



ORANGE BUSINESS CHAMBER

.....
SPONSORSHIP 2016/17
.....

*supporting local business
big and small*

www.orangechamber.com.au



YOUR CHAMBER

The Orange Business Chamber is committed to providing leadership and advocacy for the continuous improvement of the business community in the Orange region.

Over the past year our membership has experienced significant growth, with 120 members to date, however its reach extends far beyond with many of our social media connections being non-members who stay in touch with the Chamber for information.

The Chamber has made considerable changes to its operations in 2015/16, with a particular focus on ensuring diverse industry representation on the board of management and establishing a number of strategic alliances to enable us to strengthen the services we can provide to the Orange business community, into the future.

Along with the significant increase in membership, we have realised a substantial growth in people attending Chamber events. Our monthly after hours events inform approximately 30 - 40 Members, quarterly networking functions attract approximately 70 Members and guests, and more than 450 business representatives are entertained at the Banjo Business Awards Gala Dinner each year.

The growth and progression of the Orange Chamber Business has resulted in recognition as a Finalist for *Local Chamber of Year* at the 2016 Central West Orana Regional Business Awards.

Partnering with the Orange Business Chamber is an ideal way to position your brand to target the business sector with your marketing message.





BENEFITS OF SPONSORSHIP

All Sponsorship options includes **Orange Business Chamber Membership** and **NSW Business Chamber Alliance Membership** which provides your business with all the advantages and benefits of being part of the Chamber network and significantly enhances your marketing opportunities through your membership business listing.

As a sponsor of the Orange Business Chamber, your business will have access to promote your services - business to business - to the Membership base.

Sponsorship packages have been developed to maximise exposure for sponsors and depending on level, may include:

Electronic Media Marketing

Sponsor logos on the Orange Business Chamber web site
Acknowledgment in fortnightly e-newsletters sent to 200 + people
Facebook social media recognition

Brand Exposure

Corporate banner and signage placement at Chamber events
Logo inclusion on relevant promotional event materials

Networking Opportunities

Acknowledgement at all Chamber events
Opportunities to host “Before Hours” or “After Hours” events

Banjo Business Awards

Television, radio and print advertising and promotion
Projected logos at Banjo Business Awards Presentation
Acknowledgement in all Award Presentation materials
Personal on-stage presentation of Awards



BENEFITS OF MEMBERSHIP

Top 10 benefits of Orange Business Chamber Membership

- 1** Unlimited nomination entries for your business into the Banjo Business Awards
- 2** Opportunity to attend regular networking functions including Business After Hours and Business Breakfasts
- 3** Invitations to all Orange Business Chamber affiliated workshops, seminars, forums and training sessions
- 4** Comprehensive Business listing on Orange Business Chamber website with link to your website
- 5** Regular e-Newsletters – we bring relevant news to you
- 6** Benefit from referrals and promotional opportunities
- 7** Access to FREE IR, HR and WHS compliance support via NSW Business Chamber
- 8** Opportunity to save 19% on your energy bills
- 9** Be a part of a united voice that advocates on your behalf to local, State and Federal governments
- 10** The support and camaraderie that comes with being part of a progressive network pursuing the betterment of business in our region



MEMBERSHIP INCLUSIONS

Orange Business Chamber Membership includes:

- ✓ Unlimited nomination entries into the Banjo Business Awards
- ✓ Complimentary entry to all Orange Business Chamber networking events
- ✓ Complimentary entry to Chamber events, seminars and workshops
- ✓ Orange Business Chamber sponsorship opportunities
- ✓ Inclusion in our online business directory
 - Logo
 - Contact details
 - Link to website
 - Links to social media
- ✓ Fortnightly Member e-newsletter

Your best clients may be other members of the Chamber. Our fortnightly Member newsletter allows you the opportunity to directly promote your business to Orange businesses from a variety of industry sectors. Promote your business in our e-newsletter through:

 - **Free events listing**
 - **Member to Member deals**

Showcase your business and rewards to fellow members by employing the idea of mate's rates. Special deals, specifically for Chamber Members.
 - **Free Jobs bulletin**

Advertise positions available in your business.
 - **Free business classifieds**

Need to sell excess office furniture? List your items for free in our Chamber Member e-newsletter.
- ✓ Free NSW Business Chamber Alliance Membership
- ✓ Access to NSW Business Chamber Member services
 - **Online training and tutorials**

Gain access to online training and tutorials through our alliance Membership with the NSW Business Chamber.
 - **Business support services**

Gain access to the NSW Business Chamber's business advice lines for workplace, legal and marketing support.
 - **Alliance Membership Savings**

Save on your energy bill or take advantage of savings with an NRMA Affiliate Membership, courtesy of our alliance Membership with the NSW Business Chamber.
 - **Advocacy Services**



NSW BUSINESS CHAMBER MEMBERSHIP

By joining the Orange Business Chamber you become part of something bigger.

Orange Business Chamber Members can opt-in for FREE NSW Business Chamber Alliance Membership. By opting-in, you have the opportunity to make great savings for your business and become part of one of the largest business networks in Australia.

NSW Business Chamber Alliance Membership includes:

ENTITLEMENT	INCLUDED	DESCRIPTION
Business Hotline Call 13 26 96	Yes Unlimited	With just one call you are connected to the right information, support and advice for all your business questions. Let our staff guide you to the answer so you can go about doing what you do best and 'run your business'.
Workplace Advice Call 13 29 59	Yes 3 calls per annum	A dedicated members' only phone line that connects you to workplace experts to help you make the right workplace decisions. We answer questions relating to wage rates, penalties, calculating long service leave/ sick leave or provide guidance on termination or redundancies etc. Whether it's to provide you the answer or to just double check the legislation hasn't changed since you last checked or you want to double check your interpretation.
Local Chamber Alliance Member rates on Events	Yes	Our events are recognised by industry and business as premier learning and educational/ networking events.
Member Directory	Yes	Raise your profile. Promote your business to the wider business community via our online business directory.
E-news	Yes	Receive e-news directly in your inbox keeping you up-to-date with Regional, State and Federal changes.
Business Connect Magazine	Yes	Published quarterly, Business Connect keeps you up-to-date with the latest business news.
"Ask Us How" Business Guides	Yes Unlimited	A series of detailed reference guides, checklists and tools covering a range of business topics such as Strategy & Planning, Marketing, Operations, Safety, People and Management.
Business Legal Toolkit	Yes Unlimited	An online toolkit that lets you download sample agreements, corporate governance guidelines and other business documents.
Access to business tips and information in member only area	Yes Unlimited	Access your very own 'membership dashboard' with handy business tips and support information to assist you in your day to day operations and membership entitlements.
Free trials to <i>WorkplaceInfo</i> and <i>WorkplaceOHS</i> (14 days)	Yes	Online resource subscriptions that keep you up-to-date with the latest stories impacting on businesses Australia wide from a HR/ IR or OHS perspective.
Membership upgrade discount	Yes	Receive up to a 20% discount should you choose to upgrade your membership from this alliance member package to any of our other packages to obtain additional entitlements. This discount is available on the condition that you retain your existing local chamber membership.





SPONSORSHIP PACKAGES

SPONSORSHIP INCLUSIONS	MAJOR	CORP	ASSOC	GOLD	
Naming Rights of Banjo Business Awards					
Acknowledgement of Sponsorship at 2016 Banjo Business Awards Gala Dinner					
Display pull up banner at 2016 Banjo Business Awards Gala Dinner	PRIME				
Presentation of <i>Business of the Year</i> Award at 2016 Banjo Business Awards Gala Dinner					
Sponsorship of 2016 Banjo Business Award categories	6	1			
Opportunity to present sponsored award categories at 2016 Banjo Business Awards Gala Dinner					
Number of complimentary seats at 2016 Banjo Business Awards Gala Dinner	8	4	2	2	
Prime table position at 2016 Banjo Business Awards Gala Dinner	S O L D				
Logo recognition in 2016 Banjo Business Awards Gala Dinner program					
Logo featured on projector screens at the 2016 Banjo Business Awards Gala Dinner					
Logo recognition on all Banjo Business Awards information packs and forms					
Logo recognition on all print advertising associated with the 2016 Banjo Business Awards				SELECT	
Logo recognition on all television advertising associated with the 2016 Banjo Business Awards					
Logo placement on Sponsor pull up banner to be displayed at all Chamber events for 12 months		PRIME			
Priority given to Naming Rights of the Orange Business Chamber's quarterly networking events					
Opportunity to display promotional materials at all Chamber events					
Complimentary Orange Business Chamber Membership for 12 months [Refer to Membership inclusions]					
Complimentary NSW Business Chamber Alliance Membership for 12 months [Refer to NSW Business Chamber Alliance Membership inclusions]					
Opportunity to include promotional materials new Membership Kits					
Logo featured as sponsor on the homepage of the Orange Business Chamber's website, including hyperlink to your business website					
Opportunity to include 120 second video promoting your business on the Orange Business Chamber's website					
Prime position of business category in the Orange Business Chamber's online Business Directory for 12 months					
Logo appearing on all Orange Business Chamber Member newsletters					
Advertisements in the Orange Business Chamber newsletter	2	2	1		
Acknowledgement of Sponsorship on Orange Business Chamber Facebook page					
Official certificate recognising your Sponsorship					
TOTAL INVESTMENT [INC GST]	\$12,200	\$3,300	\$1,500	\$750	



NEED MORE INFORMATION?

Orange Business Chamber Sponsorship packages can be tailored to meet the needs of your business. Contact the Chamber's Executive Officer, Georgi Redfern, to discuss Sponsorship further.

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