

WEDNESDAY 8 MARCH 2023



International Women's Day



INTERNATIONAL

# WOMEN'S DAY

GALA

CRACKING THE CODE:  
INNOVATION FOR A  
GENDER-EQUAL FUTURE

SPONSORSHIP PROSPECTUS

# INTRODUCTION

The 2023 theme emphasises the importance of bold, transformative ideas, inclusive technologies, and accessible education in combating discrimination and the marginalisation of women globally. Get involved and help Crack the Code for a gender-equal future!

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 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
- fundraise for female-focussed charities

Camden Council's annual IWD Gala returns for another year to promote gender equality and raise funds for a local cause. The evening will align with the IWD 2023 theme of 'Cracking the Code'.

The event will take place at a venue to be confirmed on Wednesday 8 March, 5.30pm-9pm.

All proceeds from ticket sales to the event will go directly to a local charity or not-for-profit organisation, to be announced.

This event is a great opportunity to align your brand with the IWD missions, the values of NSW Women's Week, and Camden Council. These organisations are committed to supporting and uplifting women, and actively paving the way for gender equality in all areas of our communities.

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# CALL FOR EVENT SPONSORS

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 2023 Gala 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 below for more information.

To register your interest to sponsor this year's Camden Council International Women's Day Gala, [complete and submit EOI](#) on Council's website by Sunday 5 February 2023.

## 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](mailto:business@camden.nsw.gov.au)

📞 4654 7777



	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	6	4	2
5-minute speaking segment at the event	✓			
Recognised sponsorship of school leaders tables	✓	✓		
Media screen logo	✓	✓	✓	✓
Business in review feature in Camden Council's Business E-News	✓	✓		
Sponsorship showcase booklet	2 page feature, logo included	1 page feature, logo included	half page feature, logo included	Logo included
Recognition Asset for social media	✓	✓	✓	✓
Info table at the event (optional)	✓	✓		
Acknowledgement of sponsors by MC and Mayor	✓	✓	✓	✓
Provision of your collateral to all guests	✓	✓	✓	✓
Table sponsorship with table sign	✓	✓	✓	✓

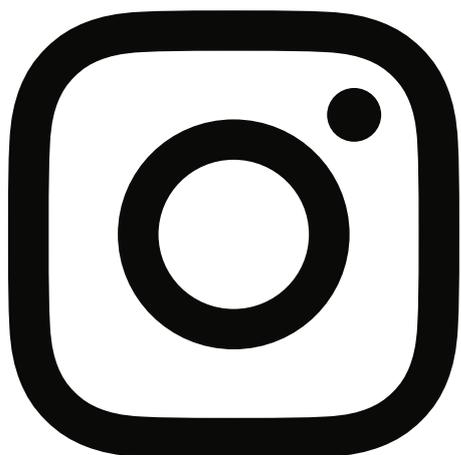
### SPONSOR MEDIA AND PROMOTIONAL BENEFITS

Sponsor quote in pre- and post-event media releases	✓			
Sponsor mentions in pre- and post-event media releases	✓	✓	✓	✓
2 x Sponsor acknowledgement posts on Council's social media platforms	✓			
1 x Sponsor acknowledgement post on Council's social media platforms		✓		
Sponsor mentions in event posts on Council's social media platforms	✓	✓	✓	✓
Tiered logo placement on event webpage, with links to your website	✓	✓	✓	✓

# CAMDEN COUNCIL'S SOCIAL MEDIA REACH

Camden Council has an active and highly engaged social media following across a number of platforms.

Council's Facebook page has 42,000 followers, with an average monthly reach of more than 142,000



Council's Instagram has 6,321 followers

Council's LinkedIn has 7,205 followers



# CONDITIONS OF SPONSORSHIP

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. All Sponsors and their related Sponsorship agreements must be approved by the relevant Director of the branch seeking sponsorship.
6. Council must ensure that sufficient resources are available and allocated to the delivery of all benefits detailed in Sponsorship agreements.
7. 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. Council staff involved in seeking Sponsorship must take reasonable steps to minimise the risks to Council to avoid a Sponsorship agreement that may result in a negative association being established or reputational damage to Council. Council officers must undertake adequate research (in line with the principles set out in this policy) and due diligence.
8. Council will not accept Sponsorship from the following:
  - Tobacco or tobacco-related companies;
  - Companies whose services or products Council deems to be dangerous to health & wellbeing;
  - Gambling services;
  - Alcohol companies unless Council deems it acceptable for a specific event; and
  - Any other products or services Council deems to be inappropriate or in conflict with Council's values.
9. Council will not accept Sponsorship from prospective Sponsors if there may be a conflict of interest, or a perceived conflict of interest, including those associated with land development.
10. 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.
11. 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.
12. 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.
13. No official, elected representative, employee or agent of Council is to receive or solicit any personal benefit from a Sponsorship agreement with Council.
14. The Sponsor of an Event may not claim (through implied or express means) that Council endorses the products or services provided by the Sponsor.
15. 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.
16. Council must not seek nor accept Sponsorship from parties who are or may be involved with a Planning matter before Council during the period that the Event is being promoted or held.
17. Any Sponsorship with Council must be formalised by a written agreement that:
  - Has been approved by Council's Legal and Governance branch and the relevant Director of the branch seeking sponsorship; and
  - Executed by all parties to the agreement.
18. Sponsorships attract GST at the agreed financial or determined in kind value. Sponsorship is not a donation or grant.

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