



Sponsorship Prospectus



2008-2009

Supporting Women in Business

Introduction to the Tablelands Business Women's Network

Business Support

The Tablelands Business Women's Network (TBWN) was formed to support women in the development of their businesses, lifestyle and communities of the Atherton Tablelands in Far North Queensland.

Members receive support by way of network functions, access to business information and services through a regular newsletter, opportunities to promote their business, invitations to workshops and guest speaker functions.

Business Sustainability

This region has experienced sustainability in long-established occupations including tourism, agriculture, small business and government.

The network encourages, empowers and promotes businesses and relationships through the development and support of creativity, vitality and industry in this vibrant community.

Our purpose

To provide support, guidance and opportunities to local businesses and the vital women who manage and operate them.

Mission statement

To encourage, empower and promote business and relationships through development and support of creativity, vitality and industry in our vibrant community.

Our Growth

TBWN Beginnings

The TBWN was inaugurated in 2004 at the Malanda Dairy Centre. The first dinner meeting was hosted by Small Business Field Officer, Sue Fairley, and attended by more than 80 community representatives from across the Atherton Tablelands.

At the inaugural meeting, a foundation taskforce chaired by Rhonda Sorensen was elected.

Officially Launched

The TBWN was then officially launched in 2004 by Member for Cairns and Minister for Environment, Local Government, Planning and Women, the Honourable Desley Boyle, at its first Annual General Meeting.

TBWN Growth

In a few short years, TBWN has grown into a professional and incorporated not-for-profit club offering support and development opportunities for women and men from all walks of life and personal or professional backgrounds, who are interested in business, developing themselves, their families, their communities and the Atherton Tablelands as a whole.

Tablelands Business Women

TBWN has since emerged into an energetic forum for networking, expertise, mentoring and training, as well as being recognised as the chief body that represents the Atherton Tablelands women in business.



TBWN Values & Objectives

Values

TBWN values include:

- Inclusiveness
- Diversity
- Reciprocity
- Transparency
- Respect
- Attitude of abundance
- Law of multiple returns
- Recognition
- Integrity

Objectives

1. To support women in business in accordance with the association's Mission Statement.
2. To promote a united forum of women working together for greater acceptance and recognition of women in the business community, whether private enterprise or public service.
3. To offer mutual support, inspiration, advice and assistance to women in business.
4. To conduct social and networking activities for the benefit of members.
5. To co-operate with other bodies and associations to further assist the aims of the TBWN.



Dinner Meetings

Overview

TBWN provides members with a forum that is both inspirational and thought-provoking at regular dinner meetings.

We aim for our dinner meetings to be uplifting and entertaining while providing a platform for members to network and create business opportunities.

Although the presenters at our monthly dinner meetings are called guest speakers, we think of them more as entertainers with a relevance to business people.

Attendance at TBWN events is not restricted to members and with the high calibre of guest speakers, audiences of more than 100 people are regularly anticipated at key events.

TBWN workshops are run in conjunction with dinner meetings and are aimed at people considering starting a business, business owners/operators, managers, staff, non-profit organisations, community groups and business associations.

Topics

Topics covered by guest speakers can be broad, but aim to incorporate, (but not be limited to), a range of subjects such as:

- Business/career guidance, including ideas for doing business smarter in the 21st century.
- Creative pursuits such as art/drawing or poetry composition.
- Well-being and self-help that offer useful strategies connected with combining the demands of running a business and balancing personal life.
- Interpersonal skills to assist with developing relationships in the workplace.



Events

Events

The Tablelands region has experienced sustainability in long-established occupations including tourism, agriculture, small business and government.

In aiming to combine with other business networks in the region and provide a platform for growth and interchange of business ideas, TBWN holds regular events in addition to its regular dinner meetings.

Combined Business Women's Club Events

In August 2007, TBWN and Mareeba Business Women's Club joined forces to bring Tablelands first "Business Women's Combined Function". It was a sell-out event with over 115 people braving the chilly conditions to attend the Skybury Australian Coffee Centre at Mareeba and partake of good food, good wine, and great company.

Response to the night was overwhelming with numbers having to be cut due to space restrictions. Members and guests came from across the Atherton Tablelands – from Ravenshoe and Millaa Millaa in the south to Mareeba in the north, with some people travelling from as far as Cairns.

Guest speaker Sen Ekanayake, from the Marketing Professionals, emphasised the importance of consistency and a clearly defined marketing strategy, whilst Trevor Tim, from Success with Attitude, "wowed" the crowd with his amusing and motivational presentation.



International Women's Day

Annually on 8 March, thousands of events are held throughout the world to inspire women and celebrate their achievements. A rich and diverse fabric of local activity connects women from all round the world on this day, which has been observed since the early 1900's.

TBWN participate in this worldwide event by holding workshops which inspire and educate the region's business men and women.

A feature of this event is the inclusion of keynote women speakers who are highly successful business people in their own right.

International Women's Day 2007

TBWN hosted celebrations on 8 March 2007 with lunch, networking and inspiring presentations from successful local business women:

- Judy Evans, Paronella Park
- Anne Radke, Yuruga Nursery
- Linda Jaques, Jaques Australian Coffee
- Lady Pearl Logan.

The event was a huge sell out success and a wonderful celebration of women in business.

International Women's Day 2008

TBWN participated again in the celebration of International Women's Day on 8 March 2008. A presentation was given by the Cairns Business Woman of the Year 2007, Paula Malaponte, who shared her business achievements with the group.

Workshops on "Excellence in Customer Service" were held and participants enjoyed interactive fun assessing behavioural styles and exploring how this knowledge can significantly improve sales and customer service skills.

International Women's Day 2009

Once again on March 8, TBWN, in conjunction with Tablelands Regional Council hosted another successful event. The 'laughter strategy program' held at the Atherton International Club was designed to bring more laughter to our lives and workplace.

Participants de-stressed for the day as they discovered how to achieve the most fun and productivity in daily living. The workshop was attended by record numbers of people as far away as Mossman and Cardwell.



Membership

Membership Coverage

The TBWN comprises members from as far as Cairns to Ravenshoe, including Atherton, Mareeba, Dimbulah and all areas in between. Our members come from a diverse range of business sectors and backgrounds.

Membership Growth

Since the commencement of the TBWN, membership numbers have grown steadily and as at December 2008, there were over 60 members.

Membership Scope

The membership base is extremely varied representing a wide spectrum of business women and men, from home based businesses such as insurance agents, hospitality, retail, farming and media, through to large multinational organisations such as banks and telecommunications.

Subscribers

Almost 300 subscribers receive our monthly E-Newsletter and our website is a highly effective method of communication and advertising.

Membership Benefits

The Tableland Business Women's Network offers the community:

- **Networking opportunities** through promotion of members businesses, making connections and friends at events and functions.
- **Events and dinner meetings**, which are held on the fourth Wednesday of the month.
- **Guest speakers**, who inspire, educate and entertain.
- **Newsletter**, providing business information, resources and opportunities.
- **TBWN Business Directory**, where members promote their business via the TBWN website, creating an effective resource for people seeking goods and services in the region.
- **Training mentoring and development**, through workshops and seminars.
- **Information on funding and grant**, opportunities.



Sponsorship Opportunities

Strong and dynamic leadership has produced and developed TBWN into the successful business club that it is today.

We are grateful to our sponsors who help us maintain the goals and vision of the TBWN through their generous support.

Sponsorship assists in funding more events that enable the club to bring together the region's diverse businesses in a friendly, business style forum. It also provides Tablelands business operators with access to key speakers and events they wouldn't normally be able to access in regional areas.

We aim to partner with business associations, organisations and local business people and be able to offer a range of quality workshops and seminars to business people in the Tablelands region.

The sponsorship guidelines on the following pages will apply for each level from 1 January 2009.

There are a number of ways in which sponsors may contribute to TBWN:

■ Corporate Sponsor	\$1,500
■ Level 3 - Meeting Sponsor	\$250
■ Level 2 - Meeting Sponsor	\$175
■ Level 1 - Meeting Sponsor	\$100



TBWN Corporate Sponsor \$1,500 pa

As a TBWN CORPORATE sponsor you will be entitled to:

- **Admission for One Year**
Admission for two of your organisation's representatives at TBWN monthly functions for one year (valued at \$ 770).
- **Naming Rights**
Event naming rights.
- **Advertising and Promotion**
Advertising and promotion of your business including:
 - Business Logo* – Inclusion of your logo in event advertising.
 - Verbal Recognition* – Recognition by MC at the opening of the event and opportunity to deliver a short welcome address and presentation at sponsored events.
 - Press and Radio* – Acknowledgement of sponsorship during press and radio interviews.
 - Advertising Material* – Display of your advertising and promotional material at sponsored events at both registration and function area.
 - Promotional Material Distribution* – Right to distribute promotional material to event participants.
 - Promotional Opportunities* – Opportunity to distribute promotional material and giveaways prior to the keynote presentation.
 - TBWN Website* – Acknowledgement of support on website and display of company logo and hyperlink to your organisation's website.
 - TBWN Newsletter* – Acknowledgement on monthly email newsletter as the major sponsor.
 - TBWN Brochures* – Acknowledgement in applicable TBWN brochures and advertising as the major sponsor.

TBWN Level 3 Meeting Sponsor \$250

As a TBWN Level 3 Meeting Sponsor you will be entitled to:

- **Three Sponsored Meetings**
Sponsorship of three TBWN monthly meetings. These need not be consecutive meetings.
- **Three Meeting Admissions**
Admission for one of your organisation's representatives at the three sponsored meetings (valued at \$105).
- **Advertising and Promotion**
Advertising and promotion of your business at the three sponsored meetings including:
 - Presentation* – Five minute presentation by a representative of your organisation during the three sponsored meetings.
 - Verbal Recognition* – Recognition of your sponsorship, by the MC, during the three sponsored meetings.
 - Promotional Material* – Display of your advertising and promotional material at the three sponsored meetings.
 - Website acknowledgement* – Your business support acknowledged on the TBWN website.
 - Hyperlink* – Display of your company logo and hyperlink to your organisation's website.
 - TBWN Newsletter* – Acknowledgement of your support in TBWN's monthly email newsletter.
 - Prize Donation* – Opportunity to donate a prize at the three Sponsored Meetings.

Note: TBWN brochure advertisement dependant on timing of sponsorship and brochure print runs.

TBWN Level 2 Meeting Sponsor \$175

As a TBWN Level 2 Meeting Sponsor you will be entitled to:

- **Two Sponsored Meetings**
Sponsorship of two TBWN monthly meetings. These need not be consecutive meetings.
- **Two Meeting Admissions**
Admission for one of your organisation's representatives at the two sponsored meetings (valued at \$70).
- **Advertising and Promotion**
Advertising and promotion of your business at the two sponsored meetings including:
 - Presentation* – Five minute presentation by a representative of your organisation during the two sponsored meetings.
 - Verbal Recognition* – Recognition of your sponsorship, by the MC, during the two sponsored meetings.
 - Promotional Material* – Display of your advertising and promotional material at the two sponsored meetings.
 - Website acknowledgement* – Acknowledgement of your business support on the TBWN website.
 - Hyperlink* – Display of your company logo and hyperlink to your organisation's website.
 - TBWN Newsletter* – Acknowledgement of your support in TBWN's monthly email newsletter.
 - Prize Donation* – Opportunity to donate a prize at the two sponsored meetings.

TBWN Level 1 Meeting Sponsor \$100

As a TBWN Level 1 Meeting Sponsor you will be entitled to:

- **One Sponsored Meeting**
Sponsorship of one TBWN monthly meeting.
- **One Meeting Admission**
Admission for one of your organisation's representatives at the sponsored meeting (valued at \$35).
- **Advertising and Promotion**
Advertising and promotion of your business at the sponsored meeting including:
 - Presentation* – Five minute presentation by a representative of your organisation during the sponsored meeting.
 - Verbal Recognition* – Recognition of your sponsorship, by the MC, during the sponsored meeting.
 - Promotional Material* – Display of your advertising and promotional material at the sponsored meeting.
 - Website acknowledgement* – Acknowledgement of your business support on the TBWN website.
 - Hyperlink* – Display of your company logo and hyperlink to your organisation's website.
 - TBWN Newsletter* – Acknowledgement of your support in TBWN's monthly email newsletter.
 - Prize Donation* – Opportunity to donate a prize at the sponsored meeting.

Sponsorship Form

Please complete this form and return to:

Sponsorship Coordinator, TBWN, PO Box 1421, Atherton, Qld, 4883, Australia

or email to: sponsorship@tbwn.com.au

YES, I would like to be a sponsor of the Tablelands Business Women's Network.

Details

Name _____

Position _____

Company _____

Address _____

Telephone _____ Facsimile _____

Email _____

Web address _____

As sponsor you will be listed as a sponsor in promotional material and on our website.

- I authorise the listing of our company name in promotional material
- I authorise the use of our company logo and wish to supply a logo file for this purpose
- I do not authorise the use of our company or logo as a sponsor in promotional material

Nature of sponsorship

- CORPORATE SPONSORSHIP \$ _____
- Level 3 - Meeting Sponsorship \$ _____
- Level 2 - Meeting Sponsorship \$ _____
- Level 1 - Meeting Sponsorship \$ _____
- Other (please specify details) _____

I agree to the conditions specified in the TBWN sponsorship prospectus 2008-09 for sponsorship as above:

Signature

Date