



## 2021 Sponsorship Program

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

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

We are an organisation of more than 150 local women who come together to exchange ideas, information and inspiration as they strive for business success.

We have a proud history of encouraging, empowering and educating women in business in Port Macquarie and surrounding regions with a diverse member base from a cross section of industry sectors and demographics.

The HBWN's membership activities, including networking events and educational services, provide valuable personal 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 skilled and talented members, the HBWN endeavours to raise awareness of the contribution of business women 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. Although fundraising is not our core function, as a network we have raised funds for the local community through:

- Percentage of ticket sales at dedicated community events
- Raffles and auctions with prizes kindly donated by our sponsors and supporters
- Direct donations

Some of 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 business woman to hold her head high and, like the tall poppy, stand out from the crowd. The organisation encourages 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

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.



# 2021 Sponsorship Opportunities

We are pleased to offer a tiered sponsorship program in 2021, offering a range of opportunities for your businesses to partner with the HBWN.

The following outlines the Sponsorship Opportunities available:

Sponsorship Package	Sponsor \$	Page Ref
Calendar Events Sponsor	\$1,500	7
IWD Platinum Sponsor	\$2,250	8-9
IWD Gold Sponsor	\$1,500	8-9
IWD Silver Sponsor	\$1,000	8-9
Him in Heels Sponsor	\$1,500	10-11
Professional Development Sponsor	\$1,250	12
Panel to Success Sponsor	\$1,250	13
Event Sponsor	\$ 550	14
Celebration Sponsor	\$ 900	15
Member Spotlight	\$175	16

## HBWN Partners

In-kind services

18-19

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 per annum)

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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:

- Acknowledgement of the Calendar Events Sponsor at the sponsored Calendar launch events (2) held in January and June.
- Your logo/brand name will appear on our social media and promotional channels as appropriate.
  - Facebook page posts
  - Instagram posts
  - Events calendar (x 2 per year)
  - Powerpoint presentations at sponsored event
- 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 2021 until 31 December 2021.
- Two (2) event tickets to attend each sponsored event (total valued at \$120).
- Placement of your company banner at sponsored events.
- Bring a table and do some product sampling or hand out information at sponsored event.
- Sponsorship acknowledgement and your logo published in the HBWN Annual Report.
- MC sponsor acknowledgement at sponsored Calendar launch events.
- Two minute sponsor address at the sponsored Calendar launch 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).



# International Women's Day (IWD)

**Platinum sponsorship**      **\$2,250 (premium event branding)**

**Gold sponsorship**      **\$1,500**

**Silver sponsorship**      **\$1,000**

This sponsorship package 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: Port Macquarie-Hastings Domestic and Family Violence Specialist Services
- Your logo/brand name will appear on the following event collateral:
  - 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 2021 to 31 December 2021.
- 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)

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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 Sponsor). 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.



## Him in Heels Sponsor \$1500

'Him in Heels' event is a high-profile precursor to our International Women's Day Hastings Heroines event held annually on in March.

'Him in Heels' raises awareness for gender equality in our local community and supports our fundraising efforts for the Port Macquarie Hastings Domestic and Family Violence Specialist Service.

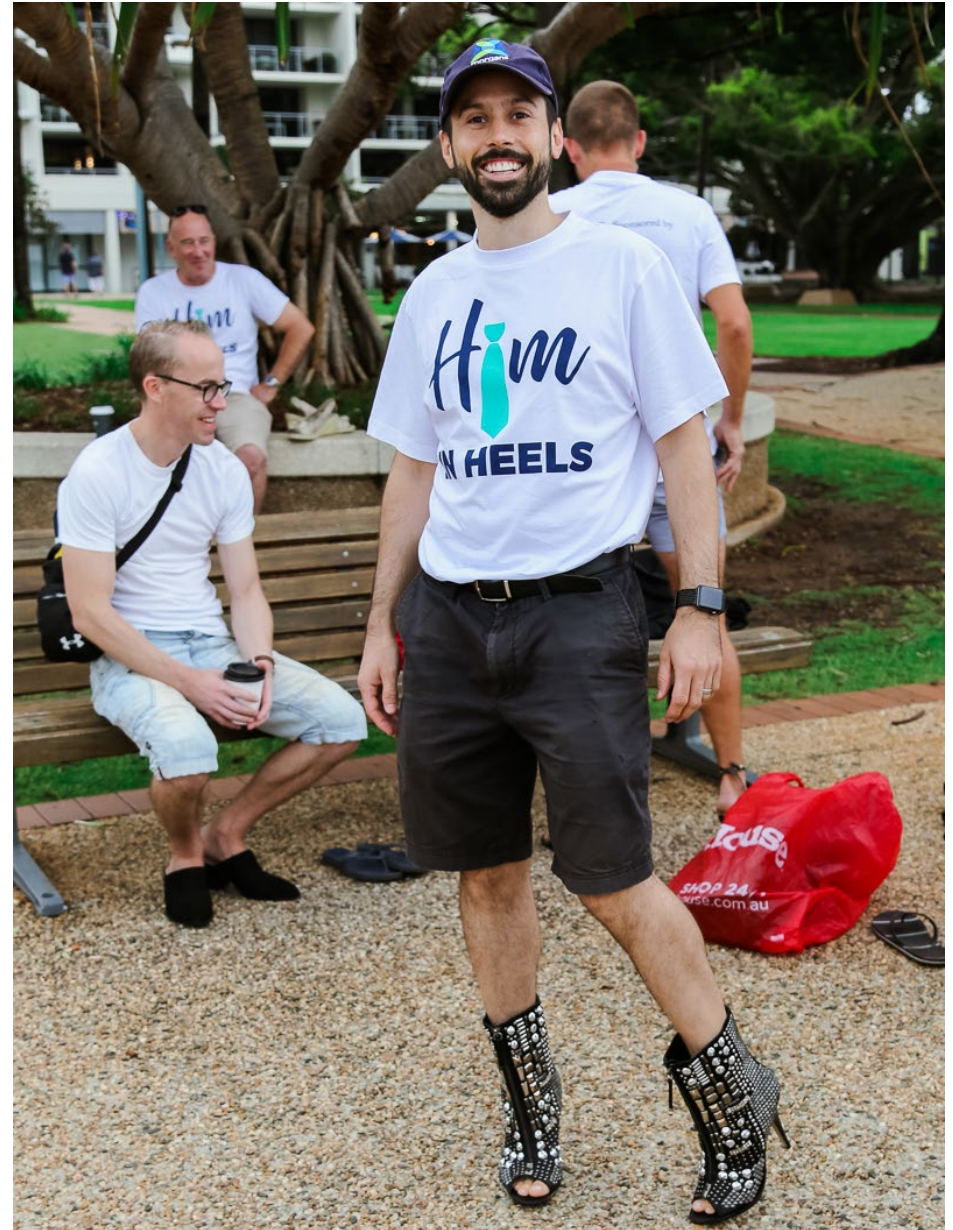
### Event details

- 7.30am – 8.00am March 2021 (date to be advised)
- Our aim is to have 30+ men Port Macquarie business men participate.
- The men meet at Town Green with their 'support squads' and walk approximately 250m in high heels of their choice. Participants are encouraged to be creative and have fun.
- Event t-shirts will be provided to all participants
- Local media will be invited to attend

### What HBWN will offer:

- Major sponsorship of 'Him in Heels' event
- Opportunity to support a worthwhile community cause: Liberty Domestic and Family Violence Specialist Service
- Your logo/brand name will appear on the following Him in Heels event collateral:
  - Social media posts
  - Print promotion materials, including flyers and t-shirts (as applicable)
  - HBWN website (Him in Heels Event page)
  - Email invites to local business community and networks
  - Event highlights presentation at IWD Breakfast

*More benefits on following page...*





## Him in Heels Sponsor \$1500 (continued)

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What HBWN will offer (continued):

- Premier placement of your company banner at the Him in Heels event.
- Sponsor acknowledgement at the Him in Heels event.
- Media exposure through all public relations activities related to the 'Him in Heels' event.
- Four (4) tickets to attend the International Women's Day 2021 event.
- One (1) entry for Sponsor staff member (male) to participate in Him in Heels walk (valued at \$200).
- Your logo will also be included on our website (Sponsor Page) and a link to your website from 1 January 2021 to 31 December 2021.
- We will ensure you are snapped by our photographer at the Him in Heels event and this photo sent to social media, local magazines and local papers (editors' discretion which media stories/photos are published).

### In-Kind Sponsors

In-kind sponsorship opportunities are also available to businesses who can support this event with the following:

- Supply of t-shirts.
- Shoe fit out for our 'Him in Heels' participants.
- Coffee/ refreshments at the 'finish line' for our participants.

In-kind sponsors will be acknowledged on event promotional materials and t-shirts.





# Professional Development Sponsor \$1250

(2 events per annum)

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 two (2) HBWN Calendar PD events.

What HBWN will offer:

- Acknowledgement of the Professional Development Sponsor at sponsored events (2).
- Your logo/brand name will appear on our social media and promotional channels as appropriate.
  - Facebook page posts
  - Instagram posts
  - Events calendar (x 2 per year)
  - Powerpoint presentations at sponsored event
- 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 2021 until 31 December 2021.
- Two (2) event tickets to attend each sponsored event (total value \$120).
- Placement of your company banner at sponsored events.
- Bring a table and do some product sampling or hand out information at sponsored event.
- Sponsorship acknowledgement and your logo published in the HBWN Annual Report.
- MC sponsor acknowledgement at sponsored events.
- Two minute sponsor address at your 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).



## Panel to Success Sponsor \$1,250 (2 events per annum)

HBWN will host two Panel to Success events in 2021. These new-style events will engage attendees in an interactive panel of professional speakers on relevant topics that will be developed with the event sponsor.

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

What HBWN will offer:

- Acknowledgement of the Panel to Success Sponsor at two events.
- Your logo/brand name will appear on our social media and promotional channels as appropriate.
  - Facebook page posts
  - Instagram posts
  - Events calendar (x 2 per year)
  - Powerpoint presentations at sponsored event (as applicable)
- 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 2021 until 31 December 2021.
- Two (2) event tickets to attend each sponsored event (total value \$120).
- Placement of your company banner at sponsored events.
- Bring a table and do some product sampling or hand out information at sponsored event.
- Sponsorship acknowledgement and your logo published in the HBWN Annual Report.
- MC sponsor acknowledgement at sponsored events.
- Two minute sponsor address at your 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 per sponsor – subject to availability)

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:

- Acknowledgment of the Sponsor at one HBWN event.
- Your logo/brand name will appear on our social media and promotional channels as appropriate.
  - Facebook page posts
  - Instagram posts
  - Events calendar (x 1 per year)
  - Powerpoint presentation at sponsored event (as applicable)
- Email invitations to all members (x 3) prior to sponsored event.
- Your logo will be included on our website Sponsor Page with a link to your website from 1 July 2021 until 31 December 2021.
- One (1) event ticket to attend the sponsored event.
- Placement of your company banner at sponsored event.
- Bring a table and do some product sampling or hand out information at sponsored event.
- Sponsorship acknowledgement and your logo published in the HBWN Annual Report.
- MC sponsor acknowledgement at sponsored event.
- Two minute sponsor address at your 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 per annum)

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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:

- Acknowledgement of the Celebration sponsor at the sponsored event (1).
- Your logo/brand name will appear on our social media and promotional channels as appropriate.
  - Facebook page posts
  - Instagram posts
  - Events calendar (x 2 per year)
  - Powerpoint presentations at sponsored event (as applicable)
- 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 2021 until 31 December 2021.
- Two (2) event tickets to attend sponsored event.
- Placement of your company banner at sponsored events.
- Bring a table and do some product sampling or hand out information at sponsored event.
- Sponsorship acknowledgement and your logo published in the HBWN Annual Report.
- MC sponsor acknowledgement at sponsored event.
- Two minute sponsor address at your 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).





## Thank You to our 2020 Sponsors

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.

Sponsorship Package	Sponsor
IWD Platinum Sponsor	Focus Port Macquarie
IWD Gold Sponsor	Laing + Simmons
IWD Silver Sponsor	Men at Work
Him in Heels Sponsor	CBA Port Macquarie
Calendar Events Sponsor	Oxley Insurance Brokers
Panel to Success Sponsor	TAFE NSW
Professional Development Sponsor	Charles Sturt University
Celebration Sponsor	Morgans Port Macquarie

*Thanks!*



Laing+Simmons

**focus**





## HBWN 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 2021 HBWN Partner please email our sponsorship coordinator: [hbwnsponsorship@gmail.com](mailto:hbwnsponsorship@gmail.com)

We would like to acknowledge our **2020 In-kind Partners** and say thank you for their ongoing support.

Print & Web Partner	Snap Port Macquarie
Media Partner	Focus Port Macquarie
PR & Communications Partner	Parker & Co Communications
Coffee Catch Up Partner	The Westport Club
Annual Report Partner	Jody Carey Marketing Communications
Photography Partner	Dreamlife Photography





# HBWN Partner Benefits

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**As a 2021 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 2021
- Logo and acknowledgement in the annual report
- Logo acknowledgement at HBWN events via Powerpoint presentations (as applicable)
- One feature story on HBWN blog and shared on Facebook and LinkedIn (Partner to provide content)

**Partner opportunities** include:

- 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 2021 HBWN Partner please email our sponsorship coordinator: [hbwnsponsorship@gmail.com](mailto:hbwnsponsorship@gmail.com)



# Expression of Interest

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When expressing your interest in securing one of the sponsorship packages or being a HBWN Partner in 2021, please include:

- a) Your business name
- b) Your industry sector
- c) Which sponsorship package you would like to secure
- d) Describe how your business/ organisation values are aligned with the HBWN
- e) 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  
E. [hbwnsponsorship@gmail.com](mailto:hbwnsponsorship@gmail.com).**

