

2025 PARTNERSHIP PROSPECTUS

INTEGRITY. INCLUSIVITY.
AUTHENTICITY. RESPECT.
ACCOUNTABILITY. HAPPINESS.

The logo for Cairns Business Women's Club (cbowc) is centered within a large, dark blue circular brushstroke graphic. The acronym 'cbowc' is rendered in a stylized, lowercase font with a color gradient from light blue to dark blue. Below the acronym, the full name 'cairns business women's club' is written in a smaller, lowercase, sans-serif font, also featuring a light blue to dark blue gradient.

cbowc
cairns business women's club

Cairns Business Women's Club

PARTNERSHIP PROSPECTUS

Cultivating and Growing a Business Woman's Journey

The Cairns Business Women's Club (CBWC) is a Non-For-Profit organization that is dedicated to providing valuable advantages and fostering a positive collaboration experiences for our partners. We encourage both women and men from corporate/large, medium and small businesses in Cairns and regional North Queensland to become a part of our Club and attend our functions. We are a professional network. Our aim is to both educate and celebrate your achievements.

We can assist businesses to expand their reputation, amplifying their public presence, diversifying their competitive advantage and bolstering their corporate image. Our events are designed to deliver an enjoyable, informative and entertaining experience. Within the framework of the CBWC, a multitude of events and promotional strategies are on offer. Our partners have the chance to engage in various tiers for the calendar year.

Platinum Partner

THREE (3) premium package available, ensuring exclusivity and a wealth of exposure. See partnership matrix for details.

Diamond Partner

Six (6) only packages available, ensuring maximum exposure. See partnership matrix for details.

In-kind Partnership – Gold, Silver and Bronze (Conditions apply)

The CBWC evaluates the possibilities of "in kind" partnerships, which involves a business offering it facilities, products, or services for the club's benefit. Decisions regarding such partnerships are made by the CBWC Board on a case by case basis. Please reach out to CBWC for a private conversation. Please note that, Silver and Bronze **do not** cover club membership. To qualify for "in kind" partnership package, you must be a CBWC member or become a member prior to approval of partnership. Refer to partnership matrix for more information.

Lunch Partner

The CBWC lunches support, inform and facilitate a healthy, vibrant business environment. We source inspiring local, interstate and international guest speakers and offer an amazing opportunity to network. An ideal function to launch your business, a new product or service and for brand recognition. See partnership matrix for more.

Business and Bubbles Partner

The CBWC Business and Bubbles event is an after-work experience. Enjoy canapes and a complimentary beverage as you socialize and connect with fellow business professionals. It is a chance for authentic networking, making new acquaintances, inviting work colleagues, or cultivating potential leads. Check out the partnership matrix for more information.

Christmas Partner

The most anticipated function of the year and concluding the year of CBWC functions. It's a festive celebration that you won't want to overlook. With the lively spirit of the Christmas season, attendees enjoy exceptional entertainment creating a special atmosphere. Major raffle prizes and giveaways and don't miss the chance to see Santa and put your Christmas requests in.

Exclusive Event Partner

This is an exclusive event of Lunch, Business and Bubbles or Christmas Partnership where you gain full rights and marketing to the event along with our annual corporate partners. Special requirements outlined in partnership matrix. Due to the benefits of exclusivity, this event will be double the price of the desired event. This will allow greater opportunity and exposure with the additional benefit of an extra-large trade table.

PARTNERSHIP PROSPECTUS

Partnership Benefits		Platinum Cash Only	Diamond Cash Only	Gold In-Kind	Sliver In-kind	Bronze In-kind	Lunch	Breakfast	Business and Bubbles	Xmas	Exclusive Event partner
THREE (3) premium PLATINUM package		Y									
Complimentary Club membership		Y	Y	Y							
Number of entry ticket(s) to events		2	2	2	1	1 (lunch)	2	1	2		4
Sponsor a gold category in the CBWC Awards		Y									
Number of entry tickets to the CBWC Awards Gala Ball		2	1								
Seats at the President's table at lunches		2	2				2	1		2	
Seats at the Vice-President table lunches				2	1	1					
Up to 3-min speaking spot per year or your partnered event		4	3	2	1	1	Y	Y	Y	Y	Y
Marketing material on tables at event		Y	Y	Y	Y	Y	Y	Y		Y	Y
"Live" on stage recognition		2	2	2			Y	Y	Y	Y	Y
Display business banner		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Business logo on AV presentation or for your partnered event		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
No. of free trade tables at events		6	4	4	2	2	1		1	1	1
Business logo on lunch menu		Y	Y	Y	Y	Y	Y			Y	Y
Business logo on CBWC Website for the year or for your partnered event		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Business logo inclusion on CBWC social media platforms		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
No. of promotions/ advertisements on CBWC Social Media		12	12	12	5	4					Y
Business logo included on CBWC newsletters		Y	Y	Y	Y	Y					
"CBWC Corporate Partner" logo provided for use in your business marketing		Y	Y	Y	Y	Y					
Access to attendee's business cards from Business Card Draw							Y	Y	Y	Y	Y
Logo on pull up banner		Y	Y	Y	Y						
TOTAL INVESTMENT	CASH ONLY (prices ex GST)	\$8500	\$5000	N/A	N/A	N/A	\$1500	\$700	\$1200	\$2500	TBA
	IN-KIND	N/A	N/A	\$10,000+	\$5,000 to \$9,999	\$1,200 to \$4,999	N/A	N/A	N/A	N/A	N/A

Cairns Business Women's Club

PARTNERSHIP PROSPECTUS

Raffle Prize Donation

Prizes and/or gift vouchers – Valued at \$50 or more (+ GST)

Increase your business exposure by contributing a raffle prize and/or gift voucher at an event of your choice. Benefits include -

- ✓ Showcase your business to attendees.
- ✓ Brand visibility and building brand recognition.
- ✓ Business logo on AV presentation.
- ✓ “Live” on stage recognition by raffle prize MC.

For more information, please email memberships@cbwc.org.au

CBWC Business Woman of the Year Awards

Unless specifically specified on the Partnership Matrix, partnership for the CBWC Business Woman of the Year Awards is separate to the partnership packages offered in this prospectus.

The Awards are a prestigious event held annually. The CBWC showcases and celebrates the talented businesswomen from an array of industries across Cairns and North Queensland.

CBWC recognizes these women at a glamorous Gala Ball; a chance to get dressed up and enjoy a fantastic night of entertainment. It is the highlight of the CBWC year.

For more information about CBWC Awards Partnerships please email sponsorship@cbwc.org.au

Other Packages *(Negotiable)*

When it comes to partnership budgets and marketing objectives, the CBWC recognizes that “**one size fits all**” does not appeal to every business.

If you are unable to find a cash only or in-kind partnership structure that suits your marketing or promotional needs, the CBWC will be happy to consider alternative arrangements to meet your budget.

If you have a unique idea or concept for an event, please contact the CBWC.

To discuss alternative partnership arrangements please email sponsorship@cbwc.org.au

Terms and Conditions

- Partnership is on a first-come, first-served basis for the calendar year.
- CBWC reserves the right to refuse any partnership that it believes may not align with the Clubs objectives. Partnership is subject to CBWC Board approval.
- The CBWC will take care to fulfil the partnership commitments listed in this prospectus. If, for any reason the Club is unable to deliver the partnership rights, we will inform the partner as soon as reasonably practicable. The CBWC reserves the right to substitute alternative benefits in respect to the same event.
- Partners are responsible for providing content for marketing/advertising (deadlines may apply) and material requirements.
- The security of partners goods, equipment and materials whilst at the event venue is the partner's responsibility. CBWC cannot be responsible for any loss or damage caused to partners items while at the venue.
- If the premises in which the event is to be conducted should become unsuitable or unfit for an event due to causes not reasonably within the control of the CBWC, and the event cannot go ahead, the CBWC has the right to cancel or postpone event. This may include, but is not limited to – fire, flood, earthquake, explosion, blockade embargo, inclement weather, government restraints, military authority, acts of public enemy, riot or civil disturbance, strike, lockout or any other labor disturbance.
- The distribution of samples or merchandise, giveaways etc must not offend, endanger or interfere with the rights of exhibitors, partners or attendees.
- CBWC has the right to ensure that advertisements and other forms of marketing communications are legal, honest, truthful and have been prepared with respect for human dignity, an obligation to avoid harm to the CBWC values, consumer and society and a sense of fairness and responsibility to competitors.
- Partners cannot re-assign, sublet or share the whole or any part of the partnership agreement without prior discussion and written permission from the CBWC Board.
- Partners that book a complimentary ticket/s for an event then discovers they cannot attend must cancel their ticket/s if ticket sales are still open. If ticket sales are closed the partner should try to find an employee, colleague, client etc to attend in their place. If not, the partner will be invoiced for the cost price of the ticket/s. We are a not-for-profit organization and there is a hard cost to the club when tickets are booked whether partners attend or not.
- A CBWC Partnership Agreement must be completed by in-kind partners.
- For Cash Partners - Funds must be paid to secure your partnership.
- Written notification to cancel your partnered event must be received at least fourteen (14) days prior to the event to be eligible for a refund. (Lunch, Breakfast, Business and Bubbles and Christmas)
- Photographic rights for CBWC events belong to the Club. By signing the partnership agreement, the partner permits the CBWC to utilize photographs of the event and the partners name and logo for marketing purposes as the CBWC sees fit.
- Any practice resulting in complaints from the venue, exhibitors, partners or attendees will be investigated by the CBWC.
- The CBWC is manned by volunteers. The Club welcomes honest and constructive feedback from our partners. The Board will act promptly to rectify any issues and, if necessary, improve our systems and procedures. Therefore, should a partner have any concerns or is dissatisfied with the terms in this prospectus, please contact the Club President at president@cbwc.org.au.

Cairns Business Women's Club

PARTNERSHIP Application Form

Indicate your preferred partnership package below and sign form.

CONTACT INFORMATION

Company Name

ABN

Contact Person

Phone Number

Postal Address

Email

PARTNERSHIP (Please tick)

Platinum Cash Only \$8,500 + GST		Diamond Cash Only \$5,000 + GST		Gold In-Kind \$10,000 & above + GST		Silver In-kind \$5000 to \$9999 + GST
Lunch Cash Only \$1,500 + GST		Business & Bubbles Cash Only \$1,200 + GST		Christmas Cash Only \$2,500 + GST		Breakfast Cash Only \$700 + GST

Other/Exclusive \$..... + GST	Please discuss with CBWC and provide details on a separate sheet. If "In-kind" Partner please specify the amount of your partnership.
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PAYMENT OPTIONS

	Please provide a tax invoice	Payable on receipt of invoice and must be paid 14 days prior to event.
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I have read the 2025 Partnership Prospectus and am fully aware of its contents and the Terms and Conditions.

Signature

Date

Your partnership application form will be assessed by the CBWC Board.
Successful applicants will be contacted in due course and will be required to complete a
CBWC Partnership Agreement.

