



Gladstone Chamber of Commerce & Industry

SPONSORSHIP PROSPECTUS ²⁰²¹

Gladstone Chamber of Commerce and Industry is an independent member-driven organisation that actively connects, grows and promotes our business members.

As the Voice for Business in the Gladstone Region, GCCI advocates for our members at all levels of government to ensure our region continues to grow sustainably in to the future, and positions the region as a competitive, collaborative and liveable city.

GCCI offers an annual corporate sponsorship, with three levels of investment. Each sponsorship level is designed around delivering a return on investment for our sponsors.

Looking for something different? We are happy to work with you to create a unique avenue for you to connect to our community. We offer custom packages and opportunities for every event, and will tailor a sponsorship package that meets your business needs, reaches your ideal market and increases your traction levels through social media.

GCCI delivers a full program of member networking events that provide members with a platform to strengthen their existing networks, develop new contacts and connect with business leaders to maximise business growth opportunities. With membership interest and enquiry growing year on year, there is strong attendance at GCCI events across Gladstone. These events provide the opportunity for you as a Chamber sponsor, to build visibility and promote your business, products and services across the Chamber network and local business community. With our growing business and professional membership, your business will be front and centre for SME's and employees across our membership, corporate decision makers, and consumers across the Gladstone region business community.

Recognised as the peak member organisation and a 'Strong Voice for Business' for the region, the Gladstone Chamber of Commerce and Industry offers a range of opportunities for our sponsors to contribute to key strategic projects and ensure your business requirements are considered while helping to shape the future direction of our local businesses.

As a sponsor, your company will receive special recognition, brand alignment with the Chamber and marketing and promotional opportunities - ensuring you build your business profile across the Gladstone region business community.

GCCI's operational costs are funded 100% by our sponsorship, membership and events revenue, and we couldn't do it without the commitment and support of sponsors like you, who are committed to being an active part of the local community, the #BuyLocal mentality and nurturing local growth and sustainability.

90+

GCCI members

as of Jan '21



Meeting with the

**VARIOUS BUSINESSES,
INDUSTRY AND GOV DEPTS**

1306

Facebook page likes



2.1k

followers on
the Facebook page



1.1K

Instagram followers



**BUY
LOCAL.**



60%

mailing list
email 'opens'



BUY LOCAL

campaign reinvigorated



Well-designed, member
centric

STRATEGIC PLAN

ACROSS FOCUS AREAS

sustaining momentum

11

Network Meetings
hosted by members!



3

Informative Business
Breakfast events



**INTERNATIONAL
WOMEN'S DAY**

event collaboration
between GCCI & GEA



**MEET THE
CANDIDATES**

event collaboration
with GCCI, GEA & GAPDL

**GROWING GLADSTONE
BEYOND 2020**

Business study released



TRAINING

Customer Service training provided at
member and non-member rates,
morning and evening events

**CELEBRATING
SMALL BUSINESS**

event held during
QLD Small
Business Week



36 PLANNED

events across 2021 calendar -
collaborating and
GCCI hosted



Hosting Gladstone's
Annual

BEST IN BUSINESS AWARDS



FROM THE *President* _____

Your membership and sponsorship investment supports the Chamber's work in a variety of ways and we place the highest value on this support.

We heard loud and clear in 2020 that our members and stakeholders value the relationships made through the Chamber and **support our advocacy measures** in what has been challenging times for businesses. We are seeking to further enhance our relationship with the business community by providing fresh and relevant programming in our 2021 events. I am very excited about some changes to our **Events Calendar**, and additions to the service offering to our members and sponsors in the coming year.

The GCCI Committee is focused on being responsive to business needs while presenting relevant networking and business growth opportunities. Further to this, we are **collaborating with the other "G's"** in ensuring that we can expand opportunities for businesses to grow.

GCCI has a reputation for being a place where every member can participate which I am proud of. Sponsorships enable us to host many of our events and work on specific projects relating to small business, enhancing the opportunities for members and the business community in general to prosper. We have a **very active committee who are progress driven who focus on delivering value to our members**. 2021 is filled with events, projects and collaboration to support local businesses and industry across the Gladstone region.

On behalf of the GCCI Committees, we are pleased to present this opportunity and invite you to partner with Gladstone Chamber of Commerce and Industry.

We look forward to working together to **Connect, Grow and Lead** the Gladstone business community again with your support.

Joe Smith

GCCI President



SPONSORSHIP *BENEFITS*

Brand Promotion through extended awareness of your organisation via a strong visible presence within the Chamber and the Gladstone Region business community.

Be part of a COLLECTIVE VOICE with a reputable community organisation that supports business development opportunities within and for the Gladstone Region.

“Buy Local” campaign & policy rejuvenation annually to promote local investment and spend for the strengthening of our region.

High impact networking opportunities are available and will assist with building your organisation's business network and keep you up to date with local events and developments.

Actively contribute to boosting the local economy through Chamber initiatives acting as a conduit with government representatives and addressing matters of local relevance.

Access to guest speakers and committee on a one to one basis at Chamber events and co-hosted events to achieve reach and impact.

Local Credibility by conveying your corporate message and organisations' news to the business community in the Gladstone Region through GCCI.

Sponsorship increases your exposure to local small, medium and industry business data to assist you make informed and sustainable decisions when planning for your business operations.

Bespoke Events, Training and information for you, your business and your employees to adapt to market changes.



MEMBERSHIP*Est. value \$500*

12 months GCCI membership with all member benefits

Access to the Chamber's membership database

RECOGNITION AND ACKNOWLEDGEMENT*Est. value \$15,000*

Logo Recognition: > on Chamber website and monthly newsletter as a MAJOR Sponsor
 > on banners to be displayed at GCCI events
 > on GCCI promotional publications

Verbal acknowledgement by Chamber Committee MC at all Chamber events

ADVERTISING AND PROMOTIONAL OPPORTUNITIES*Est. value \$10,200*

Advocacy and Chamber support as required for initiatives of your organisation

Assistance with the preparation of a Buy Local Policy for your organisation

Assistance with the preparation of an Infographic document for your organisation

Opportunity for your organisation to place news and information in the Chamber newsletter in the sponsor section

Opportunity to be included in President's newspaper column

Social media video promoting your organisation (minimum of four per 12 months)

Ongoing promotion of your organisation through GCCI social media platforms

Cross analysis of data from the Boom Bust Research that may impact on your organisation (on request)

EVENTS AND OPPORTUNITIES TO CONNECT*Est. value \$6,800*

The opportunity to exclusively sponsor and 'own' a major Chamber event with event management by Chamber

The opportunity to present or provide a preferred guest speaker

Complimentary tickets to your sponsored event with allocated seating on Chamber table

The opportunity to provide your organisation's marketing brochure and/or collateral in prominent locations at Chamber event

Four complimentary tickets to each Chamber monthly network meeting

All tickets to Chamber functions and events at significantly discounted prices

Private access to Chamber President and Committee members and guest speakers

Targeted introductions with Chamber member companies to help grow your business network

Quarterly lunch meeting with Chamber representatives with updates and relevant news

Invitations to meet with elected representatives when advocacy is undertaken

Invitations to any other specific events that Chamber is invited to (e.g. 2019 was a dinner with US Consul General)

A complimentary Customer Service Training Workshop specifically tailored to your company (on request)

MAJOR SPONSORSHIP PRICE (EX GST)**\$15,000**

MEMBERSHIP

Est. value \$500

12 months GCCI membership with all member benefits

Access to the Chamber's membership database

RECOGNITION AND ACKNOWLEDGEMENT

Est. value \$7,500

Logo Recognition: > on Chamber website and monthly newsletter as a Partner Sponsor
 > on banners to be displayed at GCCI events
 > on GCCI promotional publications

Verbal acknowledgement by Chamber Committee MC at all Chamber events

ADVERTISING AND PROMOTIONAL OPPORTUNITIES

Est. value \$5,500

Advocacy and Chamber support as required for initiatives of your organisation

Assistance with the preparation of a Buy Local Policy for your organisation

Assistance with the preparation of an Infographic document for your organisation

Opportunity for your organisation to place news and information in the Chamber newsletter in the sponsor section

Social media video promoting your organisation (minimum of two per 12 months)

Ongoing promotion of your organisation through GCCI social media platforms

EVENTS AND OPPORTUNITIES TO CONNECT

Est. value \$6,800

The opportunity to present or provide a preferred guest speaker

The opportunity to provide your organisation's marketing brochure and/or collateral in prominent locations at Chamber event

Two complimentary tickets to each Chamber monthly network meeting

All tickets to Chamber functions and events at significantly discounted prices

Private access to Chamber President and Committee members and guest speakers

Targeted introductions with Chamber member companies to help grow your business network

Bi annual lunch meeting with Chamber representatives with updates and relevant news

Invitations to meet with elected representatives when advocacy is undertaken

Invitations to any other specific events that Chamber is invited to (e.g. 2019 was a dinner with US Consul General)

50% discount on a Customer Service Training Workshop specifically tailored to your company (on request)

PARTNER SPONSORSHIP PRICE (EX GST)

\$7,500

MEMBERSHIP

Est. value \$500

12 months GCCI membership with all member benefits

Access to the Chamber's membership database

RECOGNITION AND ACKNOWLEDGEMENT

Est. value \$3,500

Logo Recognition: > on Chamber website and monthly newsletter as a Supporter Sponsor
 > on GCCI promotional publications

Verbal acknowledgement by Chamber Committee MC at all Chamber events

ADVERTISING AND PROMOTIONAL OPPORTUNITIES

Est. value \$5,500

Advocacy and Chamber support as required for initiatives of your organisation

Assistance with the preparation of a Buy Local Policy for your organisation

Assistance with the preparation of an Infographic document for your organisation

Opportunity for your organisation to place news and information in the Chamber newsletter in the sponsor section

Ongoing promotion of your organisation through GCCI social media platforms

EVENTS AND OPPORTUNITIES TO CONNECT

Est. value \$1,500

The opportunity to provide your organisation's marketing brochure and/or collateral in prominent locations at Chamber event

Two complimentary tickets to each Chamber monthly network meeting

All tickets to Chamber functions and events at significantly discounted prices

Private access to Chamber President and Committee members and guest speakers

Targeted introductions with Chamber member companies to help grow your business network

50% discount on a Customer Service Training Workshop specifically tailored to your company (on request)

SUPPORTER SPONSORSHIP PRICE (EX GST)

\$3,750

RECOGNITION AND ACKNOWLEDGEMENT*Est. value \$500*

Logo Recognition: > on socials, through EventBrite and at the function as an Event Sponsor
 > on GCCI promotional publications

Verbal acknowledgement and throughout the event. Own merchandise can also be distributed.

ADVERTISING AND PROMOTIONAL OPPORTUNITIES*Est. value \$500*

Guidance and support from Chamber on content for, and organisation of your event

Assistance with the preparation of graphics for advertising the event

Creation of video content in the week's leading up to the event - shared on our socials and yours'

ON THE DAY*Est. value \$1,500*

Four complimentary tickets for your staff and or guests to the event

Event agenda developed and MC'd by GCCI Committee Members

Full Administrative and Host support for the entirety of the event

A table for product display

Facilitation and presentation of speakers

Your merchandise placed out at seating or for collection for individual ticket holders

SUPPORTER - SPONSORSHIP PRICE (EX GST)**\$750**