

## SPONSOR LETTER

*In Cairns, we rely on businesses to create jobs; provide income, services or products needed in the marketplace.*

*The Cairns Business Women's Club membership is representative of a broad spectrum of our business community. It provides a forum through monthly luncheons; evening functions and seminars to further the business network and knowledge of Cairns business women.*

The Cairns Business Women's Club is a non profit organisation, and is the premier women's networking club in the Far North region.

Launched in October 1984, it continues to bring business women together to offer mutual support, inspiration, advice & assistance through over 30 events per year, including the annual awards.

28 March, 2008

Dear Potential Sponsor,

It is my pleasure to invite you to become a 2008 Sponsor for the prestigious Cairns Business Women's Club, *Business Woman of the Year Awards*.

The annual Cairns Business Woman of the Year Awards recognises the talents and achievements of women in private enterprise and public service who are committed to success in all aspects of business. These awards have become a symbol of business success throughout the business community and the number of business women being nominated has increased substantially over recent years.

The Awards, now in their 23rd year, promise to be bigger and better. 2008 is an exciting year for Women in Business in the Cairns Region and what better way to celebrate than with the finalists on Saturday 30th August, 2008 at the Awards Black Tie Gala Ball.

I invite you to consider the opportunities available to your business, by becoming a sponsor. The success of previous Awards and the generous support provided by the business community confirms that this event is a most worthwhile marketing activity for your organization.

I take this opportunity to introduce to you Krisite Allen, the CBWC Awards Sponsorship Coordinator and Kim Gubiani, CBWC Awards Sponsor Support who are coordinating Sponsorship of the Awards. They would be delighted to talk with you and can be contacted as follows:

Kristie Allen: 4040 2840 info@cbwc.org.au  
Kim Gubiani: 4040 2840 info@cbwc.org.au

It is our hope that you partner with us to provide the Far North community with a phenomenal event of business inspiration and celebration.

In anticipation of your favourable consideration,



Shelley Evans  
President  
CBWC Inc

PO Box 7057  
Cairns Q 4870  
p: 4040 2840  
e: info@cbwc.org.au  
w: www.cbwc.org.au

### ABOUT THE AWARDS

The Cairns Business Women's Club is a non profit organisation, and is the premier women's business networking club in the Far North region.

Launched in October 1984, it continues to bring business women together to offer mutual support, inspiration, advice & assistance through over 30 events per year, including the annual awards.

#### RATIONALE FOR THE AWARDS

Each year the Cairns Business Women's Club seeks to recognise the exceptional skills of Cairns business women and the contribution they make to the business community through the annual Cairns Business Women's Club Awards.

#### ABOUT THE AWARDS

There are five categories with **two major categories**: Business Owner and Manager-in-Business; and **three distinction categories**: Small-Business Owner, Young Entrepreneur and New Direction in Business categories

##### ● The CBWC Business Woman of the Year Award

To acknowledge those who own and manage their own business of 6+ employees; for their outstanding skills and contribution to their business and the business community.

##### ● CBWC Manager-in-Business Woman of the Year Award

To acknowledge women in the public or private sector for their outstanding skills and contribution to their employer as a middle manager.

##### ● CBWC Small-Business Woman of the Year Award

To encourage those who own and manage their own small business of 1 to 5 employees; for their outstanding skills and contribution to their business.

##### ● The Young Female Entrepreneur of the Year Award

To encourage entrepreneurial women under the age of 30 who have started a business. The business needs to have been trading for a minimum of 1 year.

##### ● The New Directions in Business Award

To recognise women over 45 who in the past two years have had to start their career again and have done so by starting their own business.

#### ENCOURAGEMENT AWARD

##### Jean Skea Memorial Encouragement Award

In 1996, long serving Club member Jean Skea died and at the initiation of Jean's husband, George, and because she was held in such high regard by the Club, the *Jean Skea Memorial Encouragement Award* was set up to recognise the achievements of women in the Cairns business community. This award is given at the discretion of the judges and is open to all categories. However, to qualify, nominees must be financial members of the Cairns Business Women's Club.

#### WHO IS ELIGIBLE?

Eligibility is determined by the criteria for each Award category but, generally speaking, the Awards are open to residents of Tropical North Queensland, from Cardwell to the Torres Strait and west to the border of the Northern Territory. Depending on the category, women who own and operate their own entity; women working in business in Tropical Nth Qld who have at least two years career experience are eligible. OPEN TO MEMBERS & NON-MEMBERS.

\*\* Applicants must be available to participate in all of the event dates associated with the Awards.

\*\* Applicants must comply with relevant Award criteria (Available in the Submission Kit)

#### JUDGING CRITERIA & SUBMISSION DETAILS

Nomination may be by a colleague, club member or self nomination. Previous nominees and finalists are encouraged to nominate again. The judging panel will be made up of local business and corporate leaders. Committee members are excluded from either being nominated or serving on the judging panel. Nominees will be judged on a combination of the following;

- Current resume - detailing professional history
- Written submission - addressing criteria in a questionnaire provided upon nomination
- Interview with a Judging Panel of regional Business Leaders

#### IMPORTANT DATES - 2008

Awards Launch:	8 April, 08
Close of Nominations:	6 June, 08
Showcase Evening:	21 May, 08
Close of Submissions:	17 July, 08
Cocktail Party:	6 Aug, 08
Finalist's Master Class	28 and 29 Jul 08
Judging:	18, 19, 20 Aug 08
Awards Gala Ball	30 Aug 08

**Step 1**  
Nominate a friend, colleague or your Manager. You don't need their permission. In fact it can be a complimentary surprise for them.

**Step 2**  
Send to the CBWC

**Step 3**  
Your colleague or friend will receive a letter from the President of the CBWC advising them of their nomination and an invitation to attend the Awards Showcase Evening on 25 July.

At this event they will receive a Submission Kit. This kit will help them decide whether or not they would like to accept the Nomination and send in a Submission.

## AWARDS SPONSORSHIP

### PLATINUM

*Most prestigious level of Sponsorship*

**Cash only Sponsorship:**

**\$10 000 + gst**

The **PLATINUM** Sponsorship benefits include:

- Recognition as a PLATINUM Sponsor of the CBWC Business Woman of the Year Awards and an opportunity to showcase your business to over 1800 regional businesses; indirectly reaching over 2000+ through all Awards promotional and advertising material including radio and television mediums.
- **Exclusive to Platinum Sponsors only** - for only the second time in the history of the CBWC Business Woman of the Year Awards, Platinum Sponsors will have the prestigious naming rights to one (1) of the following Award categories;
  - e.g. *In Touch In Business* Young Female Entrepreneur of the Year Award OR
  - e.g. *Status Plus* New Directions in Business Award OR
  - e.g. *AusIndustry* Small Business Woman of the Year Award
- Two (2) tickets to CBWC Business Woman of the Year Awards *Pre-Judging Cocktail Evening* (value: \$60)
- Two (2) tickets to the CBWC Business Woman of the Year Awards *Black Tie Gala Ball* (valued at \$275.00)
- Two (2) tickets to CBWC Business Woman of the Year Awards *Gala Ball Pre-Dinner Drinks to meet the CBWC Award Finalists* (valued \$80)
- Opportunity to showcase your business and network with over 200+ guests attending the following Award's functions:
  - Awards *Showcase Evening* (50+ guests)
  - Awards *Pre-Judging Cocktail Evening* (100+ guests)
  - Awards *Gala Ball Pre-Dinner Drinks* (50+ guests)
  - Awards *Black Tie Gala Ball* (250+ guests)
- Verbal promotion and acknowledgement by Master of Ceremonies at the following Awards functions:
  - Awards Showcase Evening
  - Awards Pre-Judging Cocktail Evening
  - Awards Gala Ball Pre-Dinner Drinks and Awards Black Tie Gala Ball
- 30 second Advertorial or Infomercial at the Awards Black Tie Gala Ball
- Company representative to be on stage at the Awards Gala Ball: 30 second thank you speech and make presentation of Trophy to Winner
- Opportunity to showcase your business logo to 240+ guests printed on:
  - Awards Application / Submission Kit (If signed by mid April) (200 kits)
  - Judges Kits (12 kits)
  - Gala Ball Event Program and Gala Ball Dinner Menu
  - Award Promotion Pull Up Banner
  - Logo featured regularly during the PowerPoint presentation at the Awards Gala Ball
  - A letter from the CBWC President to all finalists promoting support for your sponsorship
  - Logo included in the Cairns Post double page Feature promoting Award Finalists and their achievements (Aug 08)
- Logo identified as a PLATINUM Sponsor on promotional material indirectly reaching over 5000+ through promotional advertising;
  - Radio, including acknowledgements by President on radio talk back in the months leading up to the Awards, indirectly reaching an audience of many thousands of listeners + one (1) Radio Interview with President
  - Television, including Awards Advertising Campaign and on occasion, television story features
- Logo on twelve (12) exclusive HTML Award eCommunication sends –emailed to a business audience of over 1800 businesses on the CBWC database.

The Cairns Business Women's Club hosts over 30+ Events per annum with an average attendance at the Monthly Networking Luncheons of 160+ guests.

Events include:  
Networking evenings  
Meet & Greet  
Breakfasts  
National & International  
Motivational Speakers  
Business Workshops  
Seminars  
Mentoring & Coaching Programs

## AWARDS SPONSORSHIP

### GOLD

#### VIP level of Sponsorship

#### Cash only Sponsorship:

\$5000 + gst

*"Thank you for the opportunity to be a part of such a fabulous event. We got such great value for money for our sponsorship contribution. How do we sign up for next year?"*

Andrea Jackson  
Forest Gardens  
Delfin Lend Lease  
Awards Sponsor  
06 & 07



The **GOLD** Sponsorship benefits include:

- Recognition as a GOLD Sponsor of the CBWC Business Woman of the Year Awards and an opportunity to showcase your business to over 1800 regional businesses; indirectly reaching over 2000+ through all Awards promotional and advertising material including radio and television mediums.
- Two (2) tickets to CBWC Business Woman of the Year Awards *Pre-Judging Cocktail Evening* (value: \$60)
- Two (2) tickets to the CBWC Business Woman of the Year Awards *Black Tie Gala Ball* (valued at \$275.00)
- Two (2) tickets to CBWC Business Woman of the Year Awards *Gala Ball Pre-Dinner Drinks to meet the CBWC Award Finalists* (valued \$80)
- Opportunity to showcase your business and network with over 200+ guests attending the following Award's functions:
  - Awards *Showcase Evening* (50+ guests)
  - Awards *Pre-Judging Cocktail Evening* (100+ guests)
  - Awards *Gala Ball Pre-Dinner Drinks* (50+ guests)
  - Awards *Black Tie Gala Ball* (250+ guests)
- Verbal promotion and acknowledgement by Master of Ceremonies at the following Awards functions:
  - Awards Showcase Evening
  - Awards Pre-Judging Cocktail Evening
  - Awards Gala Ball Pre-Dinner Drinks
  - Awards Black Tie Gala Ball
- Opportunity to showcase your business **logo** to 240+ guests printed on:
  - Awards Application / Submission Kit (if signed by mid April) (200 kits)
  - Judges Kits (12 kits)
  - Gala Ball Event Program
  - Gala Ball Dinner Menu
  - Award Promotion Pull Up Banner
  - Logo featured regularly during the PowerPoint presentation at the Awards Gala Ball
  - A letter from the CBWC President to all finalists promoting support for your sponsorship
  - **Business Name** included in the Cairns Post 3 page Feature promoting Award Finalists and their achievements (Aug 08)
- Logo identified as a GOLD Sponsor on promotional material indirectly reaching over 5000+ through promotional advertising;
  - Radio, including acknowledgements by President on radio talk back in the months leading up to the Awards, indirectly reaching an audience of many thousands of listeners + one (1) Radio Interview with President
  - Television, including Awards Advertising Campaign and on occasion, television story features
- **Logo** in twelve (12) exclusive HTML Award eCommunication sends—emailed to a business audience of over 1800 businesses on the CBWC database.

Over 1800 businesses are registered on the CBWC database.

The CBWC eNoticeboard service is sent to these businesses promoting member and non-member business to business advertising.

These email sends boast an average 70% open rate and a 56% forward on rate.

## AWARDS SPONSORSHIP

### SILVER

#### Cash or Prizes

To the value of \$3000 + gst

*"The CBWC Business Woman of the Year Awards are one of the most prestigious awards and we are proud to be associated with them as Silver Sponsors."*

Sue Fairley  
Small Business Field  
Officers

Awards Sponsor 06



Small Business Field Officers

The **SILVER** Sponsorship benefits include:

- Recognition as a SILVER Sponsor of the CBWC Business Woman of the Year Awards and an opportunity to showcase your business to over 1800 regional businesses; indirectly reaching over 2000+ through promotional and advertising material.
- Two (2) tickets to CBWC Business Woman of the Year Awards *Pre-Judging Cocktail Evening* (value: \$60)
- Two (2) tickets to the CBWC Business Woman of the Year Awards *Black Tie Gala Ball* (valued at \$275.00)
- Opportunity to showcase your business and network with over 200+ guests attending the following Award's functions:
  - Awards *Showcase Evening* (50+ guests)
  - Awards *Pre-Judging Cocktail Evening* (100+ guests)
  - Awards *Black Tie Gala Ball* (250+ guests)
- Verbal promotion and acknowledgement by Master of Ceremonies at the following Awards functions:
  - Awards *Showcase Evening*
  - Awards *Pre-Judging Cocktail Evening*
  - Awards *Black Tie Gala Ball*
- Opportunity to showcase your business logo to 240+ guests printed on:
  - Award Application / Submission Kit (if signed by mid April) (200 kits)
  - Judges Kits (12 kits)
  - Gala Ball Event Program (240+)
  - Gala Ball Dinner Menu
  - Award Promotion Pull Up Banner (x 1)
  - Logo featured regularly during the PowerPoint presentation at the Awards Gala Ball
  - A letter from the CBWC President to all finalists promoting support for your sponsorship
  - **Business Name** included in the Cairns Post 3 page Feature promoting Award Finalists and their achievements (Aug 08)
- Logo identified as a SILVER Sponsor on promotional material indirectly reaching over 5000+ through promotional advertising;
  - Radio, including acknowledgements by President on radio talk back in the months leading up to the Awards, indirectly reaching an audience of many thousands of listeners
- Written acknowledgement/thank you in two (2) exclusive HTML Award eCommunication sends—emailed to a business audience of over 1800 businesses on the CBWC database (Business Name).

The CBWC is an ambassador for over 480 Members who contribute millions of dollars to the regional economy.

Members range from multi-million dollar corporate businesses, government bodies, small and medium businesses and home based businesses.

## AWARDS SPONSORSHIP

### BRONZE

#### Cash or Prizes

To the value of \$1500 + gst

*"I have donated prizes to the CBWC Awards for over 3 years now and I love being involved. The Master of Ceremonies always generously promotes us; we love attending the Gala Ball and last year we received thank you cards from the finalists. Our business is under the spotlight and we have loyal customers who say they rang us after seeing the baskets we supplied for the winners of the Awards."*

Jill Morris  
Simply Hampers  
Sponsor 06



The **BRONZE** Sponsorship benefits include:

- Recognition as a BRONZE Sponsor of the CBWC Business Woman of the Year Awards
- One (1) ticket to CBWC Business Woman of the Year Awards *Pre-Judging Cocktail Party* (value: \$30)
- Opportunity to showcase your business to and network with over 200+ guests attending the following Awards functions:
  - Awards Pre-Judging Cocktail Evening (100+ guests)
  - Awards Black Tie Gala Ball (250+ guests)
- Verbal promotion and acknowledgement by Master of Ceremonies at the following Awards functions:
  - Awards Pre-Judging Cocktail Evening
  - Awards Black Tie Gala Ball
- Business Name or Logo printed on:
  - Award Application / Submission Kit (if signed by mid April) (200 kits) (logo)
  - Judges Kits (12 kits) (logo)
  - Gala Ball Event Program (business name)
  - Gala Ball Dinner Menu (logo)
  - Award Promotion Pull Up Banner (Business Name only) (x 1)
  - Logo featured regularly during the PowerPoint presentation at the Awards Gala Ball
  - A letter from the CBWC President to all finalists promoting support for your sponsorship
  - Business Name included in the Cairns Post 3 page Feature promoting Award Finalists and their achievements (Aug 08)
- Written acknowledgement/thank you in two (2) exclusive HTML Award eCommunication sends—emailed to a business audience of over 1800 businesses on the CBWC database (Business Name).

The CBWC has a fabulous relationship with their Annual Club Partners:

- Bendigo Bank
- 4CA FM
- MacDonnells Law
- Seven
- Forest Gardens

Together they contribute a whopping \$40 000 to the success of the CBWC.

## AWARDS SPONSORSHIP

### eNote Sponsor

Cash

\$250 + gst

An **eNote** is a HTML designed and formatted email that is sent weekly to various audiences during the Awards campaign.

It is written for Award Nominees and later Finalists but is sent to an audience including CBWC committee, sponsors, judges and event guests.

The total database of this campaign starts at 80 to 100 businesses and builds to 300+ by the time of the Gala Ball.

The **eInvite** Sponsorship benefits include:

- **Business Logo** on six (6) exclusive eNotes sent to the CBWC database of 1800 businesses during the Awards campaign
- **Business Description** on six (6) exclusive eNotes sent to the CBWC database of 1800 businesses during the Awards campaign
- **Business Website Link** on six (6) exclusive eNotes sent to the CBWC database of 1800 businesses during the Awards campaign
- One (1) ticket to CBWC Business Woman of the Year Awards *Pre-Judging Cocktail Party* (value: \$30)

Opportunity to showcase your business to 300+ businesses inviting them to visit your website or through your business door simply by offering a product or service that the Nominees and Finalists will need to purchase during their involvement with the Awards

- Business Name and logo printed on:
  - A letter from the CBWC President to all finalists promoting support for your sponsorship
- Written acknowledgement/thank you in one (1) exclusive HTML Award eCommunication send - emailed to a business audience of over 1300 businesses on the CBWC database (Business Name).

Type 1 eNote Sponsor ↓	Type 2 eNote Sponsor ↓
eNote Campaign Round 1 Six (6) email sends (Jul to Aug)	eNote Campaign Round 2 Six (6) email sends (Sept to Oct)
Type: Businesses who can provide Applicants with Copy writing, Glamour photography; Submission writing; Graphic Design layout	Type: Businesses who can provide finalists, committee, guests, judges and other sponsors with Black Tie dresses; make-up; stylists; jewellery and shoes.
The Sponsors on these eNotes are promoted to the Applicants to use their services to write, format and design their submission	These Sponsors on the eNotes are promoted to all guests, committee, sponsors and finalists to use their products and services to become glamorous for the Gala Ball.

## AWARDS SPONSORSHIP

### **GIFT BAG Sponsor** **Promotional Gift** **Gifts for total # of guests at Gala Ball**

The **GIFT BAG** Sponsorship is an opportunity to promote your business by providing 250+ promotional gifts for the Awards Gala Ball Gift Bags.

In 2007 the Gift Bags were a huge hit with guests talking all night about the fabulous promotional products with many guests commenting on how generous the business contributors were.

The Awards Gala Ball Master of Ceremonies takes time throughout the evening to promote the gifts in the bags.

Only one business per industry and your gift must be lodged with the CBWC Secretariat so that a double up of promotional gifts does not occur.

The gift must be a 'gift' and cannot be a promotional flyer, business card nor voucher.

We encourage you to think outside the square and provide a gift that includes your business logo and showcases what you do.

Some popular examples:

- Lipstick - Wet your lips at **Sassi Shoe Boutique**
- Toy car - **NQ Crash and 4WD Drive Spares**
- Compact Mirror - Take a look at your Sales with **Zanzoo Sales Solutions**
- Chocolate Money - Invest in yourself at **WHK Greenwoods**
- Diamante Pen - Put some sparkle in your day at **Ella Bache**

Thank you to our 2007 SPONSORS

## PLATINUM SPONSORS



# Forest GARDENS

## SILVER SPONSORS



## GOLD SPONSORS



SOFITEL REEF CASINO  
CAIRNS



## BRONZE SPONSORS

- Bendigo Bank
- Calanna Pharmacy
- Ella Bache, Cairns
- Tea Lily
- The Horizon at Mission Beach
- Yalumba Wines
- Ginni Boutique
- The Jade Cosmetic Clinic
- Rainflowers and Wedding Bells Florist
- TJC Business Services
- Suzanne Ashmore Graphic Design
- Calypso Productions
- Simply Hampers... simply the best
- Local Directories
- Jewel Hair Boutique

## eNote Sponsors

- Conceptual Graphic Design
- Hot Chilli Public Relations
- Hot Croc Advertising
- TJC Business Services
- Suzanne Ashmore Graphic Design
- Calypso Productions

- JaLea Beauty and Hair
- Sassi Shoe Boutique
- Shine by Val Carne Collections
- Sur La Cote Fashions

## HISTORY OF THE AWARDS

### HISTORY OF THE AWARDS

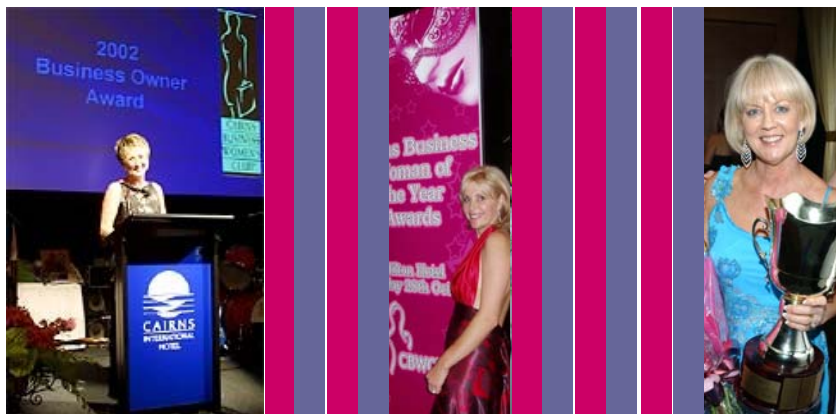
The Cairns Business Women's Club Annual Awards are now in their 23rd year and going from strength to strength. Each year the Cairns Business Women's Club seeks to recognise the exceptional skills of women in business and corporate leadership from the Cairns region and the contribution they make to the community as a whole. The Awards are open to both members and non-members.

Since the first Awards were held in 1985, top business women from a diverse range of industries and across the region have been participating in this program. Many of these business women are ordinary people who rarely pause to consider the extra-ordinary things they do in their daily lives. These business owners and corporate leaders stand out from the crowd and step up to be recognised for their skills and contribution to their business and the community.

The Club's annual awards have now become one of the most recognised and sought after 'badges of honour' in the Cairns business community. Traditionally held in the second half of the calendar year, the awards include:

- **Business Woman of the Year (Business Owner)** - To acknowledge those who own and manage their own business of 6+ employees; for their outstanding skills and contribution to their business and the business community.
- **Manager-in-Business Woman of the Year** - To acknowledge women in the public or private sector for their outstanding skills and contribution to their employer as a middle manager.
- **Small-Business Woman of the Year**—To encourage those who own and manage their own small business of 1 to 5 employees; for their outstanding skills and contribution to their business.
- **Young Female Entrepreneur of the Year**—To encourage entrepreneurial women under the age of 30 who have started a business. The business needs to have been trading for a minimum of 1 year.
- **New Directions in Business Woman of the Year** - To recognise women over 45 who in the past two years have had to start their career again and have done so by starting their own business.
- **The Jean Skea Memorial Encouragement Award** - special recognition granted at the discretion of the judges and is open only to members of the club.

The Awards recognise the enormous contribution women give to the business community, and allows them the opportunity to showcase their talents and achievements. The number of women being nominated has increased substantially over recent years, which in turn generates greater awareness, sponsor support and media attention.



## SPONSORSHIP REGISTRATION FORM

Please complete  
and return this  
form by fax to:

**4041 3821**  
**(fax)**

Name of Business: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Phone: \_\_\_\_\_ Direct line: \_\_\_\_\_ Mobile \_\_\_\_\_  
Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
Postal Address: \_\_\_\_\_  
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Please tick your preference:

- I am unable to participate as a sponsor or exhibitor but would like to receive information about the event.
- Yes**, I would like to be part of the 2008 CBWC Business Woman of Year Awards, I accept sponsorship level:

(please circle)

**Platinum**      **Gold**      **Silver**      **Bronze**      **eNote**

- Yes**, I will offer to be a
- CASH sponsor
  - PRIZE sponsor

- PRINT**, your preferred business name for signage :

- Yes**, I have a high resolution business logo that I would like used in printed promotional material. Please email in jpg format to [info@cbwc.org.au](mailto:info@cbwc.org.au)
- Prize**: print details of prize package including value of the prize/s

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

### PAYMENT OPTIONS:

#### Post Cheque

Made payable to "Cairns Business Women's Club Inc"  
Post to: PO Box 7057, Cairns Qld 4870

#### Online Bank Transfer

Bank Account: Bendigo Bank  
BSB: 633000  
Account Number: 121179162

Please reference your transfer with: eg 'GOLDCompanyName'  
A Tax Invoice will be sent to you upon processing of the Sponsorship Registration Form.

For further information:  
Cairns Business Women's Club Secretariat - (07) 4040 2840