loyal and engaged
- We are active on Facebook, Instagram, LinkedIn and YouTube



# BENEFITS OF SPONSORSHIP

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



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



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



The community is all about meeting and supporting like-minded people.



Our partners support us to gain access to our network of professionals.



## what our sponsors say...

"We are pleased to be a Platinum Sponsor. Our company is an advocate for gender equality, so it sits within our guiding principles. At each event we connect with other like-minded women and see the landscape of Gold Coast businesswomen flourish" -

**Heather McLellan-Johnson**  
Medical on Burleigh

|  | PLATINUM | GOLD  | SILVER | BRONZE |
|--|----------|-------|--------|--------|
| Industry exclusivity first option  | ✓        |       |        |        |
| Receive a guest list prior to each event   | ✓        |       |        |        |
| Your brand / description / campaign mentioned in the welcome message at each event                   | ✓        |       |        |        |
| Your brand and marketing campaigns, as a blogpost on our website and in our newsletter               | ✓        |       |        |        |
| Complimentary tickets per event  | ✓ (2)    | ✓ (1) |        |        |
| One company banner displayed at the event in a prominent place at front of venue                     | ✓        | ✓     |        |        |
| Invitation to exclusive sponsorship partners event   | ✓        | ✓     |        |        |
| Your brand and marketing campaigns on dedicated slides in the rolling PowerPoint at each event       | ✓ (3)    | ✓ (1) |        |        |
| Your logo featured in the rolling Powerpoint at each event   | ✓        | ✓     | ✓      |        |
| Your brand and marketing campaigns promoted through our social media platforms                       | ✓        | ✓     | ✓      |        |
| Option to donate a prize for the raffle draw   | ✓        | ✓     | ✓      | ✓      |
| Display brochures, cards and flyers on the sponsors table at each event                              | ✓        | ✓     | ✓      | ✓      |
| Your brand featured in the relevant sponsor level section of the printed raffle prize sign on tables | ✓        | ✓     | ✓      | ✓      |
| Your brand featured on our website Sponsors Page   | ✓        | ✓     | ✓      | ✓      |



# PLATINUM SPONSORSHIP

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## Inclusions

- Industry exclusivity first option.
- Your brand featured in the high profile “Platinum Sponsor” section of our website and newsletters.
- Your brand will be introduced at the beginning of each event.
- You will receive a guest list prior to each event.
- Invitation to exclusive sponsors event.
- Your brand promoted through our social platforms.
- The option to donate a prize for the raffle (NB - must be a tangible item valued at over \$200)
- 3 dedicated slides featured in the rolling PowerPoint at each event.
- Display your banner in the prominent exclusive platinum sponsor area.
- The option to include items (of tangible value) in gift bags.
- Display brochures, cards and flyers on the sponsors table at each event.
- 2 complimentary tickets to each event.

**\$3,500 per annum + GST**

**\$1,500 per event + GST**



# GOLD SPONSORSHIP

## Inclusions

- Your brand featured in the “Gold Sponsor” section of our newsletters and website.
- An invitation to attend our exclusive sponsorship partners event.
- Your brand and marketing campaigns promoted through our social platforms.
- Display your banner at each event.
- Your brand featured in the rolling PowerPoint at each event.
- The option to donate a prize for the raffle (NB - must be a tangible item valued at over \$200)
- The option to include items (of tangible value) in gift bags
- Display brochures, cards and flyers on the sponsors' table at each event.
- One complimentary ticket per event.

**\$2,000 per annum + GST**  
**\$1,000 per event + GST**



# SILVER SPONSORSHIP

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## Inclusions

- Your brand featured in the “Silver Sponsor” section of our newsletters and website.
- Your brand featured in the rolling PowerPoint at each event.
- The option to donate a raffle prize (valued at over \$200).
- Display brochures, cards, and flyers on the sponsors table at each event.

**\$1,600 per annum + GST**

**\$800 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” section of the rolling PowerPoint at the event and will be mentioned during the raffle prize draw.



# THANK YOU

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Thank you for your interest in sponsoring Women of Influence, this means a great deal to us. Your sponsorship will help raise the profile of your business while enabling us to deliver great events and continue supporting our charity partners in a meaningful way. We look forward to discussing the benefits of a partnership with you.

*Georgia Lane*

GEORGIA LANE  
PRESIDENT

## CONTACT US

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**WOMENOFINFLUENCE.ORG.AU**



**@WOMENOFINFLUENCEGC**

All photos courtesy of Annie Noon, Fotoforce Photography

