



Sponsorship and Event Prospectus

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NSW Small Business Month, October 2019.

October is NSW Small Business Month and across our State there are hundreds of Events organised by the NSW Government, Local Government, Chambers of Commerce and Small Business Owners to give back to the Small Business Community. Small Business Month will feature seven themes for in 2019.

- **Starting a business:** for entrepreneurs with a business idea looking to learn key essentials such as applying for an Australian Business Number (ABN), registering a domain name and managing finances.
- **Business basics:** learn the essentials to growing a successful business, including business planning, financial management, managing staff and more.
- **Digital future:** for small businesses looking to build an online presence, learn new technologies, create a digital strategy or simply utilise opportunities to grow digitally.
- **Marketing and social media:** an opportunity for small businesses to understand how social media works, create a social presence, reach new audiences or grow their current expertise.
- **Disruption ready:** from natural disasters to new technologies, it is important for businesses to plan to survive and thrive.
- **Aboriginal businesses:** empowering aboriginal entrepreneurs with information and tools to start and/or grow their business.
- **Women in business:** exclusive opportunities for women keen to start or grow their business with advice, tools and insights from a community of inspirational and successful female leaders.

Who is the Greater Western Sydney Business Booster For?

The answer: Greater Western Sydney's Small Business Owners from Side Hustlers and Start-ups to Growing and Established Business Owners.

Highlights for 2019 Greater Western Sydney Business Booster will include

1. Business Planning and Resilience to align with Starting a Business and Business Basics
2. Innovation and Entrepreneurship to align with Digital Future and Marketing and Social Media
3. Opportunities in Western Sydney: Local Business Wonder Women including a Panel Discussion featuring successful small business women from Western Sydney.

More About Blacktown as this year's Host City.

Blacktown City is home to over 23,000 businesses that provide over 138,000 jobs to the residents of Western Sydney. The majority of this employment is in manufacturing followed by retail and wholesale trade services, then health and community services.

Our City offers a variety of strategic advantages for business located in the City including three motorways, the M4, the M2 and the Westlink M7 which creates an orbital ring road around the Sydney metropolitan area.

Blacktown also has an increasingly skilled workforce, with relatively lower rates of unemployment than at previous times. As a home to over 366,000 residents and a strong higher education presence, Blacktown is continuing to grow and compete internationally.

About Business Booster

Key members of the Greater Western Sydney small business community are sharing their knowledge and expertise at the Business Booster. This is your opportunity to:

- ***Invest the time to work on your Business***
- ***Connect with Blacktown's Small Business Community***
- ***Learn strategies to grow your Business***
- ***Connect and network with other members of the Small Business Community in Greater Western Sydney***
- ***Showcase your own Local B2B products and services.***

The 2019 Program

This year's Business Booster will open doors at 9am for networking and Trade Tables. The official proceedings start at the small business friendly time of 10am to 4pm. This allows for our small business owners to keep their early morning and family routine the same and also to be back in the business or attending to the end of day routine. This year's Business Booster Program will consist of four key elements.

1. Morning Talks: Updates from Council and Service NSW supporting Small Business
2. Local Small Business Wonder Women: a panel discussion to inspire the next generation of entrepreneurs.
3. Working Lunch Round Tables (New to 2019)
4. Shop Local Trade Tables

The Morning Talks

Designed to set attendees up powerfully for the day ahead, to focus on their own small business needs and their personal development as a business owner.

Keynote: Your Life, Your Money, Your Business Setting and Aligning Your Goals for Action
Sheila Cabacungan, Certified Financial Planner's topic is Financial and Business Planning: Ensuring Small Business Owners are educated and implementing wealth creation strategies so they don't retire poor.

Keynote: Council's plans for Small Business

Michael Thomas, Blacktown Council's Head of Economic Development will present the Business Development Plan for Blacktown and how Council can support Local Business.

Keynote: Starting a Small Business in NSW

Anthony D'Cruz, Council Relationship Manager for Service NSW will introduce the tools developed by the NSW Government through Service NSW to assist the Start-Up and growing Small Business.

2019 Panel Discussion.

This year's panel discussion will look at the opportunities created and resilience of Greater Western Sydney's Small Business Wonder Women. Moderated by Sheila Cabacungan.

Small Business Wonder Women:

Western Sydney is home to Wonder Women who have chosen to pursue Success, Work Life Flow and Financial Independence through Small Business.

This year our panel of Wonder Women will share the story of their Small Business, the lessons they learned as a guide to new start-ups and how the West has shaped their small business success.

Trade Tables and Refreshment Breaks

Shop Local Trade Tables with a curated group of Small Businesses providing products and services to the Blacktown Small Business Community.

Networking opportunities are also part of the day during Morning Tea and Lunch provided by our Catering Partners.

Working Lunch Round Tables

Each attendee can attend up to three 45-minute round tables with experts discussing topics relevant to small business owners and aligned to the Themes of NSW Small Business Month 2019. Choose from:

- Starting a small business
- Marketing and Social Media
- Business and Financial Planning
- Finance and Money
- People Issues: Hiring Staff, Outsourcing
- Business Advice: legal issues and minimising disruption
- Workshopping your Small Business Idea.

Each Round Table will be hosted by an Expert who will do a short TEDx style presentation to open the Round Table and leave plenty of time for the participants to engage, ask questions and workshop issues.

Attendees have the opportunity to attend 3 Round Tables relevant to their Small Business or to visit the Trade Tables or Network.

Why We're Involved

Blacktown Business Network: Platinum Sponsor

Blacktown Business Network is the longest running Small Business Group in the Local Government Area. Headed by Robyn Atkins, this group is run by volunteers passionate about Small Business and the Local Community.

Wealth Forum: Platinum Sponsor

Wealth Forum Pty Ltd is a Self-Licensed Financial Planning Practise based in Western Sydney. Sheila Cabacungan is the Principal Financial Planner, proudly raised in Blacktown and dedicated to ensuring Small Business Owners don't retire poor.

Blacktown City Council and Service NSW: Event Partners

We're collaborating with Blacktown Council, Service NSW and NSW Department of Industry to present the Business Booster 2019.

We're bringing together Small Business Experts who want to share their knowledge, experience and expertise with the Blacktown Small Business Community. As established Small Business Owners, we all want to give back to the communities that has supported us as we've started and scaled our businesses.

We're also creating an opportunity to promote our own Businesses offering Services and Products that make a positive difference to Small Business Owners.

How Can You Get Involved?

You have an opportunity to promote your business services, products, build relationships with other business owners and be part of an amazing event run by local small business owners for business owners. There are 2 ways to get involved in the Business Booster.

1. Be There, Learn, Contribute, Grow

As a Small Business Owner, this event is for YOU. We're promising to deliver education, tools, strategies and action items that will help you as a Business Owner, Wealth Builder, Community Leader and Relationship Builder.

It's a sad statistic that 2 in 4 or 50% of all Small Business fail within the first 4 years of Start-Up. Events like Business Booster aim to turn that statistic around by education and empowering small business owners with the tools, services and the community to help them succeed.

We'd also encourage you to share this event with your suppliers and everyone in your own Small Business Community.

Small Business Owners, people looking at starting a small business and anyone interested in small business can attend the event for the ticket price of \$27 including booking fee, workbook, all day beverages and a working lunch.

2. Sponsor

To make this an affordable event for all local Small Business Owners, we're going to need community minded sponsors. If you're in Business to serve other Business Owners or if your product makes a difference to the life of a Business Owner then please consider sponsoring the Business Booster.

As a Sponsor, we will support your Business with a comprehensive Pre and Post Event Campaign (social media, radio spots) to highlight your contribution to The Business Booster.

We're limiting our Sponsors to one per Business Category so you have the best opportunity to promote your product or service exclusively. We're looking for the following small business sponsors who provide services and products to the local Small Business Community.

Advisory Services <ul style="list-style-type: none"> ○ Accountant/Business Services Tax Agent ○ Business Coach ○ Commercial Lawyer ○ Small Business Networks ○ Referral Groups ○ Health Wellness and Life Coaches 	Finance <ul style="list-style-type: none"> ○ Retail Banking ○ Commercial Finance Broker ○ Cash Flow Specialist ○ Asset Finance Specialists ○ Mortgage Broker ○ General Insurance Broker ○ Risk Insurer 	Marketing and Sales <ul style="list-style-type: none"> ○ Marketing Specialist ○ SEO Specialist ○ Digital Media Specialist ○ Web Designer ○ Sales Coach ○ Conference and Event Management ○ Branding Specialist ○ Public Relations and Media Specialist
IT Services <ul style="list-style-type: none"> ○ IT Services provider-hardware and cloud solutions ○ Point of Sale Specialist ○ IT Help Desk Support 	Operations <ul style="list-style-type: none"> ○ Telecommunications Specialist ○ Work Health and Safety Specialist ○ Virtual Assistants ○ Outsourcing Specialists 	People and Employer Support <ul style="list-style-type: none"> ○ HR Specialist ○ Recruitment Specialist ○ Employment Lawyer

Who's already on board?



Sponsorship Package inclusions

Our Sponsorship packages are tailored for every size and type of Small Business. All packages include a Trade Table, Featured Logo and complimentary Event Passes for your Business Representative.

Gold and Platinum Sponsors also include Guest Tickets which you can share amongst your own community of Business Owners in addition to Event Passes for your Trade Table Representatives.

Platinum/Round Table Expert \$500	Gold \$250	Silver \$100
Round Table Expert <ul style="list-style-type: none"> You are promoted as the expert for your Round Table with access to the contact details of all participants. You can make direct contact with attendees and provide an exclusive post event offer to them. 	N/A	N/A
Your logo full page on rolling Holding Slides throughout the day	Large logo on Holding Slides with other Gold sponsors	Small logo on Holding Slides with other Silver sponsors
Trade table at event in best positions with 3 representatives in attendance.	Trade table at event with 2 representatives in attendance	Trade table at event with 1 representative in attendance
30 sec promo videos at event commencement. You supply this.		
Bring Your Banner on the stage area and at the Round Table. 2 banners in total.	Banner at your Trade Table (you supply the banner)	Banner at your Trade Table (you supply the banner)
Announcement of sponsorship on ALL social media sites with link to Sponsor's website	Announcement of sponsorship on 2 social media sites with link to Sponsor's website	Announcement of sponsorship on FB event page with link to Sponsor's website
MC mention throughout the day	MC mention throughout the day	MC mention at commencement & end of day.

To take on Sponsorship please contact:

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Expression of Interest:

Platinum Round Table, Gold and Silver Sponsorship

Business Name	
Business Owner	
Mobile	
Email	
Website	
Social Media Business Pages Please indicate where your Business has a page or Group	<input type="radio"/> Facebook <input type="radio"/> LinkedIn <input type="radio"/> Instagram <input type="radio"/> Pinterest <input type="radio"/> Other:
Trade Category (refer to page 5)	
Select Sponsorship Level	<input type="radio"/> Platinum Round Table <input type="radio"/> Gold <input type="radio"/> Silver
For Platinum Round Table Please indicate which Round Table you wish to Sponsor	<input type="radio"/> Starting a small business <input type="radio"/> Marketing and Social Media <input type="radio"/> Business and Financial Planning <input type="radio"/> Finance and Money <input type="radio"/> People Issues: Hiring Staff, Outsourcing <input type="radio"/> Business Advice: legal issues and minimising disruption <input type="radio"/> Workshopping your Small Business Idea.
Networks you will promote Business Booster to	<input type="radio"/> Your Business customers <input type="radio"/> Your Suppliers <input type="radio"/> Your community
Invoice Details: Please provide details to send your Tax Invoice. Invoices will be sent by email on 15 September along with your approval to be a Sponsor. Invoices will be due on 30 September with a paid receipt confirmed your participation and final acceptance as a Sponsor.	ABN Business Name for Invoice Postal Address

