



2018 Marketing & Sponsorship Procurement Brief

1. **BACKGROUND:** The Anna Rennie Chapter connects and supports women within metropolitan Adelaide. The Chapter is a non-profit association offering networking, mentoring and learning that connects, encourages and inspires women to have fun, make a contribution and realise their potential.

The Chapter existed for 10 years under the Port Adelaide Enfield Chamber of Commerce, and in 2016, incorporated in its own right. It is looking to expand beyond its past geographic boundaries to provide value for women in micro-small business, on-line support for members, partnerships with Councils and other businesswomen-focused organisations.

2. **COMPETITION:** There are no other organisations focussed on women in micro-business. A funded organisation supporting the northern suburbs has recently established a women's network but the primary measurement of outcomes for this organisation is jobs creation <http://polariscentre.com.au/northern-business-women-network/>
3. **WHAT (The Brief):**
 - **Brand Awareness Strategy** that generates Corporate Partnership(s) of \$10,000pa (\$ and/or in-kind).
 - **Individual Event Marketing and Sponsorship Procurement Plans for:**
 1. 8 March: International Women's Day Breakfast. Registration target 200; Sponsorship target \$5,000
 2. 12 July High Tea. Registration target 200; Sponsorship target \$3,500
 3. 25 November: AGM and Xmas show. Registration target 100; Sponsorship target \$2,500
 4. Informal business events x 2 in the second part of the year. These are yet to be scoped by the Board.
 - **Women in Micro-Business Research Project.** This project is yet to be scoped but it is anticipated to require promotion in the second half of 2018.
4. **WHY:** The overall goal for this marketing plan is the sustainability of the Anna Rennie Chapter. Reliable cashflow is needed to ensure the ongoing viability of the Association as well as offering real value, marketing activities and casual admin support services.

5. **WHO:** The Anna Rennie Chapter appeals to women of all ages who are looking for support in establishing, growing and/or maintaining their own businesses. Current members appreciate the informal nature and authenticity of the network. They also appreciate the inspiration, practical content, the fun and connections made during networking events. Our target audience in 2018 has 3 segments:
- i. Self-employed women in the western and northern suburbs who are serious about their business;
 - ii. City of Charles Sturt, City of PAE, City of Salisbury and other potential Vision/Mission partners;
 - iii. Medium to large companies with a social responsibility for or interest in the economic independence (financial safety) of women.

6. **BUDGET:** \$5,000 initial investment. The right marketer will see a fabulous opportunity to increase this budget by their own efforts. Should sponsorship and membership targets be exceeded early, the Board will look very favourably upon increasing the marketing budget.

If you would like to express your interest in consulting to the Anna Rennie Chapter regarding this Brief, please provide a proposal that scopes your company's:

- Experience working with volunteer Boards of Management;
- Capability to undertake the work described, including any similar and successful experiences you may have had;
- An outline of the methodology you propose to use to successfully deliver on the Brief described in point 3, including estimated schedule/timeframes/milestones;
- Your price structure for this Brief, relevant to point 6;
- Any value-added services your company is prepared to offer in support of the Anna Rennie Chapter's Mission.
- Please also include the contact details for 2 referees in your proposal.

All enquiries to the Board Chairperson Cath Duncan 0419 847 959
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Thanks for your interest in advancing the economic development opportunities for women in our community.

Website www.annarenniechapter.com.au
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