



International Women's Day

2025 CAMDEN COUNCIL INTERNATIONAL

Women's DAY GALA

THURSDAY 6 MARCH 2025

SPONSORSHIP PROSPECTUS



INTERNATIONAL WOMEN'S DAY

International Women's Day (IWD) is a global day celebrating the social, economic, cultural, and political achievements of women. Celebrated annually on 8 March, the day also marks a call to action for accelerating gender parity. Significant activity is witnessed worldwide as groups come together to celebrate women's achievements and/or rally for women's equality.

The broad objectives of International Women's Day are to:

- Celebrate women's achievements;
- Raise awareness about women's equality;
- Lobby for accelerated gender parity; and
- Fundraise for female-focussed charities.

CAMDEN COUNCIL INTERNATIONAL WOMEN'S DAY GALA

Camden Council's annual IWD Gala returns for another year to promote gender equality and raise funds for a local cause.



Thursday 6 March



Gledswood Homestead & Winery

This gala presents a fantastic opportunity to connect your brand with the missions of International Women's Day, the values of NSW Women's Week, and the initiatives of Camden Council. Together, these organisations are dedicated to empowering women and fostering gender equality throughout our communities.

Past speakers include Jana Pittman (2024), Naomi Simson (2023), Jessica Rowe (2022), and Tracey Spicer (2021). All proceeds from ticket sales to the event will go directly to a local charity or not-for-profit organisation, to be announced. Don't miss your chance to be part of this inspiring event!

KEYNOTE
SPEAKER
ANNOUNCEMENT
COMING SOON...

SPONSOR THE EVENT

Are you interested in showing your company's support for International Women's Day? Would you like to showcase your business name to high profile speakers and local businesses at a premier Council event?

Consider an IWD Gala 2025 sponsorship and choose a package that is best for your business. Becoming a sponsor of a Council event will enhance your business's connection to Camden's growing community, residents, and businesses.

There are various sponsorship packages available to your business. You can either contribute directly with monetary sponsorship or provide in-kind* support to the value of the selected package.

Sponsorship opportunities are offered as Platinum, Gold, Silver or Bronze packages, with each offering items which enhance your business brand exposure. Please see page 4 for more information.

To register your interest to sponsor the 2025 Camden Council International Women's Day Gala, **complete and submit your EOI** on Council's website by **Friday 6 December 2024**.

*In-kind sponsorship is a type of sponsorship where a business agrees to sponsor an event or initiative by providing goods and/ or services (value-in-kind) instead of cash as part of a sponsorship agreement. Acceptance of in-kind sponsorships is at the discretion of Council, with consideration for the needs of the event.

CONTACT DETAILS

For further enquiries regarding Council's International Women's Day Gala Sponsorship Prospectus, contact the Economy and Place Team



business@camden.nsw.gov.au



13 22 63



SPONSORSHIP BENEFITS

	PLATINUM	GOLD	SILVER	BRONZE
No. of sponsors per category	1	3	5	8
Minimum investment (ex, GST)	\$10,000	\$5,000	\$2,500	\$1,000

SPONSOR EVENT BENEFITS

No. of complimentary tickets	10	5	4	2
Discounted additional tickets	15%	10%	5%	
5-minute speaking segment at the event	✓			
Feature in Council's Business e-news (distributed to over 1,250 subscribers)	✓	✓		
Feature in Event Program booklet	2-page feature	1-page feature	Half-page feature	Logo included
Acknowledgement of sponsorship by MC and Mayor	✓	✓		
Info table at the event (optional)	✓	✓		
Sponsorship recognition through table signage	✓	✓	✓	
Tiered logo placement on media screen	✓	✓	✓	✓
Provision of a promotional item distributed to all guests through the event gift bags (optional)	✓	✓	✓	✓

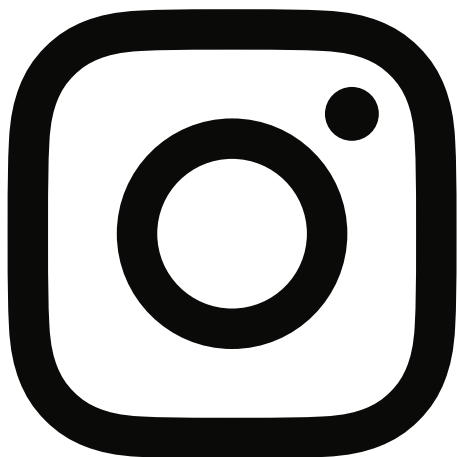
SPONSOR MEDIA AND PROMOTIONAL BENEFITS

Sponsor quote in pre- and post-event media releases	✓			
1 x event night acknowledgement mention on Council's social media platforms	✓	✓		
Sponsor mention in Council's Let's Connect publication (distributed to 46,000 local households)	✓	✓		
Feature on Council's LinkedIn page	✓	✓		
Sponsor-branded recognition asset for sponsor's social media use	✓	✓		
Non-branded recognition asset for sponsor's social media use			✓	✓
Feature on event webpage, subject to word limits	✓	✓	✓	
Dedicated post-event email sent to attendees	Feature with banner	Blurb with tile	Logo placement	Logo placement
Sponsor mentions in pre- and post-event media releases, subject to timing	✓	✓	✓	✓
1 x pre-event sponsor acknowledgement post on Council's social media platforms	✓	✓	✓	✓
Tiered logo placement on event webpage	✓	✓	✓	✓
Early access to sponsorship opportunities for 2026 event	✓	✓	✓	✓

LEVERAGE CAMDEN COUNCIL'S SOCIAL MEDIA

Camden Council's social media following and reach may help raise awareness of your business and connect you with new customers.

Council's Facebook page has 46,000 followers



Council's Instagram has 8,500 followers

Council's LinkedIn has 10,000 followers



CONDITIONS OF SPONSORSHIPS

1. Sponsorship may only be acquired to add value to an existing Council Event, Activity or Project. Council must fulfil its responsibilities to the community regardless of any lack of Sponsorship support.
2. Council must only use the Sponsorship funds in accordance with the Sponsorship agreement.
3. The value of the Benefits package detailed in a Sponsorship agreement should reflect the level of financial and/or In-kind Support.
4. The Sponsor's brand or values must align with Council's brand and values and deliver positive reputational benefits for the Camden LGA community.
5. Council and Sponsors must ensure that sufficient funding and resources are available and allocated to the delivery of all benefits detailed in Sponsorship agreements.
6. There should be no real or apparent conflict between the values, objectives and ethical standard of Council and those of the Sponsor, and/or the Sponsor's related companies/businesses/organisations.
7. Council will not accept Sponsorship from the following:
 - Services or businesses carried out by staff members of Council;
 - Tobacco or tobacco-related companies;
 - Organisations or parties whose services or products Council deems to be dangerous to health and wellbeing;
 - Organisations or parties involved in gambling services, pornography or exploitation of labour;
 - Alcohol companies unless Council deems it acceptable for a specific event;
 - Organisations that have received council grant funding or cash or in-kind sponsorship within the same financial year; and
 - Any other products or services Council deems to be inappropriate or in conflict with Council's values.
8. Council will not accept Sponsorship from prospective Sponsors if there could be a conflict of interest, or a perceived conflict of interest, including those associated with land development.
9. Council, at its discretion, has the right to refuse Sponsorship if it is of the opinion that the prospective Sponsor and/or their objectives may conflict with Council's social values.
10. Sponsorship and Sponsorship agreements must not impose or imply conditions that would limit, or appear to limit, Council's ability to carry out its functions in any way nor impose any liability on Council with regard to the conduct of the event being Sponsored.
11. There must be no suggestion, either explicitly or implicitly, that any individual, organisation or company will be given any favourable or special treatment as a result of providing Sponsorship support to Council. Council will enforce any and all processes as set out in its policies and regulations.
12. No official, elected representative, employee or agent of Council is to receive or solicit any personal benefit from a Sponsorship agreement with Council.
13. The Sponsor of an Event may not claim (through implied or express means) that they are in partnership with Council nor that Council endorses the products or services provided by the Sponsor.
14. Council must not seek or accept Sponsorship from parties who are, or may be, subject to inspection or regulation by Council during the period of the Sponsorship agreement.
15. Council must not seek nor accept Sponsorship from parties who are or may be involved with a Planning matter (including but not limited to a Development Application), Regulatory or legal matters for consideration with Council during the period that the Event is being promoted or held, or if it is reasonably known that such matters are likely to arise during that period.
16. Any Sponsorship with Council must be formalised by a written agreement that:
 - (a) Has been approved by Council's Legal and Governance branch and the relevant Director of the branch seeking sponsorship; and
 - (b) Is validly executed by all parties to the agreement.
17. Sponsorships attract GST at the agreed financial or determined in-kind value. Sponsorship is not a donation or grant.