

PROPERTY DEVELOPERS MELBOURNE



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NETWORKING EVENT SPONSORSHIP PROPOSAL



► Background and Core Objectives

This event is one of several held across the year. It is hosted by the Property Developers Melbourne LinkedIn Group and supported by two major sponsors with the operational side of the event sponsored by BCG and the catering and presentation sponsored by an industry related organisation.

The main objective is to gain quality contacts for marketing purposes as well as grow brand awareness and brand respect. From the PDM perspective the aim is to grow the group.

► Event Description

Dates: Three events per year. Feb/March, June/July, October/November

Time and Format: Networking Event commencing at 6pm with short presentation given at 7pm by the major event sponsors. Drinks are hosted with a set bar tab and finger food platters provided to attendees.

Venue: Golden Gate Hotel, 238 Clarendon St, South Melbourne VIC 3205

Capacity: 120 to 160 (last event had 150 registrations)

► Target Audience and Event Promotion

Promotion and engagement is for the specific target market of business people currently doing business or looking to get into the business of property development and property investing.

Property Developers Melbourne is a LinkedIn Group with an impressive membership of just under 5,500 with a further 700 members in *Develop Melbourne Property Network Group*. There are also two sub-groups from MeetUp who have a combined membership of 770.

Promotion is done by direct email to a master list of 900 past attendees and also promoted via LinkedIn and MeetUp via those social media portals.

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MAJOR SPONSORSHIP

▶ Marketing/ New Business Opportunities:

- Opportunity to give short presentation (max of 20-25 min) on the night around an approved industry educational specific topic and promote business.
- Opportunity to engage with attendees and network for business leads.
- Following the event, Sponsor provided with contact list of attendee details for follow up marketing opportunities.

▶ Branding

- Event Sponsor logo and language to the effect of 'sponsored by' on the invitation email and within the Event registration site.
- Event Sponsor Logo on any signage or materials created for the event.
- Event Sponsor Banner/s – placement of pull-up banner at registration and also in the room behind or near where the presentation is given.

▶ Promotional and Engagement Opportunities

- Opportunity to include up to three promotional slides in the media presentation that runs in the background during the networking portions of the event.
- Quality prize for Business Card Draw to be promoted as 'sponsored by' Event Sponsor in confirmation email to attendees and also on the night at registration. Sponsor to draw the winner and present the prize on the night immediately following the presentation.
- Opportunity to display materials and/or signage at registration.
- Opportunity to provide branded give-aways at registration and/or as parting gifts.

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MAJOR SPONSORSHIP

► Attendance

- This event registration carries an \$11 admin fee per attendee. For the major sponsors, up to ten guests (including the guest speaker) can register without an admin fee.

**MAJOR
SPONSORSHIP**

PLUS GST

\$ 2, 500

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MINOR SPONSORSHIP

▶ **Marketing/ New Business Opportunities:**

- Opportunity to engage with attendees and network for business leads
- Following the event, Sponsor provided with spreadsheet of event contacts and contact details for follow up marketing opportunities

▶ **Branding with level of sponsorship to be reflected visually in relation to major sponsor:**

- Event Sponsor logo and language to the effect of 'sponsored by' on the invitation email and within the Event registration site.
- Event Sponsor Logo on any signage or materials created for the event.
- Event Sponsor Banner/s – placement of pull-up banner in the room.

▶ **Promotional and Engagement Opportunities**

- Opportunity to include one promotional slide in the media presentation that runs in the background during the networking portions of the event
- Opportunity to provide a quality prize for Business Card Draw and be included on signage on the night at registration. Sponsor to draw the winner and present the prize on the night immediately following the presentation.
- Opportunity to provide branded give-aways at registration (or at sep table in the room) and/or as parting gifts

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MINOR SPONSORSHIP

► Attendance

- This event registration carries an \$11 admin fee per attendee. For minor sponsors, up to five guests can register without an admin fee.

MINOR
SPONSORSHIP

PLUS GST

\$ 1, 000

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CONTACT PERSONS



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