



**EVENT
SPONSORSHIP
OPPORTUNITIES**



Bairnsdale
CHAMBER OF COMMERCE & INDUSTRY

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Bairnsdale Chamber of Commerce and Industry

The Bairnsdale Chamber of Commerce and Industry (BCCI) is Bairnsdale's peak business organisation. Our vision is to be the leading relevant resource for all local businesses including microbusinesses, retailers, service sector providers, manufacturers, the professions and tech companies.

Our aim is to encourage, support and nurture business growth. We want to drive the economic prosperity and growth of Bairnsdale and region through reducing roadblocks to new and established business; facilitating business networks and support mechanisms; and

through bringing the community together through targeted events that showcase local entertainers; local entrepreneurs; local businesses; and local products, produce and innovations.

To advance outcomes for local businesses we liaise with all levels of government and lead the discussion on business and economic conditions in the region. We provide a public voice for the business community and deal regularly with the East Gippsland Shire Council; local representatives; parliamentarians and other decision makers in our advocacy.

*Driving business in the
gateway to East Gippsland*

EVENT SPONSORSHIP OPPORTUNITIES

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BCCI Events

Laneway 3875

Events involve a combination of the following:

- pop-up food stalls,
- market stalls,
- kids entertainment
- local musicians
- arts/craft stalls
- promotional tents/stalls
- dress-up character
- competitions (colouring, best hat, best costume, flower arrangement etc)
- celebrity visits



LANEWAY
3875

EST. 2021 BY BAIRNSDALE CHAMBER OF COMMERCE AND INDUSTRY

Laneway3875 Events proposed for 2024:

- Easter Laneway – laneway event held in late March to celebrate Easter – appearance by Easter Bunny - kids and family focus.
- Winterfest Laneway – laneway event held in late June/July in conjunction with East Gippsland Winterfest – Twilight/Nighttime event – families in the early hours – more adult in the later hours.
- Spring Laneway – laneway event held to coincide with Spring events in the regions – type of event will vary.
- Halloween Laneway – laneway event held around Halloween – kids and family focus.
- Christmas Laneway – laneway event held in same day as Bairnsdale Christmas Parade – appearance by Santa – kids and family focus

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BCCI Events

Networking and Business Support Events

- General Networking
- Health and Wellbeing
- Crime Prevention
- Financial Services
- NBN
- Cyber-Security

Community and Regional Promotional Activities

- Flags
- Corflute Sign Boards
- Christmas Tree and Main Street
Christmas Decorations
- Santa House and Santa Photos
- Articles and Exposure in local,
regional and state media



EVENT SPONSORSHIP OPPORTUNITIES

Barnsdale
CHAMBER OF COMMERCE & INDUSTRY

Why Sponsor?

As a non-funded, not-for-profit entity the BCCI often lacks the capital and reach needed to make our events and services a reality. We are heavily reliant on our volunteer committee, the generosity of our members, whatever grants we can access, and donations made by local businesses and the community. This is not sustainable.

In order to continue (and hopefully expand) our work advocating for businesses; promoting Bairnsdale and the region and facilitating community events we are now in the position where we need to seek out more formal sponsorship arrangements with local businesses, corporates and industry.

We are extremely grateful to have received support from many local businesses on an ad hoc basis in the past and have proven the benefits of business and BCCI partnerships within the community.

Of note was our partnership with local business, King & Heath Real Estate. Thanks to their significant sponsorship we were able to facilitate their 100-year Birthday celebrations seamlessly with our Christmas Laneway festivities in December 2023. Estimates put the attendance in the thousands.

Whilst our networking events are largely directed at businesses and community representatives, our Laneway3875 events attract a wide demographic. They are purposefully a free event to attend to facilitate the community coming together and they have proven to attract, not only the local community, but also those from the wider region, interstate and intrastate.

Attendance numbers are regularly in the high hundreds – low thousands and growing at every event. The Laneway3875 events certainly bring a much-needed focus to the Bairnsdale CBD and are held in high regard.

Sponsorship offers the following advantages to all kinds of businesses:

- Reach new audiences and establish connections with them – alongside lead generation sponsorship is an opportunity for a business to stand out amongst its competitors. It also allows sponsors to foster relationships with new customers and with the existing patrons who attend the event.
- Maximum PR and brand exposure – Sponsorship provides more extensive exposure and brand awareness than advertising which will only reach a limited audience. And it increases brand recognition by putting the company's name and products on events.
- Brand building – Sponsorship opportunities are a great branding opportunity. The sponsor will be able to project a good image and send a positive message about their brand/business through their sponsorships.
- Increase Return On Investment – Rather than spending millions on advertisements, event sponsorships can be profitable for businesses for a fraction of the cost. Through exposure leading up to and at events, sponsors get a great return on investments.
- Increased credibility – Gaining exposure can be very helpful but getting respect and commendation is far more of value. Event sponsorships are great ways to display corporate social responsibility, as well as gain respect and enhance credibility by building positive public relationships.
- Community engagement – Sponsorship is one of the most effective ways to give back to the community.

EVENT SPONSORSHIP OPPORTUNITIES



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Sponsorship Opportunities

Laneway 3875 Platinum Package **\$15,000**

- Naming Rights
 - Speaking/Presentation/Demonstration opportunities
 - Priority Social Media Promotion – facebook; instagram
 - Prominent reserved location for business marquee and product placement/display on event date
 - Business promotion event walk around (eg with dress up character)
 - Logo on signage and posters promoting event – including at main entrances to Bairnsdale
 - Prominent logo and coverage in various media
-

Laneway 3875 Gold Package (not available if event already has naming rights sponsor) **\$7,500**

- Joint Naming Rights (with another business or organisation)
 - Joint Priority Social Media Promotion
 - Joint logo and coverage in various media
 - Reserved location for business marquee and product placement / display on event date
 - Shared space for logo on signage and posters promoting event – including at main entrances to Bairnsdale.
-

Laneway 3875 Silver Package (not available if event already has naming rights sponsor) **\$5,000**

- Choice of laneway activity to support eg. Musician; kids entertainer; security
- Social Media Promotion
- Logo on signage and posters promoting event within CBD



Sponsorship Opportunities

Networking / Business Support Packages

(event specific - not available for Laneway events)

To cover expenses such as:

- Guest Speaker Fees
- Entertainment Costs
- Catering Costs
- Workshop Costs
- Venue Hire

\$500 - \$5,000

- Naming Rights (individual or joint)
- Social Media Promotion
- Reserved tickets / seating
- Logo on any presentation media
- Logo on signage and posters promoting event.
- Brochure placement at event.
- Prominent logo and coverage in various media

Competition/Raffle/Promotional Packages *(event specific)*

Financial or in-kind support to cover costs for:

- Raffle items
- Marketing
- Competition Prizes
- Rentals / Hire of equipment

Sponsorship Value - Add - Ons

- Option for Corflutes - specs and costs etc. to be discussed on an individual basis - minimum 3-month lead in time.
- Option for pre-event product placement within Bairnsdale CBD/Main Street - subject to council approval - specs and costs etc. to be discussed on an individual basis - minimum 3-month lead in time

- Option to fly promotional flags on Main Street flag poles (minimum nine flags) leading up to sponsored event or another event of community/business importance to Bairnsdale and region)
 - flag specs, costs etc. to be discussed on an individual basis - minimum 3-month lead in time

For more information on the above packages or other sponsorship or donation opportunities please contact the BCCI executive on 0431 226 343 or secretary@bccicom.au

Become a member

If you would like to become a member of the BCCI visit www.bairnsdale.org.au and complete the online form.
Or fill out the form below:

Membership Application

Business Name: _____ Contact Name: _____

Postal Address: _____

Street Address: _____

Email Address: _____ Website: _____

Mobile Phone: _____ Business Phone: _____

Business Type: _____ Number of Employees: _____

In what ways would you like the chamber to be of service to you and your business?

Membership Options

- | | | |
|-----------------------------------|--------------------------|----------|
| Community | <input type="checkbox"/> | \$20.00 |
| New Micro Business | <input type="checkbox"/> | \$50.00 |
| Business employing up to 30 staff | <input type="checkbox"/> | \$150.00 |
| Business employing above 30 staff | <input type="checkbox"/> | \$300.00 |
| Industry Organisations | <input type="checkbox"/> | \$350.00 |

Payment

Direct Deposit

Bairnsdale Chamber of Commerce
BSB: 633 000
Acc No: 105 179 055
Bendigo Bank

I, _____ of _____
hereby apply for a membership to The Bairnsdale Chamber of Commerce and Industry Inc.

Signed: _____ Date: _____

www.bairnsdale.org.au secretary@bccci.com.au

ABN 23 568 620 410

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