



*Connecting Rural  
Business Women 2012*

**Sponsorship  
Package**

*Connecting Rural Business Women 2012*



## About *Connecting Rural Business Women*

The inspiration for *Connecting Rural Business Women* came from the feedback of women who participated in a series of rural business and leadership workshops held in 2009-2010. A small team of local business women decided to build on the enormous success of these workshops by developing an event which would encourage women to continue to grow their networks and expand their skills and expertise.

The first *Connecting Rural Business Women (CRBW2011)* took place in April 2011 at the LaTrobe Conference Centre in Beechworth. The *CRBW2011* program was designed around 4 main themes: leadership, business skills, food and agriculture, and personal development. National and international keynote speakers, Sue Middleton and Heidi Secord, set the scene for a number of workshops, most run by local women and showcasing the strengths and skills of women in business in north east Victoria.

International guest speaker, Heidi Secord, made such an impression that she was invited by a *CRBW2011* participant to present to a group of 80 people at the National Environmental Centre in Thurgoona a few days later. She was also mentioned in *The Border Mail* the following weekend in a feature called *Farming into the Future*.

The program for *CRBW2012* is shaping up to be as diverse and engaging as for 2011. Keynote speakers, Miriam Silva (General Manager, Commercial Operations at Elders) and Angela Betheras (RIRDC Rural Women's Award Victorian winner and alpaca breeder from West Gippsland) will provide insight into leadership, cultural diversity, working in the corporate environment and their own personal journeys. Skills development workshops will be run over the two days again showcasing local business women.

*"We were so pleased to be able to attend the Connecting Rural Business Women event. It would have to be the best conference I've been to, and I was really proud that Elders was the major sponsor."*

*Michelle Grenness,  
Elders representative  
CRBW2011*



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## What people said about CRBW2011

CRBW2011 was a resounding success, with over 80 women attending from all over Victoria and southern New South Wales from a range of backgrounds and professions, including agriculture, finance, retail and business coaching.

*"I was really proud as a resident of NE Victoria that such a high-quality event was held in our backyard and there are so many talented, inspiring and amazing women in our region. I was also proud that my organisation (North East CMA) was able to sponsor the event. I look forward to further building relationships initiated at this event!"*

*"The two days of the event were buzzing with energy and excitement. It was a brilliant event."*

*"The structure of the days was so well planned, with enough time to do what we were there for – network!"*

*"All the keynote speakers were absolutely excellent. Each presented well and spoke from the heart about their experiences which to me was absolutely inspiring."*

*"Many thanks for the great conference. I'm sure it will go from strength to strength."*

*"Thankyou for your magical organisational skills. What a wonderful shared experience the conference was. I thoroughly enjoyed all of the sessions, and also having the opportunity to contribute to one in a very small way."*

*"Sue was the best speaker you could have found for the opening - well done! She was/is truly someone to admire."*

*"The diversity of attendees, speakers and presenters was excellent! They were really open, honest and had true life experiences to learn from."*

*"I was proud that my organisation (North East CMA) was able to sponsor such a high quality event in our own backyard. I look forward to further building relationships initiated at this event!"*

NECMA  
representative  
CRBW2011



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## What people said about our CRBW2011 sponsors

We greatly appreciated the support from a number of sponsors for CRBW2011, including major sponsor, Elders.

We surveyed last year's delegates to find out what the ongoing impact of our sponsors had been; here is a selection of what they said:

*"I continue to use Elders knowing that they are willing to 'invest' in my area, and in my demographic. Good on 'em."*

*"I loved the sachets of Beechworth Honey in my delegate bag. Now I look for Beechworth Honey to buy in the supermarket."*

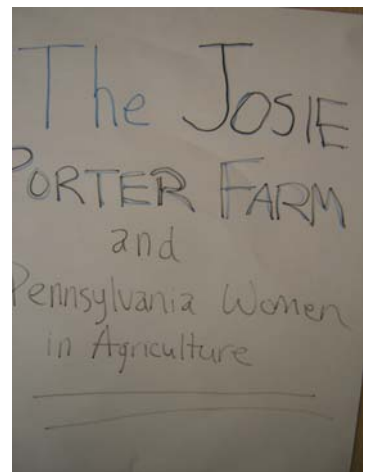
*"Since the CRBW weekend I have a fuller knowledge of the businesses that sponsored the event. I am grateful for their sponsorship so am trying to repay it – and to help ease the GFC in our neck of the woods."*

*"I've mentioned the Beechworth businesses that sponsored Connecting Rural Business Women to many people who come into my shop when they are travelling through – as reasons to stop in Beechworth."*

*"I did go and get my free coffee at Beechworth Bakery after the conference with the voucher that was in our goodies bag we received and when I was in the Bakery there were about 4 other women there from the conference doing the same thing! Getting a coffee fix before hitting the road home, which was about a four hour trip for me."*

*"I am truly grateful for the opportunity I had to share my story about Community Supported Agriculture in Pennsylvania and inspire women on the other side of the globe."*

*Heidi Secord,  
Keynote speaker  
CRBW2011*





## How you can connect as a sponsor for *Connecting Rural Business Women 2012*

Our sponsorship partners are critical to the success and affordability of the *CRBW2012* event, allowing women from Victoria and interstate access to personal and business skills development not readily available.

Numbers for *CRBW2012* are expected to be well over 120. As a sponsor, you will gain valuable access and exposure to women from a range of businesses, backgrounds and geographic area.

*CRBW2012* will again focus on the four key themes of leadership, business skills, food and agriculture, and personal development. Our keynote speakers are Miriam Silva (General Manager, Commercial Operations at Elders) and Angela Betheras (Victorian winner of the Rural Industries Research and Development Corporation Rural Women's Award). Both women will provide a unique insight into corporate life for a woman, as well as their own personal journeys including leadership, agribusiness, and in Angela's case moving from corporate life to life on the land.

The key note speakers and practical, skills based workshops will support the participants in their business development, inspire them to take on leadership roles, give them the skills to raise the profile of food and agricultural production, and provide the confidence to become entrepreneurs.

As well as speakers and workshops – and many opportunities for networking and informal learning - the conference will feature a Product Marketplace, allowing conference delegates to promote and sell their products and services to a wider audience. The Marketplace will be promoted through the *CRBW* website, social media, advertising and other marketing mechanisms.

## Conference timing and venue

The *Connecting Rural Business Women 2012* event will be held at Baarmutha Park at Beechworth on Sunday 1<sup>st</sup> and Monday 2<sup>nd</sup> April 2012.



Located in North East Victoria, the function centre at Baarmutha Park is a new community owned and managed facility located close to the beautiful Beechworth Golf Course.

We are working to ensure all aspects of the event support local businesses, including catering, accommodation, delegate bags and workshop presenters.

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The conference will begin with the Product Marketplace on Sunday from 10am to 12.00, followed by the official opening, keynote speaker and workshops. The conference dinner will be from 6.30pm, preceded by informal drinks.

The following day will begin with a panel discussion. Panel members are drawn from local and interstate women in a range of successful businesses. This will be followed by workshops, lunch and the conference close.

## Marketing the Conference

Building on the successful reputation of *CRBW2011*, marketing for the 2012 event will take advantage of networks, social media and positive feedback from

To ensure maximum attendance at the Conference, the event will be promoted through:

- Direct email and Facebook promotion to *CRBW2011* delegates
- Direct email promotion to past participants in the *Developing Women's Businesses*, *Inspiring Farming Women*, and *VOICe* programs, and their networks
- Direct email promotion through the power of existing networks, including Rural Women's Network, Australian Rural Leadership Program, community leadership networks, National Rural Women's Coalition, Agribusiness networks, Australian Women in Agriculture, CWA, and local chambers of commerce
- Conference promotion on the *Connecting Rural Business Women* website and affiliated organisations
- Advertising and editorials in news media, including local ABC and newspapers

Estimated promotional coverage is between 70,000-75,000<sup>1</sup> individuals, as well as businesses and groups throughout North East Victoria and southern NSW.

During the conference opportunities for news media exposure will be programmed.

## Opportunity for a long term relationship

The *Connecting Rural Business Women* is planned to be an annual event.

Don't miss out on the excellent opportunity for your company to be an integral part of the continuing development of this empowering event by entering into a two or three-year relationship.

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<sup>1</sup> Based on 30% of population of major regional centres, which is the estimated number of listeners of local ABC radio



# Sponsorship Opportunities

Sponsorship packages are outlined in the following pages. However, a package tailored to the marketing and budget requirements of your organisation can be arranged.

All prices quoted are in Australian Dollars and are exclusive of the Goods and Services Tax.

## Sponsorship summary

Benefits	Sponsorship packages						
	Platinum \$9,000	Gold \$6,000	Silver \$3,000	Bronze 1,000	Conf. bag \$2,500	Table \$500	Scholar- ship \$250
Naming rights	X						
Company banner	X	X	X		X		
Registrations	5	3	2	1	1		
Dinner address	X						
MC credit	X	X	X	X			
Website	X	X	X	X	X	X	X
Conf. Program	X	X	X	X	X	X	X
Conf. bag insert	X	X	X	X	X	X	X
Conf. marketing	X	X	X	X	X	X	X
Logo on dinner table	X	X	X	X	X	X	
Logo on conf. bag					X		
Table at Marketplace	X	X	X		X		

## PLATINUM SPONSOR

Investment \$9,000

PLATINUM SPONSORSHIP offers your company exclusive marketing opportunities. The benefits of the PLATINUM SPONSORSHIP package for your company are:

- Naming rights to the *CRBW2012* event – “proudly supported by...”
- Display of your company banner in the main plenary room during the conference (banner to be provided by sponsor)
- Five full registrations, including dinner
- Acknowledgment on Conference website with link back to sponsor’s web page
- Acknowledgment in the final program and any subsequent publications including promotional paragraph (provided by sponsor)
- One delegate bag insert (to be provided by sponsor)
- Table and display board
- Corporate logo on associated marketing material (website, registration brochure, program, conference handbook)
- Verbal recognition as part of Master of Ceremonies scripts
- An opportunity to give a short address to delegates during the conference
- Corporate logo recognition in any audio-visual components of the event

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## GOLD SPONSOR

Investment \$6,000

GOLD SPONSORSHIP provides your company with extensive marketing opportunities:

- Display of your company banner in the main plenary room during the conference (banner to be provided by sponsor)
- Three full conference registrations, including dinner
- Acknowledgment on Conference website with link back to sponsor's web page
- Acknowledgment in the final program and any subsequent publications including promotional paragraph (provided by sponsor)
- One delegate bag insert (to be provided by sponsor)
- Table and display board
- Corporate logo on associated marketing material (website, registration brochure, program, conference handbook)
- Verbal recognition as part of Master of Ceremonies scripts
- Corporate logo recognition in any audio-visual components of the event

## SILVER SPONSOR

Investment \$3,000

The benefits of SILVER SPONSORSHIP are:

- Display of your company banner in the trade display area, which is where morning and afternoon tea will be set up (banner to be provided by sponsor)
- Two full conference registrations, including dinner
- Acknowledgment on Conference website with link back to sponsor's web page
- Acknowledgment in the final program and any subsequent publications
- One delegate bag insert (to be provided by sponsor)
- Table and display board
- Corporate logo on associated marketing material (website, registration brochure, program, conference handbook)
- Verbal recognition as part of Master of Ceremonies scripts



## BRONZE SPONSOR

Investment \$1,000

The benefits of BRONZE SPONSORSHIP are:

- One full conference registration, including dinner
- Acknowledgment on Conference website with link back to sponsor's web page
- Acknowledgment in the final program and any subsequent publications
- One delegate bag insert (to be provided by sponsor)
- Corporate logo on associated marketing material (website, registration brochure, program, conference handbook)
- General acknowledgement as part of Master of Ceremonies scripts

## Additional Items



### DELEGATE BAG SPONSOR

Investment \$2,500

The DELEGATE BAG SPONSOR will have a strong visual presence throughout the conference with their company logo present on the conference bag, which all registered delegates will receive. The delegate bag will be made locally.

Benefits of this level of sponsorship are:

- One full conference registration, including dinner
- Logo prominently displayed on the delegate bag
- One delegate bag insert (to be provided by sponsor)
- Acknowledgment on Conference website with link back to sponsor's web page
- Corporate logo on associated marketing material (website, registration brochure, program, conference handbook)



## DINNER TABLE SPONSOR

Investment \$500

Your company has the option of sponsoring one of the dinner tables at the conference dinner on the night of Sunday 1<sup>st</sup> April. This package provides the following:

- Naming rights to one of 10 dinner tables – your company name will be on the table label, and identified in the program
- Acknowledgment on Conference website with link back to sponsor's web page
- Acknowledgment in the final program
- Corporate logo on associated marketing material (website, registration brochure, program, conference handbook)

## SCHOLARSHIP SPONSORSHIP

Investment \$250

Your company can contribute to the registration of a conference delegate. This package provides the following:

- Acknowledgment on Conference website with link back to sponsor's web page
- Acknowledgment in the program
- Corporate logo on associated marketing material (website, registration brochure, program, conference handbook)

## Other Opportunities

If these sponsorship opportunities do not meet your requirements, but you would like to support this Conference, please do not hesitate to contact the Sponsorship Coordinator (Trish Curtis) on (03) 5762 3139 or [trishcurtis@bigpond.com](mailto:trishcurtis@bigpond.com)

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## Conference management team

The conference management team are all highly experienced in organising and facilitating training, events and local networks. Cathy, Karen and Trish are all well known in the area, with extensive networks amongst individuals and organisations across Victoria and southern NSW.

### **Cathy McGowan – Catherine McGowan Consulting**



Cathy McGowan AO is a rural consultant, farmer and academic. Her experience includes researching improved services for rural communities, such as child care and palliative care and the development and delivery of leadership and change management programs for rural industries.

“Bloom where you are planted” was a saying Cathy heard often in her years growing up on a farm in North east Victoria. Her parents knew the value of persistence, patience and acceptance of forces outside of one’s control.

It is a motto Cathy has made her own. With this desire for personal growth and fulfillment, she now works to help others achieve their potential – regardless of (and sometimes despite) circumstances and background.

Cathy has a vision for rural Australia where everyone is able to ‘bloom where they are planted’; a vibrant and caring rural Australia alive with opportunities. To this end she is the managing director of a consulting company which specialises in building capacity in individuals and communities in rural Australia.

Cathy has a Masters of Applied Science in Agriculture and Rural Development, a Bachelor of Arts Degree and Diploma of Education. She is a graduate of the Australian Rural Leadership Program and a Churchill Fellow. In 2001 her work with the dairy industry won an international award for excellence in extension. Her work which rural communities was recognized in 2004 and she was made an Officer in the Order of Australia.

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## Karen Nankervis – My Beechworth Secretary



Karen Nankervis started **My Beechworth Secretary** in September 2004.

Working for many years in administrative roles, including Mayday Hills Hospital, Ford Motor Company, Dept of Meteorology, Uncle Bens and Broadmeadows Army Camp, Karen gained extensive experience in the clerical and administration area. She has a very practical working knowledge of many computer applications and can tailor these to meet any client's needs. Add to that 15 successful years in the party plan industry, gives Karen a strong base to work with small businesses and individuals.

**My Beechworth Secretary** delivers a range of services, including:

- Conference and meeting organisation
- Word processing
- Desktop Publishing
- Powerpoint Presentation
- Office organisation
- Business coaching

Karen is actively involved in her local Chamber of Commerce and the Beechworth Business & Professional Women's Club.

## Trish Curtis – Intalink Consulting



With over ten years experience in adult education, Trish Curtis has worked in a range of positions including customer service, program and project development and senior management.

Trish is particularly interested in working with small businesses and not-for-profit organisations in seeking grants and writing applications. She has daily access to up to date information about available grants and tenders from a range of sources. In addition, as a graduate of the Alpine Valley Community Leadership Program, and having lived in the region all her life, Trish has developed strong networks throughout North East Victoria and through these often learns about opportunities at a local level.

Trish started Intalink Consulting in 2008, and since then has worked on a number of projects for clients ranging from community organisations to state government departments. Work has included grant and tender writing, policy submissions, feasibility studies, business plans, and community development projects.

Trish is an active member of her local community and is involved on a number of boards and committees.

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# Sponsorship Form

I/We ..... wish to register as a sponsor for the *Connecting Rural Business Women 2012* conference in Beechworth on the 1<sup>st</sup> and 2<sup>nd</sup> April 2012.

Please have one of the Conference Organisers contact me/us regarding the package indicated below: -

- Platinum Sponsor: \$9,000
- Gold Sponsor: \$6,000
- Silver Sponsor: \$3,000
- Bronze Sponsor: \$1,000
- Delegate Bag Sponsor: \$2,500
- Dinner Table Sponsor: \$500
- Scholarship Sponsor \$250

Name: .....

Contact Details: .....

.....

Signature: .....

Date: .....

Return to:

Trish Curtis  
 36 Smythe Street  
 Benalla Vic 3672  
 Email: trishcurtis@bigpond.com

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