



FRANKSTON
BUSINESS NETWORK

Sponsorship Program

- 2016-

“Invest in Your Future”



Frankston Business Network

Operating since 1955, the Frankston Business Network (“**FBN**”) – formerly Greater Frankston Business Chamber - is the leading organization promoting prosperity in the greater Frankston business community.

This is achieved through:

- ✓ Networking and relationship building strategies
- ✓ Lead generation across memberships
- ✓ Lobbying government on important business issues
- ✓ Training, information and education
- ✓ Assistance to access financial support/grants
- ✓ Being actively involved in relevant community activities
- ✓ Recognizing and rewarding achievement through business awards

Invest in Your Future

The benefits of partnering FBN:

- ✓ Expose your business to member organisations and their employees, and more broadly to the 9,500 local businesses in the greater Frankston area
- ✓ Be part of a visible and respected business group which lobbies on key business issues
- ✓ Raise your brand profile through professional and regular communication to members and our preferred media

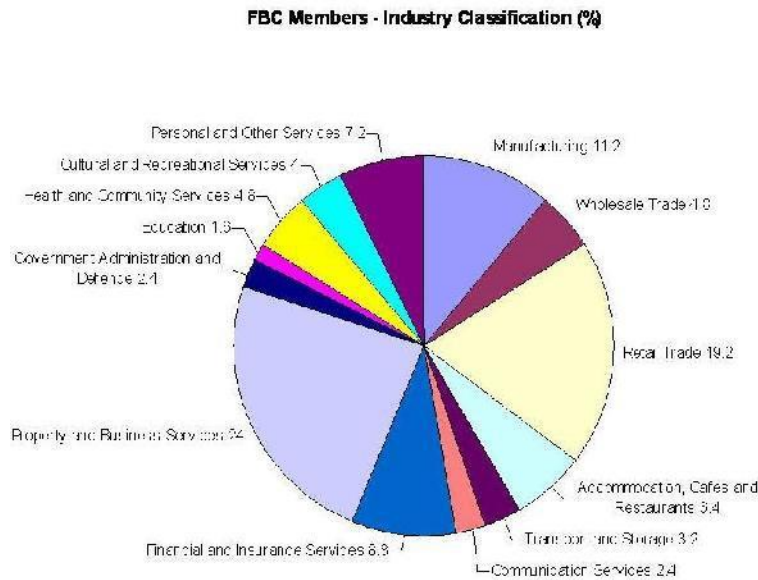
Our benchmark sponsorship programs range from \$2,500 to \$10,000 per annum.

We also customize sponsorship to meet your commercial marketing requirements!



Greater Frankston Demographics

FBN aims for a membership base of **400 in 2015/2016**



Our members represent all industry sectors, and include the region's largest employers and business identities including, Australian Arrow, Chisholm Institute of TAFE, Peninsula Health, and Bayside Shopping Centre.

Through our strong strategic relationship with Frankston City Council we have the opportunity to communicate with **9,500 local businesses** and approximately **120,000 residents**. We also have a strong relationship with Mornington Peninsula Shire and often promote our activities to their 13,000 strong business community.

\$7.1 billion revenue is generated in the immediate Frankston region, with **36,500** employees across all industry sectors.

Main Greater Frankston industry sectors:

- 19% health care & social*
- 16% retail*
- 11% manufacturing*
- 10% education & training*
- 9% construction*
- 7% accommodation & food*

Increased 2016 Benefits!

FBN supports your business within a comprehensive marketing and communication strategy.

.....and in 2016 our networking events and marketing opportunities are sensational!

1. Promotional material & media

a. e-bulletin – FBN regularly communicates with its members – an average of 2 e-bulletins are distributed to its mailing list each month.

b. Linking-in – A strong working relationship with Frankston City Council Economic Development team ensures FBN leverages off their communication tools.

- ◆ Linkages with Council online-business directory www.businessfrankston.com.au (15,000 visits per month)

- ◆ Promotion of FBN events on the Council online events calendar

- ◆ Regular reference in E-bulletins (one per month to a database of 2,000 businesses)

- ◆ Articles in Frankston City News – Council's bi-monthly newspaper, distributed to 50,000 properties throughout the municipality and displayed at Council offices

d. Local media - Leader Newspapers, Visitor Publications & Frankston TV support members with exposure, advertising & editorial.

2. Business networking events

a. Networking Nights – 11 networking nights throughout the year with drinks & nibbles. Most nights are hosted by members at their premises offering great exposure.

b. Business Breakfasts – 4 morning meetings with recognized business speakers, in conjunction with Monash University Peninsula Campus, Frankston City Council and Mornington Peninsula Shire.

c. Women's lunches – 2 business lunches with guest business speakers.

d. Business seminars – 18 seminars held at the prestigious Quest complex in conjunction with Frankston City Council. Topics are aimed at assisting local business with governance, legal, business management, OH & S and many other relevant activities.

3. Social & Special Events

- a. **Fun nights** – 4 drinks/nibbles evenings rotating at member licensed cafes or restaurants
- b. **Trivia Night** – Each year around July we hold a Trivia Night to help raise money for our Not for Profit members
- c. **Race Day** – Each year around Spring Racing Carnival time our member *Mornington Racing Club* turns on a special FBN race day open for members, family & friends/clients. Opportunities to sponsor races and enjoy hospitality are included in this unique event.



Sponsorship Program Benefits 2016

1. Platinum Sponsor

- ✓ Prominent display/branding of your company logo on FBN's:
 - Letterhead (*large logo, primary position*)
 - Newsletter (*large logo, primary position*)
 - Website Homepage and sponsors page – www.frankstonbusinessnetwork.com.au.
 - E-bulletin communications (*large logo, primary position*)
 - Banner (*displayed at all events during the year*)
 - Promotional material for special events

- ✓ Prominent display/branding of your company banner at all FBN events:
 - Networking Nights
 - Business Breakfasts
 - Business Seminars

- ✓ A 5 minute presentation at 2 Networking Nights
- ✓ Six (6) complimentary tickets to the FMP Breakfast Series
- ✓ Display of your company brochures on the registration table at Networking Nights
- ✓ Ability for 6 free Facebook posts
- ✓ Individual recognition at FBN networking nights and AGM
- ✓ 4 promotional email blasts to the FBN members during the year
- ✓ Promotion of your business via 6 member offers throughout the year
- ✓ The opportunity to provide door prizes at events
- ✓ A hyperlink back to your company website from all electronic communications (*including website and E-bulletins*)

Investment

\$10,000

In combination with the above, we can tailor a package to suit your business requirements

2. Gold Sponsor

- ✓ Display of your company logo on FBN's:
 - Letterhead
 - Newsletter
 - Website Homepage and sponsors page – www.frankstonbusinessnetwork.com.au.
 - E-bulletin communications
- ✓ Banner Shared (*displayed at Networking Nights*)
- ✓ A short presentation at 1 Networking Night
- ✓ Display of your company brochures on the registration table at Networking Nights
- ✓ Individual recognition at FBN Networking Nights and AGM
- ✓ Two (2) promotional email blasts to FBN members during the year
- ✓ Promotion of your business via four (4) member offers throughout the year
- ✓ Four (4) complimentary tickets to the FMP Breakfast Series
- ✓ The opportunity to provide door prizes at events
- ✓ A hyperlink back to your company website from all electronic communications (*includes website and E-bulletins*)

Investment

\$5,000

In combination with the above, we can tailor a package to suit your business requirements



3. Silver Sponsor

- ✓ Display of your company name and smaller Logo on FBN's:
 - Newsletter
 - Website sponsors page – www.frankstonbusinessnetwork.com.au
 - Banner Shared (*displayed at all events during the year*)
- ✓ Display of your company brochures on the registration table at FBN Networking Nights
- ✓ Individual recognition at FBN AGM
- ✓ Two (2) complimentary tickets to the FMP Breakfast Series
- ✓ Promotion of your business via two (2) member offers throughout the year
- ✓ The opportunity to provide door prizes at events
- ✓ A hyperlink back to your company website from all electronic communications (*includes website and E-bulletins*)

Investment

\$2,500

In combination with the above, we can tailor a package to suit your business requirements



5. Networking Nights Hosting

FBN holds 11 Networking Nights throughout the year, with up to 160 members attending each night. The benefits for hosting an individual (1) night are as follows:



- ✓ Your company can nominate a suitable venue for one or several Networking Nights eg. at your office/factory
- ✓ Display of company logo on promotional material for that event
- ✓ A 5 minute presentation/introduction. A longer presentation on a topic of interest may be given with the agreement of FBN
- ✓ Business cards are provided after collation
- ✓ The sponsorship investment covers cost of food and drinks (hors d'oeuvres/2 drinks)
- ✓ FBN staff can provide suggestions and assistance for the venue and catering where required

Investment

\$2,500



6. Special Events

Throughout the year FBN may hold 'Non Standard' or one-off special events.

Past events have included:

- Members and Guests Golf Day – held at prestigious courses throughout the Greater Frankston region
- Family Race Day – held at Mornington Racing Club with options to sponsor races, invite guests and enjoy a unique hospitality experience
- Trivia Night – held at a central Frankston venue to raise funds for the charity or NFP of your choice

Sponsorship packages may be developed for each event. These packages will be promoted on the FBN website.

Members are invited to create a special event to personalise their marketing needs.



Sponsorship Application

Contact:

Position

Company

Address

Suburb

State:

Postcode:

Telephone:

Mobile:

Email:

Sponsorship Opportunities:

Annual Sponsors:

Platinum Sponsor \$10,000

Gold Sponsor \$5,000

Silver Sponsor \$2,500

Networking Night \$2,500

Special Event – Naming Rights \$4,000

Golf Day *(please circle sponsorship level)* \$500 \$1,000 \$2,000

Detail of sponsorship:

Payment Details:

I would like an invoice generated

Please Return Sponsorship Application form to
Frankston Business Network
Fax (03) 9781 1422 or info@frankstonchamber.com.au
PO Box 266, FRANKSTON VIC 3199