



SPONSORSHIP PROPOSAL

SA BUSINESS CONFERENCE

GAWLER, SOUTH AUSTRALIA



Announcement

2025 SA Business Conference

16 May 2025 | Terrace Function Centre, Gawler SOUTH AUSTRALIA

The SA Business Conference is our marquee event, which attracted over 100 people when we last held it in 2023, as well as in 2022. This time around it's going to be bigger and better than ever before.

For event sponsors, this is a unique opportunity for brand exposure — of products, name, or services.



Purpose of Event

Business Gawler's member base is made up of commercial/industrial council rate paying businesses within the Town of Gawler, as well as annual fee paying businesses that would like to receive the member benefits that we offer.

We offer workshops and business development opportunities for our members to attend, at various times of the day to suit availability of as many as possible. We found that monthly events were difficult for businesses to attend and from feedback received, saw that a condensed offering of one day of workshops and development opportunities would be of more value to our members.

In 2019, The SA Business Conference was introduced as the best way to solve this problem and to engage more of our members. Since then, past occurrences have helped to steadily grow interest in this event and we strive to make each year better than the last.

After the 2023 conference, we decided that to best ensure we could provide a program of relevant topics and high calibre speakers, we would move from an annual offering to biennial. This would also allow us to increase the overall budget of the event.

The goal for the 2025 SA Business Conference, is to surpass the total of attendees of previous years, by raising awareness of the event through alternative marketing avenues, and offering a program that includes more speciality workshops and presentations by distinguished industry leaders.

We have come a long way, but we could still benefit greatly from your support. Your generous contribution will help us successfully achieve our goal.

Why Sponsor?

- Interact with the anticipated audience of over 100 businesses
- Strengthen your position as an industry leader
- Increase your brand recognition and understanding
- Meet the owners and decision makers of many other companies
- Create new relationships
- Consolidate established partnerships
- Contribute to the small business community
- Showcase your business/product/service offerings
- Generate business opportunities
- Demonstrate your support to the small business sector



Attendee Profile

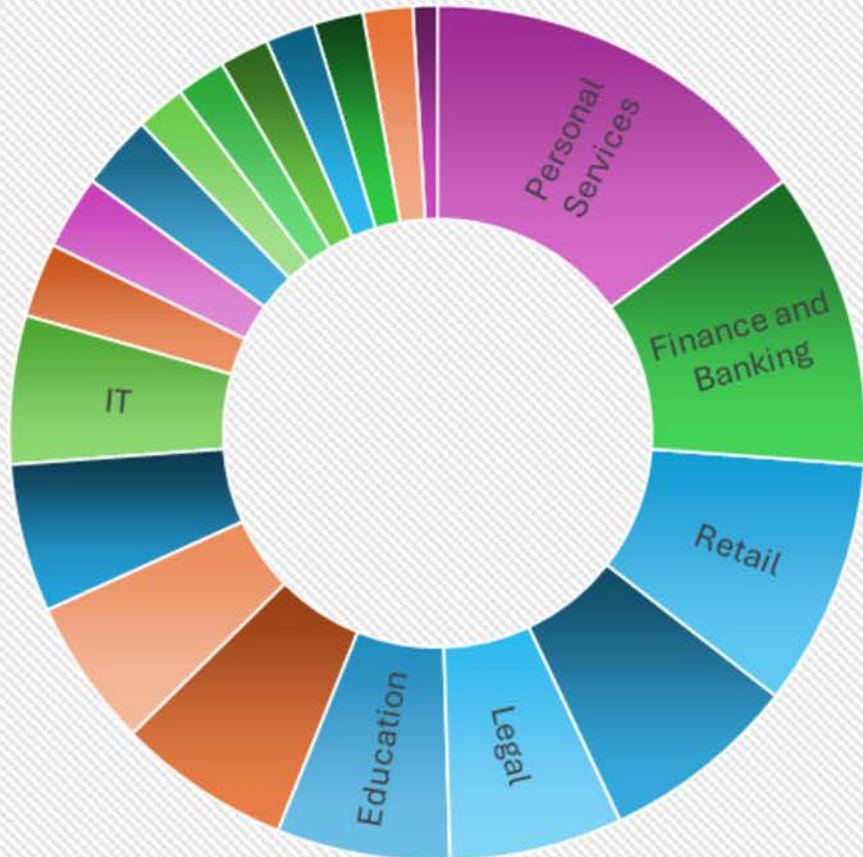
Business Gawler is proud to have such a diverse audience attending the 2025 SA Business Conference.

Attendees come from various sectors of business and arrive from all over South Australia, to participate in our signature event.

This business development opportunity is a great way to engage with prospective customers and promote growth strategies with existing connections.

Sector

- Marketing
- Energy
- Finance and Banking
- Retail
- Personal Services
- IT
- Construction/Electrical
- Government Dept/Agencies
- Real Estate
- Hospitality
- Entertainment
- OHS&W



Event Footage

Here is some footage of previous conferences for you to get a better understanding of how special this event is and the impact that corporate sponsorship can have.



Videos

[2019 SA Business Conference promo video](#)

[2021 SA Business Conference promo video with Cosi voiceover](#)

Sponsorship Packages

Sponsorship of the 2025 SA Business Conference, assists with:

- An increase in budget and funding for the event
- An increase in trustworthiness through association, as potential attendees may be more familiar with the sponsor's brand and name
- Greater promotional exposure through the sponsor's own advertising and marketing efforts, resulting in higher attendance
- An improved guest experience by the additional content the sponsor provides, enhancing the chance of return attendance

In this proposal, there are different levels and types of sponsorship available.

- 1 **Financial Sponsorship:** Financial support of the event in exchange for visibility and exposure.
- 2 **In-Kind Sponsorship:** Provision of goods or services to support the event.
- 3 **Media Sponsorship:** Advertising and promotional support through media channels, such as television, radio, or social media.

All event sponsors will be acknowledged in marketing collateral.

		Bronze \$1,000 Or equal value in in kind Sponsorship	Silver \$3,000 Or equal value in in kind or media Sponsorship	Gold \$5,000 Or equal value in media Sponsorship	Platinum \$10,000 Or equal value in media Sponsorship for commercial Television or radio promotion
Sponsorship Benefits	30 Second Promo Video Played During Breaks (provided by sponsor)	-	-	-	✓
	Sponsor and Introduction of Keynote Speaker	-	-	-	✓
	Logo and Link to Sponsor Website on Event Page on Business Gawler Website	✓	✓	✓	✓
	Advertisement in Conference Pack (Logo and Company Overview)	✓ 1/4 Page	✓ 1/3 Page	✓ 1/2 Page	✓ Full Page
	Promotional Items to Add to Swag Bag (provided by sponsor)	✓	✓	✓	✓
	Display Signage/Pull Up Banners at Event	✓	✓	✓	✓
	Logo on Pre-Event Marketing Collateral	✓	✓	✓ Very Prominent	✓ Most Prominent (equal to Business Gawler)
	Logo on Conference Event Materials	✓ On Sponsor Thank You Page in Packs	✓ On Every Page in Packs	✓ On Every Page in Packs and on Attendee Badges	✓ Most Prominent on Every Page in Packs and on Attendee Badges (equal to Business Gawler)
	Logo on Event Displays	✓ Prominent	✓ Prominent	✓ Very Prominent	✓ Most Prominent (equal to Business Gawler)
	Social Media Sponsor Mentions	2	2	4	6
	Complimentary Conference Passes	2	2	4 (Half Table)	8 (Full Table)
	Verbal Recognition at Event	-	✓	✓	✓
	12 Months Logo Placement as a Business Gawler Supporter on Our Website and Monthly Newsletter	-	-	-	✓
	Representation and Speech During the Official Conference Opening	-	-	-	✓

Sponsor Now

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With a limited number of sponsorship packages available, don't delay in expressing your interest as a major supporter of business in South Australia, through the 2025 SA Business Conference.

To discuss your sponsorship, please contact us on the details below:

Business Gawler

Email: enquiries@gawler.org.au

Phone: 0488 440 588

