



SPONSORSHIP PROGRAMS

WELCOME

Thank you for allowing us the opportunity to present a very real and unique opportunity to help create an initiative to assist the local business.

The St George Business Chamber has been serving the community of St George since 1922 and takes pride in maintaining relationships with business, community, government and community leaders in order to create and maintain economic prosperity. The chamber is proud to be a part of the community as a strong campaigner for its broad and diverse member businesses, to help growth and success that will benefit the whole community.

The St George Chamber are proud to present our Buy Local Stay Local Campaign. Buy Local campaign celebrates small business in the Georges River and Bayside area. The initiative aims to help the local business promote their products and services along with encouraging local residents to support small business in their community by shopping locally. By going local you are directly investing in the future of your local community. We are excited to present our plans for campaign and product launch. With the help of your valued contribution we are aiming to create major awareness, print and provide advertising toolkits, Execute the marketing plan along with a scheduled product launch bring about greater awareness of this cause.

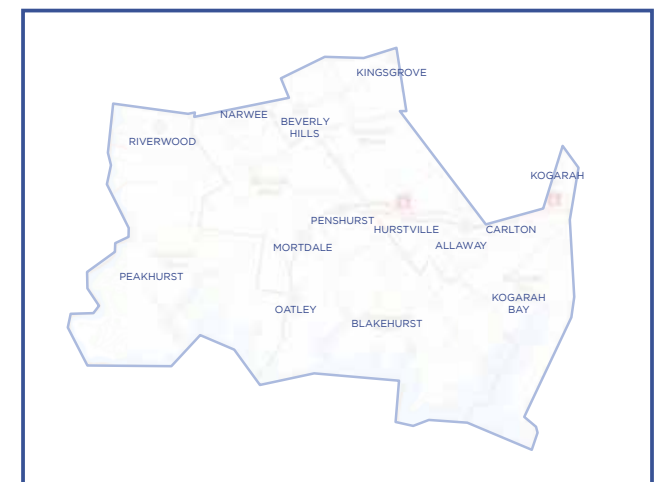
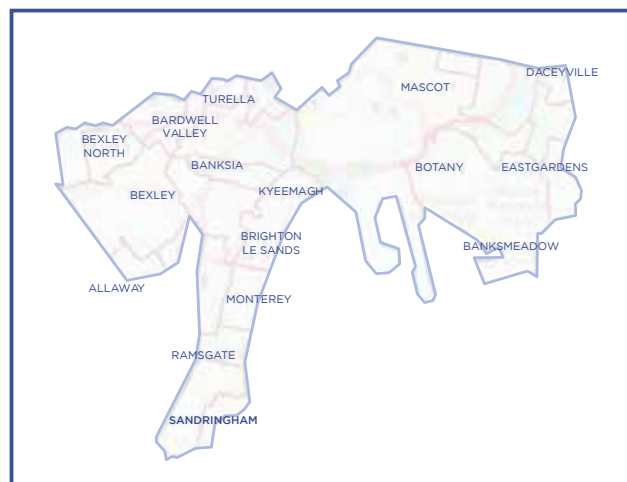
The St George Business Chamber is involved in many local business and community activities and has multiple ways of highlighting your business through sponsorship opportunities. Thank you for allowing us the opportunity to present a very real and unique opportunity to assist the local business along with being a major part of introducing procurement for the local area.





BUSINESS WITHIN THE ST GEORGE & BAYSIDE LOCAL AREAS

In the St George district, there is a total of 15,634 business with aged care and health services representing the largest portion. The Bayside local area consists of 13,938 business with transport, warehousing and postal having the highest representation. The event launch audience will be a heavy focus on the retail and services local business. Dignitaries – being local MP, Small Business Federal Member, most have a passion for the local area, many are in trades with their own business.



Sponsorship allows you to promote your products and services to reach the local business from a vast range of industries. A range of promotional opportunities are available including, branding in printed brochure material and on the St George Business website, as well as placement at the 2019 Product Launch.

BENEFITS OF SPONSORSHIP

St George Business Chamber will ensure that your investment is worthwhile with many direct and indirect benefits for your business or organisation.

Benefits include:

- Exposure of your brand through extensive event promotion over 12 months commencing from the event and throughout the brand awareness campaign.
- The opportunity to engage and communicate with local business owners, key decision makers (include CEOs, Senior Managers and Senior Practitioners). This provided a key advantage by differentiating from your competitors by taking up one of the exclusive sponsorship options.

WORKING WITH OUR SPONSORS

St George Business Chamber strives to ensure that all sponsors receive the appropriate benefits for their support of the Buy Local Stay Local Campaign. Prospective sponsors should assess the opportunities suggested in the following pages.

Please contact the St George Chamber Organiser's to discuss the best package for you. We are also able to create a customised sponsor package, tailored to your specific needs.

Become a Sponsor:

For more information, please contact:

Event Organisers
St George Business Chamber
P: 0424 201 002 – Dijana Thompson
E: info@stgeorgebc.com.au





MAJOR SPONSOR

\$30,000

(One Major Sponsor made available)

The Major Sponsorship Package is an exclusive opportunity to partner with St George business Chamber and gain the maximum benefits from sponsorship of this local campaign.

The Major Sponsor will have high-brand exposure in the lead up and throughout the campaign, as well as opportunities to communicate with local business owners, company key decision makers and delegates at the Launch along with connecting with them throughout this innovative via tool kits.

Benefits Include:

- Unlimited advertising on the St George Business Chamber website with a buy local home page
- Unlimited advertising on the Buy Local dedicated social media accounts
- Access to St George Business Chamber's member database four times a year.
- Logo placement on ALL Product launch material
- Speaking opportunity at the 2019 Product launch
- Large logo placement on the media banner
- Free video and marketing package - 120 second video - to be displayed on the Chamber website
- Showcased at the Buy Local Chamber social media accounts (Facebook and Instagram)
- Press Release and Radio Interview issued announcing you as the Major Sponsor of the buy local launch Chamber sponsor
- Logo featured on all Chamber collateral - advertisements etc.
- Logo featured on homepage of the St George Business Chamber website
- 1 x informational page on Chamber website and buy local dedicated website (should it be developed)
- Premier placement of your banner at all Chamber events
- Opportunity to display promotional material at all Chamber and Buy Local events
- Mention as Major Sponsor at all Chamber and Buy Local events
- Major sponsor logo representation on all printed promotional material including posters, flyers and press advertising
- Sponsor recognition in all advertising
- Complimentary promotional site for display / retail at the Product Launch
- Company name and logo prominent on all conference promotional material, publications (electronic and hard copy) and any merchandise approved by the St George Business Committee
- Acknowledgement by the SBC President during the opening and closing sessions of the conference
- A company spokesperson having the opportunity to address the audience at the launch
- Acknowledgement on slide presentations template as major Sponsor (name and logo will appear on screen before and after presentations)
- Exclusive access to the conference delegate contact list including electronic copy of delegate list after the launch
- Host a St George Business Chamber networking event

Major Sponsor \$30,000 plus GST



GOLD SPONSORSHIP

\$10,000

(Two Gold Sponsorships Available)

The Gold Sponsorship Package is tailored for sponsors seeking a substantial engagement with the local business sector and strong brand association with this new 'Buy Local Stay Local' campaign. Gold sponsors will benefit from high-level exposure throughout the campaign.

Benefits Include:

- Gold sponsor recognition in advertising.
- Gold sponsor logo representation on all printed promotional material including posters, flyers and press advertising.
- Gold sponsor recognition on St George Business website and social media accounts.
- Gold sponsor recognition on product launch power point presentation.
- Gold sponsor acknowledgement during Buy Local Campaign.
- Complimentary promotional site for display / retail.
- Signage at event venue.
- Mention as Gold Sponsor at all Buy Local events.
- Logo featured on all Buy Local collateral - advertisements etc.
- Logo featured on homepage of the St George Business Chamber website.
- 1 x informational page on Chamber website.
- Logo placement on ALL Product launch material.
- Speaking opportunities throughout the Buy Local Campaign.



SILVER SPONSORSHIP

\$2,000

(Multiple Sponsorships Available)

The Silver Sponsorship Package is suited to sponsors wanting value for money on a range of benefits without the exclusive elements of the Major and Gold packages.

Benefits Include:

- Silver sponsor logo representation on all printed promotional material.
- Silver sponsor recognition on St George Business Chamber website and social media account.
- Silver sponsor acknowledgement during the Buy Local Campaign
- Signage at event venue
- 1 x informational page on Chamber website
- 2 x complimentary tickets to the 2019 Product Launch evening
- Logo placement on ALL Product launch material
- Logo featured on homepage of the St George Business Chamber website
- Mention as Silver Sponsor at all Chamber and Buy Local events

CUSTOMISED SPONSORSHIP PACKAGES

St George Business Chamber is offering the opportunity to create a tailored sponsorship package to meet the specific requirements of your organisation. Please contact the St George Business Chamber Committee to discuss a customised sponsorship package.

Principal Partner Opportunity:

Become a Principal Partner with the St George Chamber and support the 'Buy Local Stay Local' initiative within the Georges River and Bayside local areas. Together we can assist in making small business grow, community growth and boost the local economy.

The Principal Partner package will be offered exclusively to one sponsor:

- One-year Principal Partner commitment \$25,000 + GST
- Three-year Principal Partner commitment \$50,000 + GST

Multi-year sponsorship opportunities

If your organisation would like to lock-in the benefits and cost of a multi-year sponsorship opportunity, please contact the St George Business Chamber.

P: 0424 201 002 – Dijana Thompson

E: info@stgeorgebc.com.au



EVENT ORGANISERS:

St George Business Chamber

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