



Sponsorship Proposal

Introduction to Marketing Women Sydney

Marketing Women is a not for profit association that aims to provide women working in the Marketing profession with a forum to establish an objective mentoring relationship, receive guidance and advice, and to benefit from networking across the industry in a relaxed and less formal fashion.

Through special networking events and a mentoring program the association provides opportunities for women in Marketing to support each other and to continue the process of learning.

Established in 1997, and now running its 10th programme, the Association has attracted, trained and provided mentor relationships for over 400 professional marketers in companies of varying sizes or who are business owners.

As a not for profit organisation funds to run the program are only obtained from supportive sponsors and individual members who pay an annual membership fee which is kept minimal in order to make the programme as accessible as possible to a wide group.

Marketing Women Association is run by experienced marketing professionals who give their time voluntarily.

Networking Events

Marketing Women coordinates a number of special events throughout the year. These events feature guest speakers who discuss topics ranging from networking to strategies for career growth.

Previous events have been very warmly received and with between 60- 100 attendees at any given function. Previous success illustrates that there is a strong demand from a vast network of women within the sales & marketing arena here in Sydney.

Some previous topics covered were Professional development, Insights into the Marketing Industry and Empowering women in business.



Mentoring Program

The mentoring program commences in April of each year and runs for 6 months. Each program can cater for up to 50 pairs of mentors and mentorees. A number of high calibre Marketing professionals from Marketing Director level down kindly volunteer to give up their time to assist in the support and development of a less experienced Marketing professional.

Marketing Women Sydney program is run by consultant and coach Melissa Richardson of Horizons Unlimited who provides the professionally structured format and all training undertaken throughout the 6 month programme.

The Opportunity

There are a limited number of sponsorship packages available to organisations interested in supporting and being supported by the Association.

Marketing Women Association Sydney currently has an opportunity to sponsor Networking events during 2008.

Networking Events (3 planned each year):

When: Start, middle and end of mentor program – approximately May, August and October

Where: Within Sydney CBD or surrounding metro area in a conference room in a hotel

Why: To provide networking opportunities for marketing women

Who: Guest speakers, inspirational business women, accomplished sports persons

How many people attend: Ranges from 60 to 100?

Audience: Professional marketing women – who are decision makers, empowering and influential women

Cost: An option of sponsoring all 3 events for entire year for only \$4000+GST or can sponsor only one event for \$1500+GST.



Marketing Women Sydney	3 x NETWORKING EVENTS
Sponsorship benefits	\$4,000+ GST for all \$1,500 for 1
Naming rights for all events	✓
Opportunity to distribute material at all events	✓
Presentation of product or company credentials at all events	✓
Mention of company in articles provided to outside media, including media releases promoting event	✓
5-10 minute speaking slot at all events	✓
Signage at all events	✓
Provision for two employees from company to attend events at no charge	✓
Feature on the invitation which is mailed to over 400 marketing women	✓

Companies that have taken membership and sponsored events over the life of the association include Toyota, Galileo Kaleidoscope, Peppers, Intercontinental Hotels, Hausmann Communications, Telstra, 3M, Michael Page and Associates, TNS and Landor.

Further Information

Please contact our Sponsorship Committee to discuss this fantastic opportunity further or to obtain more information.

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