



**BUSINESSES – LARGE OR SMALL
THE**

workplace
big
day out

NEEDS YOUR SUPPORT!

**THIS IS A GREAT OPPORTUNITY TO RAISE YOUR BUSINESS PROFILE AND SUPPORT YOUR
COMMUNITY TOO!**

To whom it may concern,

More and more businesses are getting involved in their communities. This is evident at the Workplace Big Day Out where hundreds of representatives from an ever increasing number of local businesses have already embraced the challenge and participated in a fun day aimed at improving community involvement and creating new friendships along the way.

This event is continuing to grow with many previous participants lining up again and again. It is common for up to 120 or more workplace volunteers from a range of Geelong businesses to participate in every Workplace Big Day Out challenge.

The Workplace Big Day Out is held twice a year, usually in July (Winter event) and late November/early December (Summer event).

Sponsorship is being sought to cover the costs of these events and will assist to ensure it is a success. The sponsorship packages available will not only support this fantastic event but also provide great benefits for your business. Due to the growing interest and support of this event we are seeking the support of sponsors for both events now. Businesses may choose to support one or both – the choice is yours!

The benefits for sponsors include: great promotional opportunities by appearing in all advertising material for the Workplace Big Day Out i.e. invitations and other related communications, media coverage and event programs. The day itself also provides a great networking opportunity, as many representatives from local businesses will be there. In the following pages you will find details of what these great packages have to offer!

The emphasis of this day is to have fun, with workplace volunteers working in teams to provide support and friendship to people with disabilities from a range of Geelong community agencies.

More and more companies are expressing a desire to volunteer their time and get more involved with their local community. This involvement is commonly referred to as 'corporate social responsibility' and businesses both large and small are becoming increasingly aware of its benefits. It enhances business potential and stimulates economic growth in the region while supporting and strengthening the communities that businesses operate in. The involvement can be a 'one off' or long term contribution of in-kind or financial support by way of workplace volunteering, shared access to resources, sponsorship, gifts or donations.

Business and Community Links (BacLinks) provides the vehicle for strong, sustained and widespread collaborations between businesses and community agencies that have positive social impacts. The Workplace Big Day Out is one of many such project opportunities brokered by BacLinks.

A committee including representatives from United Way, Black Dog Promotions, Highton Rotary and BacLinks, along with other community representatives, organises the Workplace Big Day Out.

For more information regarding these and other sponsorship packages, the Workplace Big Day Out, or to make *Application for Workplace Big Day Out Sponsorship* please visit our website www.baclinks.org.au or contact the BacLinks Office, 03 5249 8989 and speak to myself, or one of the BacLinks staff:

Mike Oliver: moliver@karingal.org.au

Tracy Bull: tbull@karingal.org.au

Denise Howes: dhowes@karingal.org.au

Please note that BacLinks' primary objective is to bring together business and community sectors for the benefit of our region. As such BacLinks remains impartial but will endeavour to avoid sponsorship overlap of business interests whenever possible. In the event of potential overlap occurring BacLinks will contact the businesses concerned. Due to the popularity of the event Sponsorships are allocated on a first in, first served basis.

We look forward to your support.

Kind regards,



Sheree Holdsworth
Manager, BacLinks
sholdsworth@karingal.org.au

**WORKPLACE BIG DAY OUT
SPONSORSHIP PACKAGES**

Available for both Winter and Summer events

Please note that in addition to the listed packages BacLinks will endeavour to acknowledge all sponsorships whenever and wherever an opportunity presents itself. This could include media coverage (Print/Radio/TV), onsite posters, newsletters etc.

Application available online:

www.baclinks.org.au/workplace/index.html



**MAJOR SPONSOR
1 ONLY per event
Valued at \$5000 each +GST**

As the major sponsor you will receive the most prominently featured logo, positioning and emphasis on all promotional material.

Your major sponsorship package will include:

- 10 workplace volunteer placements at the event. Additional places can be purchased
- Logo on the Show Bag (given to each workplace volunteer on the day) consisting of the items listed below:
 - Logo on a mouse mat (full colour)
 - Logo (one colour) on a coffee mug (Winter)/water bottle (Summer)
 - Your Business informational/promotional pamphlets/newsletters (provided by you)
- Logo on an embroidered cap, to be worn on the day by workplace volunteers (full colour)
- Logo on the T-shirt, to be worn on the day by workplace volunteers (one colour)
- Your business banner displayed at the event in the most prominent position (provided by you)
- Special mention of your sponsorship at the volunteer briefing
- Guest speaking opportunity at the opening/close of the event
- Acknowledgement of your major sponsorship and prominent business logo featured on the BacLinks website immediately on acceptance of your sponsorship and remaining for a period of 3 months post event
- Logo on Workplace Big Day Out promotional material such as:
 - Event invitations
 - Official program

As well as:

- Evaluation reports
- Staff and support manuals



SPONSOR
Valued at \$2000.00 each + GST

As a sponsor you will receive:

- 4 workplace volunteer placements at the event. Additional places can be purchased
- Logo on the Show Bag (given to each workplace volunteer on the day) consisting of the following:
 - Logo on a promotional item e.g. pen, stress ball, business card holder or similar
 - Logo on a mouse mat (full colour)
 - Your Business informational/promotional pamphlets/newsletters (provided by you)
- Logo on the T-shirt, to be worn on the day by workplace volunteers (one colour)
- Your business banner displayed at the event (provided by you)
- Special mention of your sponsorship at the volunteer briefing
- Acknowledgement of your sponsorship and business logo featured on the BacLinks website immediately on acceptance of your sponsorship and remaining for a period of 3 months post event
- Logo on Workplace Big Day Out promotional material such as the Official Program as well as evaluation reports and staff and support manuals

DISCLAIMER: Show bag contents may be subject to minor change according to availability of stock. Similar items of the same value may be substituted.