



**WOMEN  
OF INFLUENCE**

**sponsorship proposal  
2021**

**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, 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 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 of 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, website, and newsletters.
- Your brand will be introduced at the beginning of each event.
- You will receive a guest list prior to each event.
- The option to receive a list of contacts details from the business card draw.
- Invitation to exclusive sponsor’s event
- Your brand promoted through our social platforms.
- Multiple dedicated slides (up to 3) featured in the rolling PowerPoint at each event.
- Display your banner in the prominent exclusive platinum sponsor area.
- 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 (if COVID allows).
- 2 tickets to each event.

**\$ 3,500 per annum or \$ 950 per event + GST**



## what our guests say

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

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, newsletters and our website.
- An invitation to attend our exclusive sponsorship partner’s event.
- Your brand and marketing campaigns promoted through our social platforms.
- Your brand featured in the rolling PowerPoint at each event.
- Display your banner 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 in gift bags (NB - must be a tangible item of value)
- Display brochures, cards and flyers on the sponsor’s table at each event.
- One complimentary ticket per event.

**\$2,000 per annum or \$600 per event + GST**



## 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 raffle prize (NB - must be a tangible item valued at over \$200).
- Your brand featured in the rolling PowerPoint at each event.
- Display brochures, cards, and flyers on the sponsors table at each event.

**\$1,600 per annum + GST or \$500 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.

	PLATINUM	GOLD	SILVER	BRONZI
Industry exclusivity first option	YES	NO	NO	NO
Invitation to exclusive sponsorship partners event	YES	YES	NO	NO
Your brand and description or campaign mentioned in the welcome message at each event	YES	NO		
Your brand featured in the high profile "Platinum Sponsor" section of invitations, newsletters and website	YES	NO	NO	NO
Your brand featured in the high profile "Platinum Sponsor" section of the printed raffle prize sign on tables	YES	NO	NO	NO
Your brand featured in the high profile "Gold Sponsor" section of invitations, newsletters and website	NO	YES	NO	NO
Your brand featured in the high profile "Silver Sponsor" section of our invitations, newsletters and website	NO	NO	YES	NO
You will receive a guest list prior to each event	YES	NO	NO	NO
The option to receive a list of contacts details from the business cards collected at each event	YES	NO	NO	NO
Donate prizes for raffle	YES	YES	YES	YES
Your brand printed and displayed on a table sign to showcase our platinum supporters on every table	YES	NO	NO	NO
Banner displayed in a prominent area allocated for platinum sponsors at each event (please note there is room for one banner per sponsor, contact sponsorship team for any special requests)	YES	NO	NO	NO
One banner displayed at the event	YES	YES	NO	NO
Your brand and marketing campaigns, as a blogpost on our website and in our newsletter	YES	NO	NO	NO
Your brand and marketing campaigns on up to 3 dedicated slides in the rolling Powerpoint at each event	YES	NO	NO	NO
Your brand and marketing campaigns on a dedicated slide in the rolling Powerpoint at each event	NO	YES	NO	NO
Your brand featured in the rolling Powerpoint at each event	YES	YES	YES	YES
Your brand and marketing campaigns promoted through our social media platforms	YES	YES	YES	YES
The option to include items in gift bags if applicable (We only provide gift bags at selected events and items must of tangible value to guests, i.e. not just a flyer)	YES	YES	YES	YES
Display brochures, cards and flyers on the sponsors table at each event	YES	YES	YES	YES
Complimentary tickets per event	2	1	0	0
<b>COST PER EVENT</b>	<b>\$950</b>	<b>\$600</b>	<b>\$500</b>	<b>Raffle prize least \$200 (if gift value</b>
<b>COST PER ANNUM</b>	<b>\$3,500</b>	<b>\$2,000</b>	<b>\$1,600</b>	

\*All prices shown are ex GST



# 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 hot 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 350 guests

Our database has 2,000 contacts and is growing everyday

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 our charity partners.

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