



# 2022 Sponsorship Program

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The Hastings Business Women's Network (HBWN) has grown in popularity since its inception in 1999.

With an average of 50 guests at our monthly events we are the premier businesswomen's network in the Port Macquarie-Hastings region.

The following sponsorship packages offer a unique opportunity for businesses to align their brand with HBWN values and position themselves as industry leaders that support local business and businesswomen.



# About Us

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The Hastings Business Women's Network (HBWN) has grown in popularity since its inception in 1999. With an average of 40-50 guests at our events we are the premier businesswomen's networking group in the Port Macquarie-Hastings region.

We have a proud history of encouraging, empowering and educating women with a diverse member base from a cross section of industry sectors and demographics.

HBWN provide valuable networking and professional development opportunities as well as a sense of belonging to a warm and welcoming business community.

By supporting and promoting the achievements of our talented members, HBWN raises awareness of the contribution of businesswomen to the local economy and community.

We are a not-for-profit organisation operated entirely on a voluntary basis. Any surplus revenue is invested back into the local community. Whilst fundraising is not our core function, our charities include:

- Liberty Domestic and Family Violence Specialist Service
- Luminosity Youth Summit
- Share the Dignity
- Hastings Education Fund

The HBWN has a high profile in the local community and strong working relationships with the other business networks in the region.





# Our Purpose

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## Vision

The Hastings Business Women's Network is committed to:

Inspiring members to achieve their goals

Being dedicated to growth and development

Providing a sense of belonging

Remaining relevant to the needs of our network and the community

## Growing Tall Poppies

The red poppy flower is the recognisable symbol of the Hastings Business Women's Network.

In the HBWN tall poppies are celebrated, not cut down.

The HBWN believes it is the right of every businesswoman to hold her head high and, like the tall poppy, stand out from the crowd. We encourage members to be proud of and promote their success in all fields, at all levels.







# About Our Members

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Our events attract a diverse demographic of women predominantly in the 35-44 age and 45-54 age group.

With a member base of over 150 local women and a database of over 1000 registered subscribers, the HBWN is well represented and has a significant reach in the Port Macquarie-Hastings business community.

Sectors represented range from small to medium businesses to public and government entities, with 30% of our member base comprised of corporate memberships.

These include:

- Business and Professional Services
- Creative Arts and Photography
- Cultural and Recreational Services
- Education, Employment and Training
- Banking, Finance and Insurance
- Health and Beauty
- Hospitality and Tourism
- Manufacturing and Trades
- Media, Marketing, Design and IT
- Personal Services
- Real Estate
- Retail





# Benefits of Partnering

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The HBWN Committee has a dedicated Sponsorship Coordinator to ensure sponsorship agreements are creative, meaningful, impactful and deliver on your goals.

## **HBWN is peer-to-peer marketing at its best.**

- You will be where your competitors are not – we guarantee industry exclusivity.
- You will gain direct exposure to a diverse range of established local businesses.
- You will gain exposure to more than 1000 people who follow us on Facebook, Instagram and LinkedIn.
- You will gain exposure to our members on the HBWN website.
- You will have direct contact with a target market of business women and community leaders. There's the opportunity to promote your products and services via the tried and tested channel of distribution, in person. Where else would you gain exposure to up to 50 potential clients in a relaxed business networking environment?
- HBWN is committed to extending our network to broaden the age range to include young women. You (and your business) have the opportunity to be connected with the new generation of young professionals and talented students in the Hastings region (from institutions including: Charles Sturt University and TAFE NSW).
- You'll experience reinforcement of your brand as a local service provider supporting the small-medium business sector.
- You'll benefit from the value of local Word of Mouth. Women talk, recommend and share. It's a known fact.







# 2022 Sponsorship Opportunities

We are pleased to offer a tiered sponsorship program in 2022, offering a range of opportunities for your businesses to partner with the HBWN.

The following outlines the Sponsorship Opportunities available:

Sponsorship Package	Sponsor \$	# Events
Calendar Events Sponsor	\$1,500	2
IWD Platinum Sponsors	\$2,250	1
IWD Gold Sponsors	\$1,500	1
IWD Silver Sponsors	\$1,000	1
Professional Development Sponsor	\$1,500	1
Panel to Success Sponsor	\$ 700	2
Event Sponsor	\$1,250	1
Celebration Sponsor	\$ 550	1
Member Spotlight	\$ 900	
	\$175	

## HBWN Partners

In-kind services

HBWN Partners provide essential in-kind services that support the network to deliver ongoing benefits to our members.



# Calendar Events Sponsor \$1,500 – 2 events

**Sponsor our most popular events!** HBWN hosts two Calendar Launch events each year that attract a diverse range of members and guests.

This sponsorship package includes two (2) HBWN Calendar Launch events annually.

What HBWN will offer:

- Sponsorship acknowledgement at Calendar launch events (2) held in January and June.
- Your logo/brand name on our event communications as appropriate, including
  - Social media posts
  - Events calendar (x 2 per year)
  - Email invitations to all members (x 3) prior to each sponsored event.
- Your logo will be included on our website Sponsor banner (web footer) and Sponsor Page with a link to your website from 1 January 2022 until 31 December 2022.
- Two (2) event tickets to attend each sponsored event (total value \$120).
- Placement of your company banner at sponsored events.
- Product sampling or hand out information at sponsored events.
- Sponsorship acknowledgement and your logo published in the HBWN Annual Report.
- Two minute sponsor address at sponsored events.
- We will ensure you are snapped by our photographer at the event and this photo sent to social media, local magazines and local papers (editors' discretion which media stories/photos are published).





# Panel to Success Sponsor



**\$1,250 – 2 events**

HBWN will host two Panel to Success events in 2022. These popular luncheon events engage attendees in an interactive panel of dynamic speakers on relevant topics.

This sponsorship package includes two (2) HBWN Panel to Success events annually.

## **What HBWN will offer:**

- Sponsorship acknowledgement at sponsored events (2).
- Your logo/brand name on our event communications as appropriate, including
  - Social media posts
  - Events calendar (x 2 per year)
  - Email invitations to all members (x 3) prior to each sponsored event.
- Your logo will be included on our website Sponsor banner (web footer) and Sponsor Page with a link to your website from 1 January 2022 until 31 December 2022.
- Two (2) event tickets to sponsored events (total value \$120).
- Placement of your company banner at sponsored events.
- Product sampling or hand out information at sponsored events.
- Sponsorship acknowledgement and your logo published in the HBWN Annual Report.
- Two minute sponsor address at sponsored event.
- We will ensure you are snapped by our photographer at the event and this photo sent to social media, local magazines and local papers (editors' discretion which media stories/photos are published).





# Professional Dev. Sponsor

**\$700 – 1 event**

Professional development is a key focus for HBWN. Our Professional Development Sponsor has the opportunity to underpin our value of educating business women in our region; providing essential tools for success.

This sponsorship package includes one (1) HBWN Calendar PD event.

What HBWN will offer:

- Sponsorship acknowledgement at sponsored event (1).
- Your logo/brand name on our event communications as appropriate, including
  - Social media posts
  - Events calendar (x 1 relevant to event schedule)
  - Email invitations to all members (x 3) prior to each sponsored event.
- Your logo will be included on our website Sponsor banner (web footer) and Sponsor Page with a link to your website from 1 January 2022 until 31 December 2022.
- Two (2) event tickets to sponsored event (total value \$60).
- Placement of your company banner at sponsored event.
- Product sampling or hand out information at sponsored event.
- Sponsorship acknowledgement and your logo published in the HBWN Annual Report.
- Two minute sponsor address at sponsored event.
- We will ensure you are snapped by our photographer at the event and this photo sent to social media, local magazines and local papers (editors' discretion which media stories/photos are published).



# Event Sponsor

**\$550 – 1 event  
2 opportunities**

As a HBWN Event Sponsor you have the opportunity to 'paint the event' with your brand and business message.

This sponsorship package includes one HBWN event and we welcome your input on the style and content of this event.

## **What HBWN will offer:**

- Sponsorship acknowledgement at sponsored events (1).
- Your logo/brand name on our event communications as appropriate, including
  - Social media posts
  - Events calendar (x 1 per year)
  - Email invitations to all members (x 3) prior to each sponsored event.
- Your logo will be included on our website Sponsor banner (web footer) and Sponsor Page with a link to your website from 1 January 2022 until 31 December 2022.
- Two (2) event tickets to sponsored events (total value \$60).
- Placement of your company banner at sponsored event.
- Product sampling or hand out information at sponsored event.
- Sponsorship acknowledgement and your logo published in the HBWN Annual Report.
- Two minute sponsor address at sponsored event.
- We will ensure you are snapped by our photographer at the event and this photo sent to social media, local magazines and local papers (editors' discretion which media stories/photos are published).





# Celebration Sponsor

\$900 – 1 event



HBWN is an active contributor to our community, fundraising and supporting a number of local charities. As our Celebration Sponsor your business will partner with HBWN for our popular end of year celebration held in November. This event highlights our commitment to Share the Dignity and typically attracts high attendance and media recognition.

This sponsorship package includes one (1) premier HBWN event annually.

## What HBWN will offer:

- Sponsorship acknowledgement at sponsored events (1).
- Your logo/brand name on our event communications as appropriate, including
  - Social media posts
  - Events calendar (x 1 per year)
  - Email invitations to all members (x 3) prior to each sponsored event.
- Your logo will be included on our website Sponsor banner (web footer) and Sponsor Page with a link to your website from 1 January 2022 until 31 December 2022.
- Two (2) event tickets to sponsored events (total value \$90).
- Placement of your company banner at sponsored event.
- Product sampling or hand out information at sponsored event.
- Sponsorship acknowledgement and your logo published in the HBWN Annual Report.
- Two minute sponsor address at sponsored event.
- We will ensure you are snapped by our photographer at the event and this photo sent to social media, local magazines and local papers (editors' discretion which media stories/photos are published).



# Member Spotlight

**\$175**

New to 2022, HBWN will be introducing the opportunity to put a Spotlight on Your Business for a month.

This new sponsorship category provides members with an entry level cost to promote their business via HBWN digital marketing channels and elevate your business profile within the network.

Spotlight will include:

- One (1) branded social media posts annually (to be supplied by Sponsor) published on all HBWN social media channels (including Poppy Connect)
- One feature story on HBWN blog and shared on HBWN LinkedIn (Sponsor to provide content)
- Acknowledgment and logo in HBWN quarterly newsletter with link to Feature Story.
- Five (5) tickets in the monthly lucky door prize draw to WIN a full-page Focus Magazine HBWN Member feature.





# International Women's Day (IWD)

Platinum \$2250

Gold \$1500

Silver \$1000

These sponsorship packages supports our International Women's Day event.

## What HBWN will offer all sponsorship levels:

- Major sponsorship of International Women's Day event.
- Opportunity to support a worthwhile community cause: Liberty Domestic and Family Violence Specialist Services
- Your logo/brand name will appear event communications, including:
  - Print advertising
  - Social media posts
  - Print promotion materials (as applicable)
  - Events Calendar (once per year)
  - HBWN website (Event page)
  - Email invite to HBWN members (sent twice prior to sponsored event)
  - PowerPoint presentation (as applicable)
- Your logo will also be included on our website (Sponsor Page) and a link to your website from 1 January 2022 to 31 December 2022.
- Premier placement of your company banner at the sponsored event.
- MC sponsor acknowledgement at the sponsored event.
- We will ensure you are snapped by our photographer at the event and this photo sent to social media, local magazines and local papers (editors' discretion which media stories/photos are published).
- *More benefits on following page...*



# International Women's Day (IWD)

**Platinum \$2250**

**Gold \$1500**

**Silver \$1000**

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## Platinum and Gold only:

- Media exposure through all public relations and advertising activities related to the IWD event.
- Two (2) tickets to attend the International Women's Day event (Platinum & Gold Sponsors). Additional tickets may be purchased at the Corporate Table rate.
- Your logo and sponsorship acknowledgement published in the HBWN Annual Report.
- One feature story on your business published in the HBWN newsletter or website blog (to be supplied by sponsor).

## Silver only:

- Corporate tickets offered at special rate (ticket price to be advised).
- Your logo and sponsorship acknowledgement published in the HBWN Annual Report.



# Thank You 2021 Sponsors

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We would like to thank the businesses of the Hastings region who generously support and contribute to the Hastings Business Women's Network through financial and in-kind sponsorship.

**IWD Platinum Sponsor – Focus Magazine**

**IWD Gold Sponsor – Donovan Oates Hanaford**

**IWD Silver Sponsor – Bennetts Steel**

**Him in Heels Sponsor – Commonwealth Bank Port Macquarie**

**Calendar Events Sponsor – Just Better Care Mid North Coast**

**Panel to Success Sponsor – Port Skin Clinic**

**Professional Development Sponsor – TAFE NSW Port Macquarie Campus**

**Celebration Sponsor – The Style Vibe, Elders Lifestyle Group, The Westport Club**

**Event Sponsors – Donovan Oates Hanaford, Regional Bank Australia**



LIFESTYLE GROUP



THE WESTPORT CLUB





# 2022 Partner Opportunities

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**As a 2022 In-kind Partners** HBWN will offer:

- Two (2) branded social media posts annually (to be supplied by Partner) published on all HBWN social media channels (excluding Poppy Connect)
- Two (2) tickets to one event of your choice (excluding fundraising events)
- Your logo will be included on our website (Sponsor banner (web footer) and Sponsor Page) and a link to your website from 1 January until 31 December 2022
- Logo and acknowledgement in the annual report
- One feature story on HBWN blog and shared on Facebook and LinkedIn (Partner to provide content)

## **Partner opportunities**

- Print & Web Partner
- Media Partner
- PR & Communications Partner
- Video Production Partner
- Photography Partner
- Annual Report Partner
- Coffee Catch Up Partner
- Webmaster & Graphics Partner

If your business can offer HBWN in-kind services or support as a 2022 HBWN Partner, please email our sponsorship coordinator: [hbwnsponsorship@gmail.com](mailto:hbwnsponsorship@gmail.com)





# Thank You 2021 Partners

HBWN is incredibly grateful to the In-kind Partners who support our volunteer committee throughout the year. Their dedicated in-kind services enable us to deliver a professional experience at every touch point and maximise benefits to our members.

If your business can offer HBWN in-kind services or support as a 2022 HBWN Partner please email our sponsorship coordinator: [hbwnsponsorship@gmail.com](mailto:hbwnsponsorship@gmail.com)

We would like to acknowledge our **2021 In-kind Partners** and say thank you for their ongoing support.

**Print & Web Partner – Snap Port Macquarie**

**Media Partner – Focus Port Macquarie**

**Communications & PR Partner – Parker & Co Communications**

**Annual Report Partner – Jody Carey Content Creator**

**Photography Partner – Zoom Photography by Kate**

**Coffee Catch Up Partner – The Westport Club**



# Expression of Interest



When expressing your interest in securing one of the sponsorship packages or being a HBWN Partner in 2022, please include:

- Your business name
- Your industry sector
- Which sponsorship package you would like to secure
- Describe how your business/ organisation values are aligned with the HBWN
- Describe what benefits you foresee your business can offer HBWN or how your business will work with HBWN to deliver added value to our members

Expressions of Interest are submitted to the Executive Committee of the HBWN for approval. You will be notified by the HBWN Sponsorship Coordinator of the status of your EOI.

## **General Notes:**

HBWN is not registered to collect GST, so all sponsor packages are exclusive of GST. Upon acceptance of an agreed sponsorship package, a 'Sponsorship Agreement' will be signed by both parties.

Logos, signage, artwork or any other material required by HBWN is to be provided by set dates in requested format to ensure deadlines are met for promotional and organisational purposes.

**Please direct any queries to Gerry Buckland, HBWN Sponsorship Coordinator**  
[hbwnsponsorship@gmail.com](mailto:hbwnsponsorship@gmail.com)

