

# STRONGER TOGETHER

STATE CONFERENCE SERIES

2024 - 2025

WA

8 AUGUST 2024



VIC

4 SEPTEMBER 2024



QLD

27 FEBRUARY 2025



NSW

5 APRIL 2025



# WELCOME

The Franchise Council of Australia cordially extends an invitation to your organisation to join us as a valued sponsor at the 2024 - 2025 FCA 'Stronger Together' State Conference series.

The FCA State Conference Series hosted by the Franchise Council of Australia will take place across Australia on the following dates.

## DATES

**WA:** August 8th 2024  
**VIC:** September 4th 2024

**QLD:** February 27th 2025  
**NSW:** April 5th 2025

'Stronger Together' promises to be a gathering of industry leaders, providing invaluable networking opportunities and insights into the evolving landscape of franchising. Your participation would greatly enrich the experience for all attendees and contribute to the success of this event.

We look forward to the possibility of collaborating with you and your organisation to make this conference a memorable and productive occasion.

**Franchise Council of Australia is the peak body for the \$174 billion franchise business segment.**

Franchising has permeated nearly every business category in Australia, exhibiting diverse levels of complexity and market share. This widespread presence generates employment opportunities and contributes to the national economic prosperity.

The FCA plays a pivotal role by providing avenues for Franchisors, Franchisees, Business Advisors and small to medium enterprises to influence governmental policies, communicate with political leaders and key decision makers, network with industry peers and engage with policy discussions.

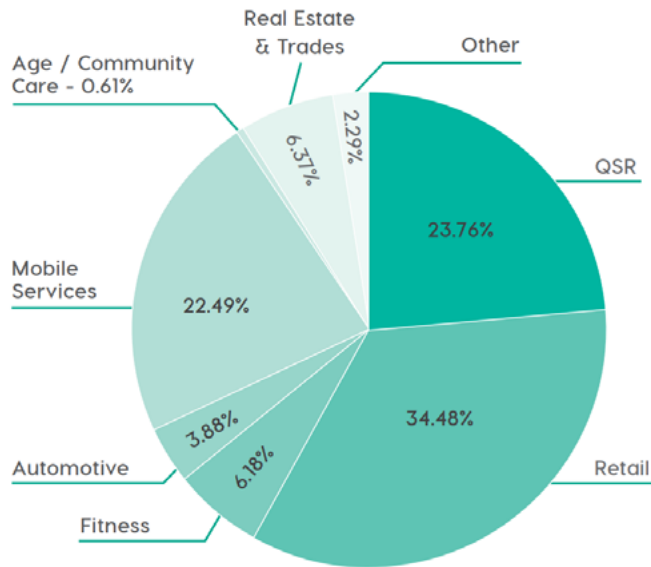
## FCA OBJECTIVES

- To develop a strong, vibrant and financially viable franchising sector
- To provide information and education to existing and potential franchisees and franchisors
- To provide an extensive networking and events program for the benefit of members
- To inform and lobby state and federal government on issues relevant to the sector
- To establish standards of international best practices for Australian franchise systems
- To advance the interests of members in Australia, international franchise community, franchise advisory councils, business advisors and small to medium businesses

# WHY BECOME A SPONSOR?

Sponsoring the FCA **Stronger Together State Conference Series** provides direct access to your target market, showcasing your dedication and support to the franchising industry.

You can choose to sponsor Nationally which will deliver 12 months of recognition, exposure and networking opportunities for your company. Single State level opportunities are also available.



**ATTENDEES WORK ACROSS ALL SECTORS OF FRANCHISING**

## Sponsor the FCA State Conference to reach your audience effectively and gain exposure for your organisation through:

- The option to attend national-reaching conferences with local messaging
- Participation in pivotal round table discussions devoted to improving franchising
- The opportunity to demonstrate your company's commitment to the industry
- An opportunity to build and reinforce strategic relationships
- Time to present latest innovations and new products or services to a relevant audience, and showcase your expertise, capabilities and the opportunity to educate the industry
- Increased marketing opportunities including visibility on the conference website and associated marketing materials

SPONSORSHIP PACKAGES		SPONSORSHIP LEVEL			NETWORKING DRINKS	BARISTA COFFEE STAND
		GOLD 1 (exclusive)	SILVER 3	BRONZE 6-10		
National & State Options (WA, VIC, QLD, NSW)					1	1
NATIONAL	NATIONAL PACKAGE (INCLUDES 4 STATES)	\$30,000	\$20,000	\$10,000	\$28,000	\$4,000
STATE	STATE BY STATE	\$7,500	\$5,000	\$2,500	\$7,000	\$1,000

# SPONSORSHIP OVERVIEW

## NATIONAL SPONSORSHIP PROGRAM

Delivering 12 months of recognition, exposure and networking opportunities, which will commence in May 2024 through until April 2025.

Leverage our 12-month communication strategy to members promoting your competitive advantages through our targeted Website, eDM's and social media platforms.

Nationally available package	GOLD	SILVER	BRONZE	NETWORKING DRINKS	COFFEE SPONSOR
	1	3	6	1	1
Announcement of sponsorship by MC at commencement of conference.	✓	✓	✓	✓	✓
Exclusive sponsorship on delegate's name badge co-branding with FCA.	✓				
Company supplied banner prominently displayed in conference foyer (supplied by sponsor)	✓				
Address to all delegates at conference opening (5-mins)	✓				
Keynote speaker introduction (one of three)		✓			
Logo and QR code on Pyramid Table Tents	✓	✓			
Exhibition table provided	✓	✓	✓		
Address to all delegates at opening (5-min) Networking Drinks				✓	
Company signage at sponsored Networking drink's function & Coffee Cart				✓	✓
Attendees registered for conference	6	4	2	4	2
PowerPoint slide acknowledgement where appropriate	✓	✓	✓	✓	✓
Level of sponsorship highlighted in conference program	✓	✓	✓	✓	✓
Company prominently featured on all correspondence & advertisements (including e DM's, Website and Socials – depending on National or State sponsor level).	✓	✓	✓	✓	✓
Company name, logo, and profile prominently featured on conference website, with URL link back to company site.	300 words	200 words	50 words	300 words	200 words

# SPONSORSHIP PROSPECTUS

## STANDARD SPONSORSHIP OPTIONS INCLUDED ACROSS ALL PACKAGES

For in depth information Refer to Page 4

- Acknowledgment by conference MC as a sponsor.
- PowerPoint slide acknowledgment where appropriate
- Attendees registered for conference
- Brand exposure to a focused group of business owners and other delegates involved in the franchise sector.
- Level of sponsorship highlighted in conference program
- Company prominently featured on all correspondence & advertisements (including eDM's, Website and Socials – depending on National or State sponsor level)
- Company name, logo and company profile on conference website with link to company's home page
- Exhibition table provided (Gold, Silver, Bronze)

## GOLD SPONSOR

NATIONAL  
\$30,000+GST

STATE  
\$7,500+GST

### GOLD SPONSOR BENEFITS

- EXCLUSIVE Invitation to deliver a 5-minute welcome address to delegates at the conference opening session
- EXCLUSIVE Company provided banner prominently displayed in conference foyer
- EXCLUSIVE Sponsorship on delegate's name badge co-branding with FCA
- Logo and QR code on pyramid table tents
- 6 attendees registered for conference

## SILVER SPONSOR

NATIONAL  
\$20,000+GST

STATE  
\$5,000+GST

### SILVER SPONSOR BENEFITS

- EXCLUSIVE (1 of 3) Keynote speaker introduction
- Logo and QR code on pyramid table tents
- 4 attendees registered for conference

## BRONZE SPONSOR

NATIONAL  
\$10,000+GST

STATE  
\$2,500+GST

### BRONZE SPONSOR BENEFITS

- Standard Sponsorship options and inclusions
- 2 attendees registered for conference.

# SPONSORSHIP PROSPECTUS

4:30pm - 6:00pm

## NETWORKING DRINKS SPONSOR

NATIONAL  
\$28,000+GST

STATE  
\$7,000+GST

### NETWORKING DRINKS SPONSOR BENEFITS

- EXCLUSIVE - Invitation to deliver a 5-minute welcome address to delegates at the Networking Drinks
- Opportunity to display one freestanding company banner at Network Drinks (sponsor to provide)
- 4 attendees registered for conference

## BARISTA COFFEE STAND SPONSOR

NATIONAL  
\$4,000+GST

STATE  
\$1,000+GST

### BARISTA STAND BENEFITS

- Opportunity to display one freestanding company banner adjacent to the Coffee Cart (sponsor to provide)
- Opportunity to provide branded aprons for Baristas at sponsor's cost
- 2 attendees registered for conference.



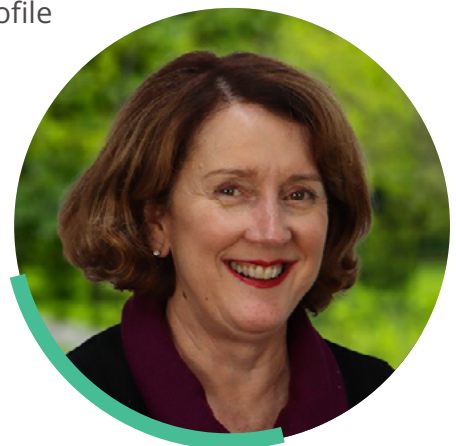
# MESSAGE FROM THE CEO

Thank you for considering participation in our Franchise Council of Australia 'Stronger Together' State Conference Series. As we strive to cultivate meaningful connections and provide unparalleled marketing opportunities within the franchising industry, your involvement is crucial to our collective success.

At the heart of our mission lies a commitment to fostering a fair, transparent, and competitive franchising environment in Australia. Through engaging discussions, valuable networking opportunities, and strategic partnerships, we aim to shape policies and regulations that benefit all stakeholders. I encourage you to explore the sponsorship and exhibition packages available on our conference website. These packages are meticulously crafted to maximize your organisation's visibility and ensure exposure to a diverse audience of industry professionals.

Our lineup of speakers and interactive roundtable sessions promises to deliver invaluable insights and facilitate discussions on pressing issues within the franchising landscape.

Your participation will not only elevate your organization's profile but also contribute to the exchange of knowledge and ideas that drive innovation in our industry. As you consider your involvement, please don't hesitate to reach out to us for further details on national sponsorship opportunities or to explore options at a local state level. We're excited about the prospect of collaborating with you and eagerly await your participation in our vibrant



## **Tanya Robertson**

Interim Chief Executive Officer

## CONTACT US TODAY

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