

Sponsorship Packages

2017/2018

YWCA Adelaide – Women leading Change



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Why support YWCA Adelaide?

YWCA Adelaide is a not for profit women's leadership organisation which has been **providing a voice for women**, young women and girls in South Australia since 1880. The organisation is well respected for its work in **advocating for greater gender equality** and efforts to support women and girls during every step of their leadership journey.

YWCA Adelaide engages an early intervention and primary prevention approach to its policy and program priorities of **advancing women's leadership**, preventing and eliminating violence against women, and promoting women's health and wellbeing.

YWCA Adelaide is a member association of **YWCA Australia** which is the national association of YWCAs in Australia and is part of the **World YWCA** movement – the world's largest women-led membership movement with a global outreach of **25 million women and girls**. This global network of women leads social and economic change in over 120 countries worldwide.

VISION

Women leading change

PURPOSE

To build strong and equitable communities through the development of women's leadership

VALUES

- ◆ Gender Equality
- ◆ Diversity
- ◆ Leadership
- ◆ Women's Safety and Wellbeing
- ◆ Strong Communities
- ◆ Accountability

More information

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Sponsorships

YWCA Adelaide have a variety of opportunities available to businesses to showcase their commitment to building strong and equitable communities through women's leadership. By becoming an event Sponsor or Exhibitor, you have the opportunity to present products and services to a targeted audience at a wide range of YWCA Adelaide events.

Benefits of sponsoring at YWCA Adelaide events include:

- ◆ Increase your client base and business opportunities with YWCA Adelaide members.
- ◆ Generate market exposure.
- ◆ Develop brand loyalty.
- ◆ Broaden your industry networks.
- ◆ Platform to launch a new product or service to a wide range of young and leadership driven women.
- ◆ Cost effective way to reach target audiences.
- ◆ Business advantage over similar unaffiliated organisations.
- ◆ Building brand recognition as business committed to gender equality and women's leadership.

Gold, Silver and **Bronze** partner categories are available which can be developed across a platform of events and programs.

Y Adelaide Gold Sponsor

Businesses who invest \$18,000 + GST will be recognised as a Y Adelaide Gold Sponsor and will have the following benefits:

YWCA Adelaide Event Sponsorship

Opportunity to become a Gold Sponsor (see event sponsorship benefits) at one of the following YWCA Adelaide events:

- ◆ SHE Leads Conference
- ◆ SHE LEADS High Conference

Y Adelaide Gold Sponsor Logo

- ◆ Use of Y Gold Sponsor Logo on company marketing material

Promotion of Y Gold Sponsorship on YWCA Adelaide webpage & social media platforms

- ◆ Listed as Y Gold Sponsor on the YWCA Adelaide webpage
- ◆ Company logo/naming recognition on YWCA Adelaide webpage
- ◆ Promotion through YWCA social media platforms (facebook, Instagram, twitter)

Promotion of Y Gold Sponsorship in YWCA Adelaide Annual Report

- ◆ Listed as Y Gold Sponsor in YWCA Adelaide Annual Report
- ◆ Full-page Advertisement in 16/17 YWCA Adelaide Annual Reports

Member meetings

- ◆ Invitation to YWCA Adelaide member meetings/events
- ◆ Company promotional material presented to each attendee at a YWCA member meeting including a banner on display (one only)
- ◆ Acknowledgment of Y Gold Partnership at the member meetings

Industry Offer

- ◆ Two exclusive market offers from you to YWCA Adelaide members distributed via YWCA

Y Adelaide Silver Sponsor

Businesses who invest \$11,000 + GST will be recognised as Y Adelaide Silver Sponsor and will have the following benefits:

YWCA Adelaide Event Sponsorship

Opportunity to be a Silver Sponsor (see event sponsorship benefits) at one of the following YWCA Adelaide events:

- ◆ SHE Leads Conference
- ◆ SHE LEADS High Conference

Y Adelaide Silver Sponsor Logo

- ◆ Use of Y Silver Sponsor Logo on company marketing material

Promotion of Y Silver Sponsorship on YWCA Adelaide webpage and social media platforms

- ◆ Listed as Y Silver Sponsor on the YWCA Adelaide webpage
- ◆ Company logo/naming recognition on YWCA Adelaide webpage
- ◆ Promotion through YWCA social media platforms (facebook, Instagram, twitter)

Promotion of YWCA Silver Sponsorship in YWCA Adelaide Annual Report

- ◆ Listed as YWCA Silver Sponsorship in YWCA Adelaide Annual Report
- ◆ Half page Advertisement in 16/17 YWCA Adelaide Annual Reports

Member meetings

- ◆ Invitation to YWCA Adelaide member meetings/events
- ◆ Company promotional material presented to each attendee at a YWCA Adelaide member meeting including a banner on display (one only)
- ◆ Acknowledgment of YWCA Adelaide Silver sponsorship at member meetings

Y Adelaide Bronze Sponsor

Businesses who invest \$7,500 + GST will be recognised as an YWCA Adelaide Bronze Sponsor and will have the following benefits:

YWCA Adelaide Event Sponsorship

Opportunity to be a Bronze Sponsor (see event sponsorship benefits) at one of the following YWCA Adelaide events:

- ◆ SHE Leads Conference
- ◆ SHE LEADS High Conference

Y Adelaide Bronze Sponsor Logo

- ◆ Use of YWCA Adelaide Bronze Sponsor Logo on company marketing material

Promotion of Y Adelaide Bronze Sponsorship on YWCA Adelaide webpage and social media platforms

- ◆ Listed as Y Bronze Sponsor on the YWCA webpage
- ◆ Company logo/naming recognition on YWCA webpage
- ◆ Promotion through YWCA social media platforms (facebook, Instagram, twitter)

Promotion of YWCA Adelaide State Bronze Sponsorship in YWCA Annual Report

- ◆ Listed as YWCA Adelaide Bronze Sponsor in YWCA Adelaide Annual Report

Member meetings

- ◆ Invitation to YWCA Adelaide member meetings/events
- ◆ Acknowledgment of YWCA Adelaide Bronze sponsorship at member meetings



Event Sponsorships

SHE Leads Conference Sponsorship

Thursday 31st August 2017

YWCA will hold its annual SHE Leads Conference at the Adelaide Convention Centre on Thursday 31st August 2017. As South Australia's premier women's leadership event, the SHE Leads Conference attracts over 200 women who see themselves as future leaders, and provides them with a safe space to enrich their confidence, learn from other women, and expand networks.

The theme for the 2017 SHE Leads Conference is *"Innovation in Leadership: Owning your Own Path"*.

The following sponsorship opportunities are available for this Conference.

SL Gold Sponsor - \$10,000 + GST (3 opportunities)

- ◆ Branding (logo) on registration flyer, program and sponsor slides as the Gold Sponsor
- ◆ Opportunity to have pop up banner at the event (location to be agreed upon dependent on venue)
- ◆ Corporate slide displayed intermittently during event breaks
- ◆ Promotion of Gold Sponsorship in event promotion
- ◆ 5 minute sponsor presentation (presentation time to be confirmed)
- ◆ Hand out material available on tables (to be negotiated)
- ◆ Double trade display table (power board if necessary) including 2 complimentary trade registrations
- ◆ MC Acknowledgement
- ◆ Opportunity to hold a door prize

SL Silver Sponsor - \$7,000 + GST (4 opportunities)

- ◆ Branding (logo) on registration flyer, program and sponsor slides
- ◆ Opportunity to have pop up banner at the event (location to be agreed upon dependent on venue)
- ◆ Corporate slide displayed intermittently during event breaks
- ◆ Promotion of Sponsorship in event promotion
- ◆ Hand out material available on tables (to be negotiated)
- ◆ Trade display table (power board if necessary) including 2 complimentary trade registrations
- ◆ MC Acknowledgement
- ◆ Opportunity to hold a door prize

SL Bronze Sponsor - \$5,000 + GST (6 opportunity)

- ◆ Branding (logo) on registration flyer, program and sponsor slides
- ◆ Opportunity to have pop up banner at the event (location to be agreed upon dependent on venue)
- ◆ Corporate slide displayed intermittently during event breaks
- ◆ Trade display table (power board if necessary) including 1 complimentary trade registration
- ◆ MC Acknowledgement
- ◆ Opportunity to hold a Door Prize

SL Registration Desk Sponsor – \$2,000 + GST (1 opportunity)

- ◆ Branding (logo) on registration flyer, program and sponsor slides
- ◆ Corporate slide displayed intermittently during event breaks
- ◆ Opportunity to have pop up banner at the registration desk during registration
- ◆ Trade display table (power board if necessary) including 1 complimentary trade registrations
- ◆ Organisation brochure or item inserted into delegate's pack
- ◆ Opportunity to hold a Door Prize

SL Speaker sponsorship - \$1,100 + GST (2 opportunities)

- ◆ Branding (logo) on registration flyer, program and sponsor slides
- ◆ Acknowledgement of your organisations speaker sponsorship on program
- ◆ Corporate slide displayed prior to sponsored speaker during event
- ◆ Acknowledgment of your organisation's sponsorship of the speaker by the conference chairperson
- ◆ One full conference registration (inc morning & afternoon teas, lunches, delegate satchel)
- ◆ Organisation brochure or item inserted into delegate's pack

SL Delegate Satchel Insert - \$250 + GST

Promotional or product brochure (maximum 2 pages double sided A4 size and item to be negotiated) inserted in each delegate pack

SL Trade Exhibition - \$750 + GST

- ◆ Display table (power board if necessary) including 1 trade registration
- ◆ MC Acknowledgement
- ◆ Complimentary morning & afternoon teas, lunches
- ◆ Opportunity to sit in as a delegate to the event (this is not an additional person to the exhibitor)
- ◆ Opportunity to hold a door prize

SHE Leads High Conference

SHE Leads High Conference attracts around 200 high school girls from Years 10 to 12 and is South Australia's premier leadership conference for young women. Designed to inspire pathways for future success, SLH conferences provide participants with a safe and empowering space to develop confidence and leadership skills. With many government and independent schools participating from across South Australia, participants network and connect with other young women.

The theme, date and venue for the 2018 SHE Leads High Conference is still to be confirmed, however the conference is generally held in May (9am – 3:30pm).

The following sponsorship opportunities are available for this Conference.

SLH Gold Sponsor - \$8,000 + GST (3 opportunities)

- ◆ Branding (logo) on registration flyer, program and sponsor slides as the Gold Sponsor
- ◆ Opportunity to have pop up banner at the event (location to be agreed upon dependent on venue)
- ◆ Corporate slide displayed intermittently during event breaks
- ◆ Promotion of Gold Sponsorship in event promotion
- ◆ 5 minute sponsor presentation (presentation time to be confirmed)
- ◆ Hand out material available on tables (to be negotiated)
- ◆ Double trade display table (power board if necessary) including 2 complimentary trade registrations
- ◆ MC Acknowledgement
- ◆ Opportunity to hold a door prize

SLH Silver Sponsor - \$5,000 + GST (4 opportunities)

- ◆ Branding (logo) on registration flyer, program and sponsor slides
- ◆ Opportunity to have pop up banner at the event (location to be agreed upon dependent on venue)
- ◆ Corporate slide displayed intermittently during event breaks
- ◆ Promotion of Sponsorship in event promotion
- ◆ Hand out material available on tables (to be negotiated)
- ◆ Trade display table (power board if necessary) including 2 complimentary trade registrations
- ◆ MC Acknowledgement
- ◆ Opportunity to hold a door prize

SLH Bronze Sponsor - \$2,000 + GST (6 opportunities)

- ◆ Branding (logo) on registration flyer, program and sponsor slides
- ◆ Opportunity to have pop up banner at the event (location to be agreed upon dependent on venue)
- ◆ Corporate slide displayed intermittently during event breaks
- ◆ Trade display table (power board if necessary) including 1 complimentary trade registration
- ◆ MC Acknowledgement
- ◆ Opportunity to hold a Door Prize

SLH Delegate Satchel Insert - \$200 + GST

Promotional or product brochure (maximum 2 pages double sided A4 size and item to be negotiated) inserted in each delegate pack

SLH Trade Exhibition - \$500 + GST

- ◆ Display table (power board if necessary) including 1 trade registration
- ◆ MC Acknowledgement
- ◆ Complimentary morning & afternoon teas, lunches
- ◆ Opportunity to sit in as a delegate to the event (this is not an additional person to the exhibitor)
- ◆ Opportunity to hold a door prize



Program Sponsorships

YWCA believes in leadership at school, home, at work and in the community and conducts a series of programs into schools, workplaces and community organisations which supports the development of leadership and understanding of gender diversity and respectful communities. The Programs are categorized into target audience focus of *school based programs* and *workplace based programs*. Sponsorships of these programs not only supports the excellent work delivered by YWCA Adelaide but also provides businesses with an opportunity to promote their support and services to participants who attend these programs.

By becoming a Program Sponsor you will have the following opportunities:

- ◆ Branding (logo) on program information flyer, registration flyer, programs and program handout documents
- ◆ Branding and recognition on YWCA Adelaide website
- ◆ Opportunity to have the program delivered to your workforce or community group of your choice
- ◆ Promotion of Sponsorship in event promotion
- ◆ Promotion of Sponsorship at the commencement of each program session
- ◆ Hand out material available to program participants (to be negotiated)

Investment to be a program sponsor is \$4,000 + GST

Workplace based programs

SHE Leads

The SHE Leads Program is for women in the early stages of their career who have the ambition to take on the demands of a leadership role. These women will have varying professional experience and work in a range of industry sectors. SHE Leads is a 7 month program with participants undertaking professional development workshops, mentoring from experienced business women, networking opportunities and finishing with a graduation event.

Bystander Intervention Workshops

Award winning* Bystander Intervention Workshops provide an understanding of the link between gender inequality and violence against women, and equips participants with the skills and confidence to safely intervene in situations where the respect or safety of women is at risk.

These workshops were developed as part of the Rise above the Pack campaign, a South Australian community safety campaign that aims to shift the conversation from victim blaming to perpetrator behaviour, and engage men and women in creating safe spaces for women. These workshops can be delivered to workplaces, schools and community organisations, and have additionally been delivered as part of White Ribbon Workplace Accreditation.

**YWCA Adelaide's Rise Above the Pack campaign was nationally recognised in the Australian Crime and Violence Prevention Awards in November 2016.*

SHE Leads Board

SHE Leads Board provides training and support for women wishing to increase their opportunities for board success in an interactive simulated board meeting environment. Four sessions are held annually.

School based programs

Respect Communicate Choose (RCC)

Respect Communicate Choose (RCC) is YWCA's respectful relationship education program for young people in primary schools. RCC provides a holistic approach to school based, primary prevention of gender based violence delivered to schools over an 8 week period to years 5, 6 & 7. RCC equips boys & girls to develop and maintain safe and respectful relationships.

SHE Leads High

The SHE Leads High Program is a leadership development program for young women in years 10, 11 and 12 in schools, designed to inspire pathways for future success. The program will strengthen the skills and confidence of students enabling them to perform at a higher level, and impact positively on their personal and professional advancement, as well as their communities. This is an opportunity for young women to build leadership capacity in every aspect of their lives

Every Girl

The Every Girl program is a leadership & civic engagement program that provides girls with the opportunity to develop their own leadership identity in order to achieve societal transformation in a way that is relevant to their lives, whether this is with their family at home, their peers at school or within their broader community. The program aims to create a respectful, age appropriate and culturally safe environment where they can explore and articulate their individual strengths and values. This assists them to reframe negative and unrealistic attitudes and perceptions of themselves into more positive and helpful perspectives, thus helping them to bolster their self-esteem. It also aids participants to better understand the community in which they live, thus expanding on their sense of belonging, their individual and collective ability to influence change and building their resilience.



Other Opportunities

YWCA can provide a range of other sponsorship or product placement opportunities to businesses. Should you have a specific requirement on promoting your business to a diverse and extensive network of women in leadership please contact us to discuss.

SHE Leads High Conference Registration Donor - \$600 + GST per table

Being a SHE Leads High Registration Donor provides businesses with an opportunity to purchase a table of 10 to be donated to a High School of their choice allowing 9 students and one teacher to attend SHE Leads High Conference. The table is branded with your company brand and is recognised as a corporate table sponsor at the conference.

Lanyard / Name Badge - \$2,000 + GST

This sponsorship provides an opportunity to promote your Company through logo branding on lanyards and name badges at each YWCA event (?? in total).

- ◆ Branding (logo) on registration flyer, program and sponsor slides of all symposiums / conferences
- ◆ Logo on event lanyard
- ◆ Logo on event name badge
- ◆ Listing as Lanyard Sponsor on YWCA Sponsors webpage
- ◆ Delegate registration (one) for each YWCA event
- ◆ Corporate slide displayed intermittently during event breaks
- ◆ Quarter page advert in YWCA Adelaide Annual Report
- ◆ Invitation to the YWCA Adelaide Annual General Meeting
- ◆ Invitation to the YWCA Adelaide Annual General Meeting

YWCA Newsletter Sponsor - \$5,000 + GST

YWCA communicates electronically to its members monthly and the wider community bi-monthly through Newsletters. The Newsletters have a combined distribution of in excess of 800 providing up to date information on events, programs, advocacy and community issues.

As the YWCA Newsletter Sponsor you will receive the following benefits:

- ◆ Branding as YWCA Newsletter Sponsor on every edition of YWCA Newsletters 18 per year)
- ◆ Listing as YWCA Member Update sponsor on YWCA Sponsor webpage
- ◆ Half page advert in the YWCA Adelaide Annual Report
- ◆ Invitation to the YWCA Adelaide Annual General Meeting
- ◆ ½ page advertisement in each Newsletter per year



Advertising

YWCA Newsletters - \$250 + GST per advert

YWCA provides an opportunity to businesses to advertise their business to members through the YWCA Newsletters, two electronic communication sent to over 800 YWCA members and subscribers. Advertisements appear in one edition only and each edition as a maximum of 3 advertisements per edition.

Business Advertisement - \$500 + GST

YWCA provides an opportunity for businesses to send an independent electronic advertisement directly to in excess of 3,000 YWCA members, contacts and subscribers.

Member Briefings - \$500 + GST

YWCA Information Briefings provides businesses an opportunity to 'host' a 2 hr session for YWCA members and provide them with up-to-date and relevant information on an area of their own expertise. The event can be held at a suitable venue or at your own premises.



Application / Booking Form

Please PRINT clearly contact details and return to YWCA via email simone.punshon@ywca.com.au

Company _____

Contact Name _____

Position _____

Address _____

City _____ State Postcode _____

Telephone _____ Email _____

I wish to be the following sponsor of YWCA Adelaide

Sponsor	\$	Pls tick
Y Gold Sponsor *	\$19,800	
Y Silver Sponsor *	\$12,100	
Y Bronze Sponsor *	\$8,250	
School Based Program Sponsor	\$4,400	
Workplace Based Program Sponsor	\$4,400	

**Please be advised Simone Punshon will contact you to discuss your event sponsorship selections*

I wish to be the following sponsor of SHE Leads High Conference 2017

Sponsor	SHE Leads Conference	Pls tick	SHE Leads High Conference	Pls tick
Gold Sponsor	\$11,000		\$8,800	
Silver Sponsor	\$7,700		\$5,500	
Bronze Sponsor	\$5,500		\$2,200	
Registration Desk Sponsor	\$2,200			
Speaker Sponsor	\$1,210			
Delegate Satchel Insert	\$275		\$220	
Trade Exhibition	\$825		\$550	

I wish to have the following opportunities

	\$	Qty
SHE Leads High Conference Registration Donor	\$660 per table	
Lanyard / Name Badge	\$2,200	
Newsletter Sponsor	\$5,500	

I wish to have the following advertising opportunities

Advertising	\$	Qty
Newsletter Updates	\$275 per advert	
Business Advertisement	\$550 per advert	
Member Briefing	\$550 per briefing	

All costs listed on the application form include GST

APPLICATION

The applicant declares that:

- (a) The applicant have a commitment to participate in and contribute to the activities of the events associated with the sponsorship
- (b) The applicant have a commitment to manage their organisation's interactions with the participants of YWCA membership and events in a manner that supports the principles and work of YWCA Adelaide.
- (c) The applicant understands that becoming a sponsor of a YWCA Adelaide event does not give them membership of YWCA Adelaide; and
- (d) the information provided in this Application is correct.

Signed _____

Name _____

Position _____

Date _____

A Tax Invoice will be sent with a confirmation letter within 14 days of receipt. Please note YWCA Adelaide does not provide details of delegates to sponsors or trade. For further information please contact Simone Punshon, Business Development and Relationship Manager on 8203 9405 or simone.punshon@ywca.com.au

Disclaimer - Every effort has been made to present all the information contained in this document as accurately as possible. YWCA Adelaide, its agents, servants or sponsors will not be held responsible for any changes in content or cost for all or any general or specific information contained therein. Any cost and content are subject to alteration without notice. All rights reserved.