

NETWORKING THE CLARENCE

C-BEAS SPONSOR PARTNER PACKAGE

WHAT IS NETWORKING THE CLARENCE?

Networking the Clarence is a new event which aims to encourage **business to business** relationships by meeting in a relaxed, social setting. Each month **C-BEAS** and a **Sponsor Partner** will host the event in Yamba, Maclean or Grafton, and “cross pollination” of businesses at these events is encouraged. Your potential customers, supporters and associates aren't just in your town – try visiting an event outside of your local area for even more impact!

THE AUDIENCE - YOUR TARGET MARKET

WHO ATTENDS

- people thinking about starting a business
- entrepreneurs
- home-based businesses
- micro businesses
- small businesses

In short, people planning or actually operating a business within the Clarence Valley will attend, across a broad spectrum of industries – from hospitality to education, professional services to trades, not for profit organisations and retailers to name just a few. It's this rich diversity that makes **Networking the Clarence** a unique and essential event.

OUR MARKETING STRATEGY

PRICE

The entry price is **\$5 per person** for each event, paid in cash at the door. By offering a low entry price, we keep the event affordable and accessible to all business operators. This low cost will also allow us to attract individuals who are nurturing a business idea, out-of-towners who might be researching the Clarence Valley as a place to commence trading or move their existing business, as well as business operators who wish to pay for their management team or other staff to attend.

We realise that there are not a lot of opportunities to attend networking events in our region, so to avoid pricing people out of our event we have selected a low price point that encourages people to come.

PROMOTION

C-BEAS will undertake the promotion of **Networking the Clarence** in a number of ways:

Media outlets – Press release to local radio and newspapers, and radio advertising before each event

Online - via **C-BEAS** website and our profile page with the Clarence Creative site

Electronic media –advertising in the monthly **BEAS-NEEDS** newsletter and emails to our database

Other contacts – when meeting with clients, participating in other business gatherings such as Chamber of Commerce meetings, or at our own workshops and presentations, **C-BEAS** will promote **Networking the Clarence** face to face. Where arrangements are in place, forward advertising at each **Networking the Clarence** event will also be undertaken. **Sponsor Partners** are encouraged to promote the event to their own contacts in the Valley.

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WHY SPONSOR NETWORKING THE CLARENCE?

Networking the Clarence is a chance to develop business relationships as well as increase awareness of you and your brand and reach new target markets.

C-BEAS aims to provide opportunities for the Clarence Valley business community to grow and prosper. Becoming a **C-BEAS Sponsor Partner** for **Networking the Clarence** will see you join forces with an organisation that is fully dedicated to serving businesses in the local area.

OUR SIMPLE SPONSOR PARTNER PACKAGE

No levels or complicated arrangements, just one easy, cost effective package for all of our **Sponsor Partners**

YOU GIVE

- the cost of catering for finger food

YOU RECEIVE

- the chance to speak for 5 minutes at your sponsored event about your core business
- one business card sized ad in the **BEAS-NEEDS** newsletter after the event
- a short "wrap up" column (up to 150 words) by the editor in the **BEAS-NEEDS** newsletter after the event
- prominent display space for your own signage, flyers and products on the night

PLUS

C-BEAS will promote the event face to face, via email, online and through media outlets as already outlined.

HOW TO BECOME A SPONSOR PARTNER

Simply contact Di Ford at **C-BEAS** on 6642 9703 or email projects@cbeas.org.au to book your place as the next **Networking the Clarence Sponsor Partner!**

