

SPONSORSHIP PROSPECTUS



Hedland Economic and Franchise Forum

Wednesday 22 November 2023

Wanangkura Stadium
Hamilton Road, South Hedland

An initiative of

PHCCI PORT HEDLAND
CHAMBER OF COMMERCE
AND INDUSTRY

In partnership with

BHP

 Town of
Port Hedland





JOIN US

The Port Hedland Chamber of Commerce and Industry (PHCCI) is hosting the 2023 Hedland Economic and Franchise Forum on Wednesday, November 22 at the Wanangkura Stadium in South Hedland.

The forum will bring together local business, community, and government representatives from across the Pilbara region. We have handpicked key leaders and influencers who possess knowledge, expertise, and the ability to inspire the local business community.

Don't miss out on the opportunity to connect with like-minded individuals, gain valuable insights, and explore new possibilities. We look forward to welcoming you to the 2023 Hedland Economic and Franchise Forum.

This year's forum will include national economic and political insights from some of Australia's top commentators as well as the Pilbara's biggest partners including BHP who will provide exclusive operational updates. There will also be the opportunity for business leaders to network, unearthing new opportunities and creating a bright future for all.



The forum's theme – Shaping a Sustainable and Resilient Future - will explore key topics including decarbonisation, breakthrough technologies, innovative business models, forward-thinking strategies, and emerging industries such as green energy, green steel, and battery technology.

A feature of this year's forum will be an exploration of franchise and small business opportunities emerging in the Pilbara landscape with new commercial developments set to get underway providing the environment to encourage startups and entrepreneurship.



PHCCI PORT HEDLAND CHAMBER OF COMMERCE AND INDUSTRY

The PHCCI is one of Pilbara's biggest and most powerful business networks with more than 400 members. We are a driving force toward the growth and success of local commerce, and we are constantly working to build the economic strength of the region. We are an active, independent, not-for-profit organisation, that works hard to deliver high-quality services, events, and initiatives. Our goal is to make doing business in Port Hedland easier and more rewarding.

We are focused on developing strategies for economic growth and business investment, which create opportunities and possibilities for future generations. The PHCCI is committed to ensuring small to medium-sized businesses remain important contributors to the local economy.

Our busy annual event calendar includes monthly Business After Hours networking events, Business of the Year Awards showcase, Women in Business Luncheons, Men in Business luncheons and the popular Business Breakfast series.

BHP

EVENT PARTNER

BHP has been part of the Western Australia community for 50 years, and the Pilbara is central to its global success. Its Western Australian Iron Ore business includes mines, rail, and port operations in the region. Port Hedland is one of the largest iron ore loading ports in the world and the largest in Australia.

BHP is committed to sharing the economic benefits of its operations with Pilbara communities through employment, local procurement, and community investments. In 2017, BHP expanded its Local Buying Program to the Pilbara. This year, the program achieved a significant milestone with over A\$1 billion spent on small, local, and Indigenous businesses across regional Australia.



Town of
Port Hedland



EVENT PARTNER

The Town of Port Hedland is a major employer in the region with almost 300 staff.

The Council provides a range of services and manages community assets including the JD Hardie Youth and Community Hub; Matt Dann Theatre and Cinema; Port and South Hedland libraries; South Hedland Landfill and Community Recycling Centre; Port and South Hedland aquatic centres; Wanangkura Stadium and Gratwick Fitness Centres.

The Town of Port Hedland has a vision for a thriving, resilient and inclusive future for the diverse Hedland community. It has laid the foundation for this vision through the adoption of its Strategic Community Plan 2022-2032 and the 15-year Long-Term Financial Plan.

GET INVOLVED

The PHCCI invites expressions of interest from businesses committed to our region's future growth and development.

We are offering a limited number of sponsorship and exhibition opportunities at the 2023 Hedland Economic and Franchise Forum. These opportunities are expected to be in high demand, so we encourage businesses to secure their preferred option early to avoid disappointment. Don't miss out on this exciting chance to showcase your business and contribute to the economic development of our region.

To discuss the sponsorship package outlined in this prospectus please contact:

events@phcci.com.au
or 08 9173 1737



VENUE

Wanangkura Stadium - Jimblebar Function Room

The Jimblebar Function Room is situated on the upper level of Wanangkura Stadium. With cutting-edge AV technology, the Jimblebar is an ideal setting for workshops, conferences, and other events. The venue can accommodate up to 120 guests and frequently plays host to key events in the Pilbara region.



WHY SPONSOR

An extensive marketing campaign including advertising, direct mail, email broadcasts, social media and web coverage will be implemented in the lead up to the forum.

The Hedland Economic and Franchise Forum sponsorship and exhibition packages have been designed to:

- Provide an excellent opportunity to promote your company among forum delegates, high profile personnel and key policy makers
- Raise your company profile
- Allow for the opportunity to develop new strategic partnerships and strengthen existing partnerships

Early confirmation of your sponsorship will ensure the highest level of exposure.

Sponsorship Opportunities

Gold Partner	2 ONLY	\$15,000
Session Sponsor	5 ONLY	\$10,000
Catering Sponsor	1 ONLY	\$10,000
MC Sponsor	1 ONLY	\$7,500
Sundowner Sponsor	1 ONLY	\$5,000
Media Partner	1 ONLY	\$5,000 in kind
Merchandise Sponsor	1 ONLY	\$2,500
Exhibition Booth		\$4,000

All prices are ex GST

Sponsorship payment plans over three monthly instalments can be arranged by mutual agreement. If you are interested in this option, please indicate on the sponsorship agreement form.

ENING & HOUSEKEEPING
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ster of Ceremony



SPONSOR BENEFITS

GOLD PARTNER **\$15,000**

- Announcement by MC acknowledging Joint Event Supporters
- Opportunity to provide a corporate video (maximum three minutes) or two minute scripted announcement by MC
- Opportunity to contribute to the Hedland Economic and Franchise Forum program as a speaker or panelist. Details to be negotiated with event coordinator
- Key positioning of name and logo on all event promotional material and correspondence including event registration brochure, advertising and signage, as well as digital projection of the sponsor logo at appropriate times throughout the event
- Key positioning of name and logo on the event website including hyperlink to your organisation's website
- Complimentary delegate registrations (4)
- Dedicated media release/email broadcast and social media posts to announce the sponsorship
- Opportunity to provide comment in post event media release/email broadcast
- Exhibition booth at the forum

SESSION SPONSOR **\$10,000**

- Announcement by MC acknowledging Session Sponsor
- Opportunity to provide a corporate video (maximum three minutes) or two minute scripted announcement by MC
- Key positioning of name and logo on all event promotional material and correspondence including event registration brochure, advertising and signage, as well as digital projection of the sponsor logo at appropriate times throughout the event
- Key positioning of name and logo on the event website including hyperlink to your organisation's website
- Complimentary delegate registrations (4)
- Exhibition booth at the forum



CATERING SPONSOR **\$10,000**

- Acknowledgement at the commencement of the catering breaks (morning & afternoon tea and lunch) your sponsorship of the event
- Opportunity to provide a corporate video (maximum three minutes) or two minute scripted announcement by MC
- Opportunity to erect display material during the catering break and distribute promotional items in the exhibition area where catering is served (branded napkins etc.)
- Key positioning of name and logo on all event promotional material and correspondence including event registration brochure, advertising and signage, as well as digital projection of the sponsor logo at appropriate times throughout the event
- Key positioning of name and logo on the event website including hyperlink to your organisation's website
- Complimentary delegate registrations (4)
- Exhibition booth at the forum

MC SPONSOR **\$7,500**

- Announcement by MC acknowledging MC Sponsor
- Opportunity to provide a corporate video (maximum three minutes) or two minute scripted announcement by MC
- Key positioning of name and logo on all event promotional material and correspondence including event registration brochure, advertising and signage, as well as digital projection of the sponsor logo at appropriate times throughout the event
- Key positioning of name and logo on the event website including hyperlink to your organisation's website
- Complimentary delegate registrations (2)

SUNDOWNER SPONSOR **\$5,000**

- Acknowledgement at the commencement of the event
- Opportunity to provide a corporate video (maximum three minutes) or two minute scripted announcement by MC
- Opportunity to erect display material during the Sundowner Event and distribute promotional items in the exhibition area where catering is served (branded napkins etc.) at the forum
- Key positioning of name and logo on all event promotional material and correspondence including event registration brochure, advertising and signage, as well as digital projection of the sponsor logo at appropriate times throughout the event
- Key positioning of name and logo on the event website including hyperlink to your organisation's website
- Complimentary delegate registrations (4)



MEDIA PARTNER **\$5,000** IN KIND

- Announcement by MC acknowledging Media Partner
- Opportunity to provide a corporate video (maximum three minutes) or two minute scripted announcement by MC
- Key positioning of name and logo on all event promotional material and correspondence including event registration brochure, advertising and signage, as well as digital projection of the sponsor logo at appropriate times throughout the event
- Key positioning of name and logo on the event website including hyperlink to your organisation's website
- Complimentary delegate registrations (2)

MERCHANDISE SPONSOR **\$2,500**

- Your logo exclusively printed on promotional merchandise including Delegate Lanyards, Notepad etc.
- Complimentary delegate registrations (2)

EXHIBITION BOOTH SPONSOR **\$4,000**

- Exhibition booth at the forum
- Complimentary delegate registrations (2)
- Exhibitor only registration (1)
- Opportunity to distribute promotional material items during networking breaks



SPONSOR BENEFIT SUMMARY

	MC Acknowledgement	Corporate Video (minutes) or Scripted Announcement	Logo on promotional	Logo on website	Complimentary registrations	Additional VIP Invitations	Media/Social Media Announcement	Comment in post event MR	Exhibition Booth	Additional Benefits
Gold Partner	✓	✓	✓	✓	4	15	✓	✓	✓	Keynote Speaker Participation
Session Sponsor	✓	✓	✓	✓	4	10			✓	Panel Speaker Participation
Catering Sponsor	✓	✓	✓	✓	4	10			✓	Promotional items/giveaways at catering breaks
MC Sponsor	✓	✓	✓	✓	2	8				Promotional items/giveaways at conference
Sundowner Sponsor	✓	✓	✓	✓	4	5				Promotional items/giveaways at conference
Media Partner	✓	✓	✓	✓	2					Promotional items/giveaways at conference
Merchandise Sponsor			✓		2	4				Logo printed on merchandise
Exhibitor					2	5			✓	Exhibition Only Pass Promotional/Giveaway Items

SPONSORSHIP AGREEMENT

Thank you for your consideration of a sponsorship opportunity supporting the 2023 Hedland Economic and Franchise Forum.

To proceed with sponsorship, please fill in the details below.

Company name: _____

Physical address: _____

Postal address: _____

Phone: _____ Fax: _____

Authorising representative: _____

Position: _____

Email: _____

Exhibition contact: _____

Position: _____

Email: _____

Agreement

I _____ being an authorised representative of _____ agree to sponsor the 2023 Hedland Economic and Franchise Forum.

Our level of sponsorship is (Please indicate with a tick)

- | | | | |
|---|-----------------|--|--------------------------|
| <input type="checkbox"/> Gold Partner | \$15,000 | <input type="checkbox"/> Sundowner Sponsor | \$5,000 |
| <input type="checkbox"/> Session Sponsor | \$10,000 | <input type="checkbox"/> Media Partner | \$5,000 (in kind) |
| <input type="checkbox"/> Catering Sponsor | \$10,000 | <input type="checkbox"/> Merchandise Sponsor | \$2,500 |
| <input type="checkbox"/> MC Sponsor | \$7,500 | <input type="checkbox"/> Exhibition Booth | \$4,000 |

**All prices are ex GST*

I acknowledge that we will be invoiced for _____

Name: _____

Signature: _____ Date: _____

Email form to the events coordinator:
events@phcci.com.au

H E F

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