



CWB ANNUAL GALA AWARDS SPONSORSHIP PROSPECTUS

Canberra Women in Business

Canberra Women in Business (CWB) is a not-for-profit incorporated association supporting women in business in the Canberra region.

Founded in 1992, CWB (formerly the Chamber of Women in Business) was created by women and run solely for women, to provide support and development opportunities for local businesswomen.

CWB exists for its members who:

- run their own businesses
- are part of small firms and partnerships
- belong to professional organisations, and/or
- are employed by larger corporations and the government.

CWB regularly hosts events to provide members with the opportunity to network, share valuable resources and learn from each other in an enjoyable and stimulating setting. CWB also provides information on other events, usually in the Canberra Region, that are relevant to business or opportunities for leadership or staff development.

We are looking for interested businesses to partner with us to sponsor our events to ensure that we can deliver tailored and high-quality events to business women across Canberra and our local region.

CWB Annual Gala Awards

Each year, our CWB Awards recognise and reward the valuable contributions and outstanding achievements of business women across the Canberra region.

Our gala event is attended by members of the ACT and federal government, the media, the established business community, CWB members, non-members and their guests. This ticketed gala is a sell-out event with patronage of around 200-300 people.

All sponsors receive mentions in our promotional material (brochure, social media, media mentions, event media) as well as tickets to the gala event (our night of nights!).

Sponsorship Package details below.



CWB ANNUAL GALA AWARDS SPONSORSHIP PROSPECTUS

SPONSORSHIP PACKAGE

PLATINUM

\$15,000

2024 CWB Awards

Naming Partner

Includes:

1 x corporate membership (for 12 months) for up to five people

Mentions in the CWB Newsletter—sent monthly to over 1000 subscribers

Mentions through CWB social media accounts

10 x complimentary tickets (one table) to the 2024 Awards event

Logo placement on all 2024 Award trophies

Logo placement on all 2024 Awards Finalist certificates

Speaking opportunity at the 2024 Awards event

Logo placement on the Awards media banner

Video and marketing package—60 second video—to be displayed on the CWB website, showcased at the Awards and featured on social media accounts (Facebook, Instagram)

Media Release issued announcing you as the Major Sponsor of the 2024 Awards

Business Name included in any Awards advertising

1 x full page advertisement in 2024 Awards program

Premier placement of your banner/s

Participation in post-event activities, including media events, MLAs meet and post-event winners dinner event

Participation in pre-awards ceremony finalist certificate presentations.



CWB ANNUAL GALA AWARDS SPONSORSHIP PROSPECTUS

SPONSORSHIP PACKAGE

GOLD

\$10,000

2024 Business Woman of the Year
Award Sponsor

Includes:

1 x corporate membership (for 12 months) for up to five people

Mentions in the CWB Newsletter—sent monthly to over 1000 subscribers

Mentions through CWB social media accounts

5 x complimentary tickets to the 2024 Awards event

Logo placement on the 2024 Business Woman of the Year Award trophy

Logo placement on the 2024 Business Woman of the Year Award Finalist certificates

Speaking opportunity at the 2024 Awards event when introducing the award and announcing the winner

Logo placement on the Awards media banner

Video and marketing package—60 second video—to be displayed on the CWB website, showcased at the Awards and featured on social media accounts (Facebook, Instagram)

Business Name included in any Awards advertising

1 x half page advertisement in 2024 Awards program

Placement of your banner at the Awards event

Invitation to post-event activities, including media events, MLAs meet and post-event winners dinner event

Participation in pre-awards ceremony finalist certificate presentations.



CWB ANNUAL GALA AWARDS SPONSORSHIP PROSPECTUS

SPONSORSHIP PACKAGE

SILVER

\$7,000

2024 Award Category Sponsorship

Includes:

Categories may include:

- Indigenous Business Woman of the Year
- Small Business of The Year
- Young Business Woman on the Year
- Social Impact
- Change Maker
- Community Service
- Innovation.

Sponsors can also discuss with us their ideas for an award category to recognise women in our community.

1 x corporate membership (for 12 months) for up to five people

Mentions in the CWB Newsletter—sent monthly to over 1000 subscribers

Mentions through CWB social media accounts

2 x complimentary tickets to the 2024 Awards event

Logo placement on the 2024 Award trophy relevant to your sponsorship

Logo placement on the 2024 Finalist certificates relevant to your sponsorship

Speaking opportunity at the 2024 Awards event when introducing the award and announcing the winner

Logo placement on the Awards media banner

Video and marketing package—60 second video—to be displayed on the CWB website, showcased at the Awards and featured on social media accounts (Facebook, Instagram)

Business Name included in any Awards advertising

1 x quarter page advertisement in 2024 Awards program

Placement of your banner at the Awards event

Invitation to post-event activities, including media events, MLAs meet and post-event winners dinner event

Participation in pre-awards ceremony finalist certificate presentations.



CWB ANNUAL GALA AWARDS SPONSORSHIP PROSPECTUS

SPONSORSHIP PACKAGE

BRONZE

\$4,000

2024 Supporting Partner

Includes:

Bronze sponsors support us with the running costs of the Awards.

1 x corporate membership (for 12 months) for up to five people

Mentions in the CWB Newsletter—sent monthly to over 1000 subscribers

Mentions through CWB social media accounts

2 x complimentary tickets to the 2024 Awards event

Logo included in 2024 Awards program

Logo placement on the Awards media banner

Name and about information read out at the Awards event

Video and marketing package—60 second video—to be displayed on the CWB website, showcased at the Awards and featured on social media accounts (Facebook, Instagram)

Business Name included in any Awards advertising

Placement of your banner at the Awards event

Invitation to post-event activities

Invitation to pre-awards ceremony finalist certificate presentations.



CWB ANNUAL GALA AWARDS SPONSORSHIP PROSPECTUS

CWB Reach



Facebook 4.6K+ Followers



Instagram 2.1K+ Followers



LinkedIn 2.7K+ Followers



Newsletter 1K+ Followers

Contact Details

We'd love to hear from you if you are interested in becoming a sponsor for our 2024 CWB Annual Gala Awards. Your contribution will not only show your support for women in business, it will ensure CWB is able to appropriately recognise and reward those who have excelled in our community and allow us to celebrate their achievements, while building a stronger and more engaged community.

Thank you for taking time to consider our sponsorship prospectus.

Committee Members,
Canberra Women in Business
office@cwbc.org.au