



**FRANKSTON
BUSINESS
CHAMBER**

The people to see ...

Frankston Business Chamber

Sponsorship Guidelines

2010

The Frankston Business Chamber invites all businesses operating and/or based within the Frankston municipality to consider sponsoring the activities of the Chamber.

Operating since 1955, the Frankston Business Chamber is the lead organisation promoting prosperity in the greater Frankston business community. This is achieved through:

- Promotion
- Lead Generation
- Lobbying government on important business issues
- Networking Activities
- Training, Information and Education
- Collective Purchasing
- Assistance to access Financial Support/Grants
- Referral linkages/Networking/Relationship Building
- Being actively involved in relevant Community activities
- Recognising Achievement

The Frankston Business Chamber has developed the Sponsorship Guidelines to provide clarity for existing and prospective sponsors of the Chamber.

Different levels of Sponsorship are being offered to maximise the ability of businesses and organisations of all types to access sponsorship opportunities. These sponsorship options range from \$1,000 - \$9,000¹. The Guidelines also provide clarity for the option of providing a door prize at an event.

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¹ All Sponsorship amounts are based on cash sponsorships. If considering an inkind sponsorship, please note that the Frankston Business Chamber will recognise the value of inkind sponsorship on the basis that \$1 of inkind sponsorship = \$0.50.

Annual Sponsorships

Annual Sponsorships run from 1 January – 31 December. The Frankston Business Chamber seeks to finalise all sponsorships by the start of December of the preceding year to ensure that promotional materials appropriately recognise sponsors.

Annual Sponsorships may be accepted outside of these times on a pro-rata basis, but it must be recognised that some of the member benefits (e.g. inclusion on annual Chamber banner) will be forfeited as these are prepared once per year.

At the end of each Sponsorship period, all rights and benefits of sponsorship lapse.

Three tiers of Annual Sponsorship are being offered.

- **Platinum Sponsor** – Maximum of 3 offered; \$9,000
- **Gold Sponsor** – Maximum of 6 offered; \$5,000
- **Silver Sponsor** – no limit to number offered; \$2,000

The benefits of each tier of sponsorship are outlined in the Sponsorship Benefit Matrix. Many of these benefits are based upon a significant number of communications undertaken throughout the year – details of which is also included in the Benefit Matrix).

Management of Competing Sponsors

Where Sponsors come from the same industry sector there may be a perception of competition or conflict. The Frankston Business Chamber aims to manage the potential conflict by adhering to the following order of priority/right of refusal:

The Executive Committee of the Frankston Business Chamber shall apply its discretion at all times to avoid obvious conflict.

Only by mutual agreement by all parties (especially Annual and Event Sponsors) may there be more than one Sponsorship from the same industry sector at the same level or equivalent value.

1. Existing Platinum seeking to renew current level of sponsorship. Platinum Sponsors have exclusivity over their industry sector in the Platinum Sponsor category.
2. Existing Gold and Silver Sponsors seeking to renew current level of sponsorship
3. Existing Gold Sponsors seeking renew at a higher level of sponsorship (Platinum)
4. Existing Platinum Sponsors seeking to renew at a lower level of sponsorship (Gold and Silver)
5. Existing Silver Sponsors seeking renew at a higher level of sponsorship
6. Existing Gold Sponsors seeking renew at a lower level of sponsorship
7. Naming rights sponsors for the Golf Days and WomenConnect Frankston
8. New sponsors – are considered on a first come/first serve basis

Sponsorship Benefit Matrix

Benefit	Platinum (\$9,000)	Gold (\$5,000)	Silver (\$2,000)
Letterhead			
Logo – large, top	Yes	No	No
Logo – small, bottom	No	Yes	No
Newsletter – minimum of 4 per year			
Logo - large	Yes	No	No
Logo - small	No	Yes / No	No
Name	No	No / Yes	Yes
Advertorial (given) -250 words	Yes (every issue)	Yes (1/yr)	No
Advertorial (right of refusal) – 250 words	No	No	Yes (1/yr)
Web			
Logo – homepage	Yes	No	No
Logo – Sponsors page	Yes	Yes	No
Name – Sponsors page	Yes	Yes	Yes
E-bulletin (covering letter)			
Logo – large, top	Yes (w/ hyperlink)	No	No
Logo – small, bottom	No	Yes	No
Fliers/Registration Forms (Event sponsor becomes primary sponsor)			
	No	No	No
Networking Night (at the night) – 10 per year (invite database ~2,000; attendees ~100 per event)			
Speech (date pre-allocated)	5min (x2 per year)	2min (x1 per year)	No
Thanked	Yes	Yes	No (Yes @ AGM)
Banners (sponsor's banner)	Yes (@front)	Yes (not @ front)	No
Brochures (rego table)	Yes	Yes	Yes
Door Prize	As per Door Prize Guidelines		
FBC Banner (displayed at a minimum of 20 events per year)			
Logo – primary	Yes	No	No
Logo – secondary	No	Yes	No
Name	No	No	Yes
Monash Business Breakfasts – 6 per year (invite database ~5,000; attendees ~80-100 per event)			
Banner (FBC)	Yes	No	No
Display Brochures	Yes	No	No
Acknowledgement	No	No	No
Fliers	No	No	No
Golf – 2 per year (invite database ~2,000; attendees ~50 per event)			
Banner (sponsor's banner)	Yes	No	No
Fliers – logo	Yes	No	No
Team – free entry	No	No	No
WomenConnect Frankston – 5-6 per year (invite database ~1,000; attendees ~80-100 per event & 300 IWD)			
Banner (sponsor's banner)	Yes	No	No
Fliers – logo	Yes	No	No
Fliers – name	No	No	No
Free Tickets	No	No	No

Event Sponsorship

The Frankston Business Chamber holds a variety of events throughout the year. There are a number of sponsorship options available dependent on the type of event. The cost and the benefits of each type of event sponsorship is defined below.

Any organisation that decides to be an event sponsor needs to be aware that they will not be recognised or referred to at other events or other standard Frankston Business Chamber activities – unless it specifically relates to the current event or where Naming Rights to an event have been acquired. However, fliers promoting upcoming events may be displayed at previous events.

Annual Frankston Business Chamber Sponsors will be recognised in any promotion of the event and at the event in accordance with the matrix in these Guidelines.

Frankston Business Chamber Annual Sponsors will be offered the opportunity to become Event Sponsors on the following basis:

- FBC Platinum Sponsors will receive 'first right of refusal' to be an event sponsor;
- Gold sponsors second right of refusal to be an event sponsor;
- Silver sponsors third right of refusal to be an event sponsor.

Frankston Business Chamber events can be broken into the following criteria:

- Networking Nights (standard)
- WomenConnect Frankston Events
- Golf Days
- Non-standard events

Each of these events are described separately.

Frankston Business Chamber Networking Nights (standard) \$1,000-\$2,000*

The Frankston Business Chamber holds ten networking nights throughout the year. These are well attended, with an average of 100 members attending each night.

A single sponsorship per event is available, however more than one company may join together to jointly sponsor an event. Annual Frankston Business Chamber Sponsors will be recognised in any promotion of the event and at the event in accordance with the matrix in these Guidelines.

The logo of the Frankston Business Chamber Networking Night Sponsor will be incorporated into any promotion material.

*The sponsorship covers cost of food and drinks. This amount may vary dependent on the cost of catering, but generally falls between \$1,000-\$2,000 per event.

Frankston Business Chamber Networking Night Sponsors have the right to select the venue at which the event will be held. Staff of the Frankston Business Chamber will provide suggestions and assistance for the venue and catering if required.

At the event, the Frankston Business Chamber Networking Night Sponsor will have the right to give a five minute presentation/introduction. A longer presentation on a topic of interest may be given with the agreement of the Frankston Business Chamber.

Frankston Business Chamber Networking Night Sponsors will receive the business cards collected from evening within one week of the event.

WomenConnect Frankston

WomenConnect is a networking forum dedicated to all professional women and businesswomen in the Greater Frankston community. It creates opportunities to build personal and business relationships given members a chance to meet and celebrate the achievements of other local business women.



Each year the Frankston Business Chamber coordinates five luncheon functions, and partners with the Mornington Peninsula's networking forum – Women In the Workplace – for one event to celebrate International Woman's Days.

The format of these events includes the opportunity to network, generate business leads, hear the inspirational story of the guest speaker, while enjoying the hospitality of a local venue. These functions are well attended, with 80-100 ladies attending each function. The International Woman's Day event, is also very well attended, with 300 ladies in attendance.

Sponsorship Opportunities and Benefits:

Venue Sponsor (minimum of 20% discount on event catering &/or no room hire fee)

- Recognised as sponsor for event by featuring of logo on invite and thanked at event

One-Off Event Sponsor (Limit of five per event; \$250)

- Recognised as sponsor for event by featuring of logo on invite and thanked at event
- Only available if the naming rights Sponsorship has not been sold

Naming Rights Sponsor (Limit of one for the year; \$5,000)

- Recognised at all WomenConnect Frankston events and the International Woman's Day event
- No secondary tier of sponsorship will be sold after agreement on Naming Rights Sponsor. Previously confirmed sponsorship arrangements will be honoured.

Frankston Business Chamber Golf Days

\$500-\$4,000

The Frankston Business Chamber holds two Golf Days during. These are well attended, with an average of 60 individuals attending each event.

The format of the day is rounds are played in groups of four, with a presentation celebration afterwards

Naming Rights Sponsor (Limit of one only for the event; \$4,000).

The Golf Day Naming Rights Sponsor will be recognised in all promotional material and reference to the Golf Day (includes fliers, emails, website, online events calendars).

Frankston Business Chamber Golf Day Sponsorship options for each event are outlined as follows:

Benefit	\$500	\$1,000	\$2,000	\$4,000
Naming Rights	No	No	No	Yes
Free Players	1	2	4	8
Promotional Brochure	Name	Small logo	Large logo	Large logo
Banners on Green	1	2	4	8
Speech at Presentation	No	No	2 min	5 min
Showbags	No	No	Yes	Yes

Non Standard Events

Throughout the year the Frankston Business Chamber may hold 'Non Standard' or one-off events (for example – subcommittee events such as Technology Business Networking Forum, Carrum Downs Trade Expo).

A sponsorship structure will be developed by the organising committee which will describe benefits and costs for sponsorship involvement.

Door Prizes

Many businesses and organisations wish to contribute towards events by providing Door Prizes. The Frankston Business Chamber recognises that there are many reasons for having a Door Prize, including:

- It is a 'nice to have' – in that it is nice to win something, it is engaging, and it provides a positive experience and incentive for people to come
- Increasing awareness of the business donating prize;
- Providing a legitimate opportunity for the Chamber and event sponsor (if relevant) to collect business cards to refine databases;
- Assisting with 'putting a face to a name';
- Enabling access to 'sponsorship' for businesses that can not otherwise access/afford sponsorship

To ensure that Door Prizes are appropriately managed (including ensuring the drawing of the prizes continues to entertain, and that contributors are recognised) the following Guidelines apply:

- There will be no more than five prizes drawn on a night. If there is more than this number provided, they may be bundled together;
- The following individuals will draw will draw the prizes
 - The Frankston Business Chamber Networking night sponsor at a Networking Night
 - The Guest Speaker at a WomenConnect Frankston event;
 - The Frankston Business Chamber President or Executive Officer at all other events unless otherwise agreed.
- Door Prizes should be provided prior to the day of the event. If a door prize is spontaneously provided at an event there is no guarantee that it will be drawn at that event. More than likely it will not be given as a prize until the next event;
- When providing a Door Prize, the Frankston Business Chamber must be advised of the value of the Door Prize;
- Door Prize givers are to be recognised at registration desk/summarised presentation.

If an organisation commits to more than six (6) months worth of Door Prizes they will be recognised on the Sponsors page of the Frankston Business Chamber's website.