



# Marketing & Sponsorship Proposal



## WHAT IS A "GATHERING"?

From 15 -17 October 2010, the Southern Flinders District is hosting the 15<sup>th</sup> Annual South Australian Rural Women's Gathering in Melrose, a beautiful town at the base of Mt Remarkable. Women attending from across the State will have the opportunity to socialise and participate in a variety of self-development and skills workshops. A very reasonable cost will cover lunches and snacks over the weekend, workshop participation, tours, entertainment and a three-course dinner on the Saturday night. The gathering will be officially opened by Sgt Michele Smith, SA Police Officer of the Year 2008 and will also feature inspirational guest speakers throughout the weekend. Monica McInerney, an international best selling author has been confirmed as one of our keynote speakers. Monica has been specifically selected as she has a large reader base within SA.

Each year an informal but committed group of women from a nominated region in the state volunteer to organise "The South Australian Rural Women's Gathering". No one organisation is responsible for the Gathering. It is an opportunity for different groups, organisations and individuals within a community to work together. Gatherings are special because they are community organised, developed, driven, owned and run.

A Gathering offers opportunities for all women, whether they want agricultural information, business information, personal development or a social and recreational opportunity. The strength of a Gathering is in its diversity. A Gathering can help build bridges between women and offer skills and information previously unavailable to them.

### **Aims of the South Australian Rural Women's Gathering:**

- To develop communication networks knowledge and skill through participation, experience and contact with other women.
- To link women from rural backgrounds with members of formal or informal networks across South Australia
- To provide access to opportunities for self-development, self-expression and information.

### **Who will attend?**

For 2010 we estimate between 200-250 women of all ages and backgrounds to attend the 15<sup>th</sup> Annual SARWG with the majority from rural backgrounds from across South Australia. After launching our website we will send our link through to various supporting organisations and networks thereby increasing our exposure to women within across the State.

### **For more information contact**

The Secretary  
Michele Smith  
Remarkable Women  
c/o "Wattle Park"  
Bangor via Wirrabara SA 5481

Email: [wattlepark@activ8.net.au](mailto:wattlepark@activ8.net.au) or: [www.saruralwomensgathering.org.au](http://www.saruralwomensgathering.org.au)

Phone: 8666 5237



## **Benefits of Sponsorship**

Funds raised through Sponsors will assist in securing high quality guest speakers and performers, sponsor activities and or exhibitors to attend this gathering. Being a Sponsor of this gathering will make you part of a strategic marketing campaign aimed at providing benefits to local businesses and the community within our region.

## **Southern Flinders Sponsorship**

This category involves donations/In-kind or other contributions/vouchers in support of our event.

### **Benefits:**

- Inclusion of your business logo on the sponsorship acknowledgement certificate presented to each delegate in their conference bags
- Acknowledgment of your sponsorship status on Sponsors webpage on our website [www.saruralwomensgathering.org.au](http://www.saruralwomensgathering.org.au)
- Business Name displayed under In-Kind Sponsorship Page for acknowledgement of your contribution on Power Point presentation to be played continuously most of the weekend
- Acknowledgement of your contribution of gifts/vouchers on raffle prizes
- Sponsorship Certificate acknowledging your valued contribution
- Acknowledgement on Power Point presentation

## **Bronze Sponsorship (\$1,000)**

Funds raised through this category will be allocated to expanding workshops offered at the Gathering or towards hosting media visitor(s) during the Gathering. Being a supporter of the Gathering will make you a part of a strategic marketing campaign promoting our region and in turn your business or organisation will benefit.

### **Benefits:**

- Inclusion of your business logo in the sponsorship acknowledgement certificate presented to each participant
- Free acknowledgement and listing on the PIRSA SARWG Website – which is operational all year round
- Business Name (with link to your website if applicable) on every page of our own [www.saruralwomensgathering.org.au](http://www.saruralwomensgathering.org.au) website until 30 November 2010
- Acknowledgment of your sponsorship status on Sponsors webpage
- Business Name displayed under Bronze Sponsorship Page for acknowledgement of your contribution on Power Point presentation to be played continuously most of the weekend
- Sponsorship acknowledgement during the audience welcome address to major performances
- Recognition during the Opening & Closing ceremonies
- An invitation to the Remarkable Games on Friday night



### **Silver Sponsorship (\$2,000)**

For businesses and organisations who wish to utilise the promotional opportunities provided by active involvement in the Gathering through hosting guests, accommodation and or supporting scheduled activities throughout the weekend.

#### **Benefits:**

- Inclusion of your business logo in the program
- The opportunity to display banners and promotional material at selected gathering events or performances
- Sponsorship acknowledgement during the audience welcome address and major performances
- Free acknowledgement and listing on the PIRSA SARWG Website – which is operational all year round
- Small Logo (with link to your website if applicable) on every page of our own [www.saruralwomensgathering.org.au](http://www.saruralwomensgathering.org.au) website until 30 November 2010
- Acknowledgment of your sponsorship status on Sponsors webpage
- One sole page for your exclusive marketing opportunity and acknowledgement of your contribution on Power Point presentation to be played continuously most of the weekend
- Recognition during the Opening & Closing ceremonies
- An invitation to the Remarkable Games on Friday evening

### **Gold Sponsorship (\$4,000)**

Becoming a Gold Sponsor of the South Rural Australian Women's Gathering (SARWG) will entitle you to the naming rights of your selected event.

#### **Benefits:**

- Inclusion of your business logo in the program brochure and all event promotional material
- The opportunity to display banners and promotional material at event of choice
- Acknowledgement during the audience welcome address, as well as at major performances
- Free acknowledgement and listing on the PIRSA SARWG Website – which is operational all year round
- Medium Logo (with link to your website if applicable) on every page of our own [www.saruralwomensgathering.org.au](http://www.saruralwomensgathering.org.au) website until 30 November 2010
- Acknowledgment of your sponsorship status on Sponsors webpage
- Two sole pages for your exclusive marketing opportunity and acknowledgement of your contribution on Power Point presentation to be played continuously most of the weekend
- Recognition during the Opening & Closing ceremonies
- An invitation to the Remarkable Games on Friday evening
- Two Tickets to the Celebratory dinner and festivities for Saturday evening



### **Executive Platinum Sponsorship \$5,000 - \$10,000**

This Most Prestigious Sponsorship arrangement will be restricted to only two organisations and offers the following benefits:

- Main recognition/exclusive naming rights Friday or Saturday night
- The most prominent area for signage in the Gathering venue, including signage on the lectern
- Floor space in the Melrose Institute to be used for promotional purposes or trade display
- Recognition in promotional material as Executive Platinum sponsor
- Printing of logo on promotional material and registration forms
- Free acknowledgement and listing on the Primary Industries and Resources SA Rural Women's Gathering Website (PIRSA SARWG) – this is operational all year round - with links to your own website if applicable
- Large Logo (with link to your website if applicable) on every page of our own [www.saruralwomensgathering.org.au](http://www.saruralwomensgathering.org.au) website until 30 November 2010
- Acknowledgment of your sponsorship status on Sponsors webpage
- Inclusion of promotional literature in delegates conference bags
- Three sole pages for your exclusive marketing opportunity and acknowledgement of your contribution on Power Point presentation to be played continuously most of the weekend
- Recognition during the Opening & Closing ceremonies
- An invitation to the Remarkable Games on Friday evening
- A full registration for the Gathering including tours and workshops of choice
- Two Tickets to the Celebratory dinner and festivities for Saturday evening
- Executive Platinum sponsor's logo will be prominently featured on the Gathering Program and post Gathering Proceedings
- 5 minute presentation spot on program



Chairperson: Jo Kelly  
Secretary: Michele Smith  
"Wattle Park" Bangor via Wirrabara SA 5481  
[www.saruralwomensgathering.org.au](http://www.saruralwomensgathering.org.au)

We would appreciate the following information being returned to the Committee:

I/We \_\_\_\_\_  
Name of Business or Organisation

Contact Name: \_\_\_\_\_ Contact Number: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**I/We are interested in:**

- Executive Platinum Sponsorship**
- Gold**       **Silver**       **Bronze**
- Southern Flinders Sponsorship**
- Tax Invoice/Receipt Required**
- Please contact me**

I/We are not able to offer support at this stage but would like to be involved in the 2010 Women's Gathering

I/We are not able to offer support at this stage

**Please return this information by 15 June 2010**

The Secretary,  
Remarkable Women  
"Wattle Park"  
Bangor via Wirrabara SA 5481

**For further information please contact:**

**Jo Kelly (Chairperson)**

Phone: 08 8667 2498  
Mobile: 0429 664 217  
Email: [jo@kellyengineering.com.au](mailto:jo@kellyengineering.com.au)

**Michele Smith (Secretary)**

Phone: 8666 5237  
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Email: [wattlepark@activ8.net.au](mailto:wattlepark@activ8.net.au)