

Anna Rennie Chapter 2016/17 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 has existed for 10 years as a chapter of the Port Adelaide Enfield Chamber of Commerce, and in the past 12 months, has incorporated in its own right. It is looking to expand beyond its past geographic boundaries to provide a service for local councils wanting to support women in small business, on-line support for members, partnerships with Councils and other businesswomen-focused organisations.
2. **COMPETITION:** There are few other such organisations and, in any case, the Chapter would not regard them as 'competition.' A funded organisation supporting the northern suburbs has recently established a women's network:
<http://polariscentre.com.au/northern-business-women-network/>
3. **WHAT:** Marketing and Sponsorship Procurement for the 2016/17 calendar of events and projects. What follows are the initial dates proposed and targets:
 - July: Launch of new brand and 12-month brand awareness campaign
 - July – June: Membership drive. Target 150 members @ \$100pa
 - 12 August - 28 Oct: Millinery Competition - 8 weeks before judging and 2 weeks during exhibition. Registration target 50 entries
 - 16 October: High Tea themed Asian "Shang-Highed Tea". Registration target 200; Sponsorship target \$3,500
 - 25 November: AGM and Xmas show. Registration target 50 members and 50 non-members; Sponsorship target \$1500
 - 8 March: International Women's Day Breakfast. Registration target 200; Sponsorship target \$5,000
 - April – Sep 2017: 6 x Monthly (evening) Business Studios. Registration target 45 per studio; Sponsorship target \$350 per studio
 - Brand awarenessSubject to the success of a proposal to the State Government it is possible, within the 2016/17 period that another exciting project launch will require marketing.
4. **WHY:** The overall goal for this marketing plan is the sustainability of the Anna Rennie Chapter. A Project Manager will be engaged in 2017 to support the marketing plan and business goals. Reliable cashflow is needed to ensure the ongoing employment of this position, future business and marketing activities, and the current 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 practical content of the business studios and the fun and connections made during networking events. Our target audience in 2016/17 has 3 segments:

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1. Self-employed women in the western and northern suburbs who are serious about their business; 2. City of Charles Sturt, City of PAE, Sass Place and other potential Vision/Mission partners; 3. Medium to large companies with a social responsibility for supporting 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.

All enquiries to the Board Chairperson
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The contact details for 2 referees must be included in your proposal.

Thanks for your interest in advancing the economic development opportunities for women in our community.