



**FRANKSTON
BUSINESS
CHAMBER**

The people to see ...

Frankston Business Chamber

Sponsorship Opportunities

- 2010 -

Frankston Business Chamber

The Frankston Business Chamber invites all businesses operating and/or based within the Frankston municipality to consider sponsoring the activities of the Chamber during 2010.

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

Different levels of Sponsorship are being offered to maximise the ability of businesses and organisations of all types to access sponsorship opportunities. The sponsorship options range from \$1,000 - \$9,000¹ and are tailored for specific events or for a twelve month period (1 January 2010 – 31 December 2010).

Why sponsor the Frankston Business Chamber?

- Expose your business to 225 member organisations and their employees, and more broadly to the 10,000 local businesses in the area
- Be part of a visible and respected business group which lobbies on key business issues for benefit of the broader community
- Benefit from your involvement in a dynamic organisation that listens to its members

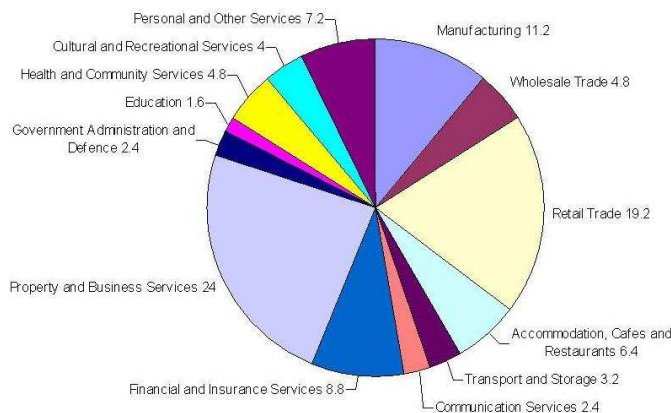
Take advantage of the opportunity to increase your involvement in the Frankston Business Chamber!

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.

Who are our Audience?

The Frankston Business Chamber has a membership base of **over 260**, and a mailing list of **350**. Our members represent all industry sectors, and include the region's largest employers and business identities including, Australian Arrow, Chisholm Institute of TAFE, Peninsula Health, and Bayside Shopping Centre.

FBC Members - Industry Classification (%)



Through our strong strategic relationship with Frankston City Council we have the opportunity to communicate with **9,000 local businesses** and approximately **120,000 residents**. We also have a strong relationship with Mornington Peninsula Shire and often promote our activities to their 13,000 strong business community through their networks.

The business structure in the immediate Frankston region is very diverse – and despite the perception that the economy is driven by the retail sector, 29.7% of the \$7.1billion revenue generated locally is from the manufacturing sector (compared to retail - 10.9%). Other key industry sectors contributing to the local economy are Property and Business Services, Construction, and Health and Community Services. There are **33,500** employees across all industry sectors within the immediate local area.

Delivering You to this Audience

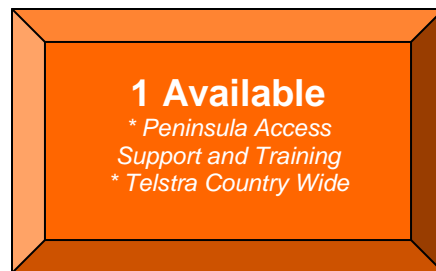
The Frankston Business Chamber benefits from a comprehensive marketing and communication strategy. The aim is to significantly grow our membership base and to continually build upon the great diversity of services provided to support the local business community.

The following are key elements of our marketing and communication strategy:

- **Newsletter** – a minimum of four issues per year distributed to all members and hosted on the Frankston Business Chamber website – www.frankstonchamber.com.au. This newsletter is a minimum of four pages each issue – but tends towards 10-12 pages.
- **Networking Nights** – the Frankston Business Chamber holds 10 networking nights throughout the year. These are well attended, with in excess of 100 individuals attending each event. Each event provides multiple opportunities to promote sponsors including invites to our mailing list, display of banners and brochures.
- **Trade Expos** – the Frankston Business Chamber holds two trade expos to showcase it's members services throughout the year.
- **WomenConnect Frankston** – A networking series targeting business women from the Frankston region, WomenConnect has a mailing list of 1,000. Five events are held throughout the year, with each event attended by 80-100 individuals. To celebrate International Woman's Day we join with the Mornington Peninsula networking group (Women in the Workplace). Promotion for this event goes to a further 1,200, and 300 individuals attend. Like the Networking Nights, there a many opportunities for sponsors to promote themselves at the events.
- **Monash Business Breakfasts** – Frankston Business Chamber, joins with Monash University – Peninsula Campus, Frankston City Council and Mornington Peninsula Shire to hold six business breakfasts during the year. The collective database for promotion of these events is in excess of 5,000. There is generally 80 attendees at each event (dependent on the topic), with promotional opportunities for Platinum Sponsors to promote themselves at the events.
- **Golf Days** – throughout the year the Frankston Business Chamber holds two golf days. These are attended by 80-100 individuals, with promotion of the event going to the Chamber's mailing list and with further promotion undertaken with the support of other strategic partners.
- **E-bulletin** – The Frankston Business Chamber regularly communicates with it's members – with an average of two e-bulletins being distributed to it's mailing list each month.
- **Linking in with Frankston City Council communications** – through a strong working relationship with Frankston City Council and specifically with the Economic Development team, the Chamber has to opportunity to expand it's communication channels by leveraging off their communication tools. This includes
 - Linkages with Council online-business directory – www.businessfrankston.com.au (15,000 visits per month)
 - Promotion of our events on their online events calendar
 - Regular reference in E-bulletins (one per month to a database of 2,000 businesses)
 - Inclusion of articles in Frankston City News – Council's bi-monthly newspaper, distributed to 50,000 properties throughout the municipality and displayed at Council offices

There may be other events held during the year, and other marketing and communication strategies that are developed within the next 12 months, that Sponsors will benefit from.

Annual Sponsorships - Platinum Sponsor Only Three Available



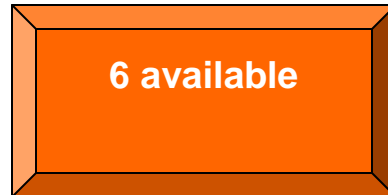
\$9,000

As a Platinum Sponsor you will receive the following benefits:

- Prominent display of your company logo on the Frankston Business Chamber's:
 - Letterhead (*large logo, primary position*)
 - Newsletter (*large logo, primary position*)
 - Website Homepage and sponsors page – www.frankstonchamber.com.au.
 - E-bulletin communications (*large logo, primary position*)
 - Banner (*displayed at all events during the year – minimum of 20*) (*large logo, primary position*)
 - All promotional material for two annual golfing events
 - All promotional material for WomenConnect Frankston events
- Display your company banner at all Chamber events, including:
 - Networking Nights (*Your banner will be proudly displayed behind the MC & speaker*);
 - WomenConnect Frankston
 - Golfing events
- A five minute presentation at up to two networking nights held during the year
- Display of your company brochures on the registration table at Chamber networking nights
- Display of your company brochures at Monash Business Breakfasts
- Individual recognition at Chamber networking nights and Annual General Meeting
- The opportunity to do up to four promotional email blasts to the Chamber members during the year
- Promotion of your business expertise through a small article in each issue of the Chamber Newsletter (*250 words*)
- The opportunity to provide door prizes at events
- A hyperlink back to your company website from all electronic communications (including website and E-bulletins)

Annual Sponsorships – Gold Sponsor

Only Six Available

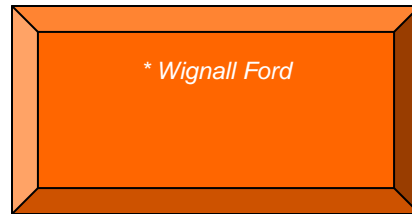


\$5,000

As a Gold Sponsor you will receive the following benefits:

- Display of your company logo on the Frankston Business Chamber's:
 - Letterhead
 - Newsletter
 - Website sponsors page – www.frankstonchamber.com.au. (this will include a hyperlink back to your company website)
 - E-bulletin communications
 - Banner (*displayed at all events during the year – minimum of 20*)
- Display your company banner at all Chamber Networking Nights
- A two minute presentation at a Chamber Networking Night held during the year
- Display of your company brochures on the registration table at Chamber Networking Nights
- Individual recognition at Chamber Networking Nights and Annual General Meeting
- The opportunity to do up to two promotional email blasts to the Chamber members during the year
- Promotion of your business expertise through a small article in one issue of the Chamber Newsletter (*250 words*)
- The opportunity to provide door prizes at events

Annual Sponsorship - Silver Sponsor



\$2,000

As a Silver Sponsor you will receive the following benefits:

- Display of your company name on the Frankston Business Chamber's:
 - Newsletter
 - Website sponsors page – www.frankstonchamber.com.au. (this will include a hyperlink back to your company website)
 - Banner (*displayed at all events during the year – minimum of 20*)
- Display of your company brochures on the registration table at Chamber Networking Nights (space permitting, otherwise on a nearby display table)
- Individual recognition at Chamber Annual General Meeting
- The opportunity to provide an article to promote your business expertise through a small article in one issue of the Chamber Newsletter (*250 words*)
- The opportunity to provide door prizes at events

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 are defined separately.

Annual Frankston Business Chamber Sponsors will be recognised in any promotion of the event and at the event in accordance with the level of Annual Sponsorship.

Any organisation that becomes 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.

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

\$1,000-\$2,000*

Only Ten Available

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 (more than one company may join together to jointly sponsor an event).

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

*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.

As a sponsor of a Frankston Business Chamber Networking Night you 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 one week after 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 80-100 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).

Sponsorship packages may be developed for each event. These packages will be promoted on the Frankston Business Chamber website.

Sponsorship Application

Contact:

Position

Company

Address

Suburb

State:

Postcode:

Telephone:

Mobile:

Email:

Sponsorship Opportunities:

Annual Sponsors:

- | | | |
|--------------------------|---------------------------|---------|
| <input type="checkbox"/> | Platinum Sponsor (3 only) | \$9,000 |
| <input type="checkbox"/> | Gold Sponsor (6 only) | \$5,000 |
| <input type="checkbox"/> | Silver Sponsor | \$2,000 |

Event Sponsors:

- | | | | | |
|--------------------------|---|-------------------|---------|---------|
| <input type="checkbox"/> | Networking Night | \$1,000 - \$2,000 | | |
| <input type="checkbox"/> | WomenConnect – Naming Rights | \$5,000 | | |
| <input type="checkbox"/> | WomenConnect – Venue Sponsor | | | |
| <input type="checkbox"/> | WomenConnect – Event Sponsor | \$250 | | |
| <input type="checkbox"/> | Golf Day – Naming Rights | \$4,000 | | |
| <input type="checkbox"/> | Golf Day <i>(please circle sponsorship level)</i> | \$500 | \$1,000 | \$2,000 |
-

Detail of sponsorship:

Payment Details:

- I would like an invoice generated

Please Return Sponsorship Application form to
Frankston Business Chamber
Fax 03) 9781 1422 or info@frankstonchamber.com.au
PO Box 266, FRANKSTON VIC 3199