

Women's Lifestyle Expo

2016

Sponsorship Opportunities





WOMEN'S LIFESTYLE EXPO 2016

SPONSORSHIP OPPORTUNITIES

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WOMEN'S LIFESTYLE expo

ABOUT THE WOMEN'S LIFESTYLE EXPO

The Women's Lifestyle Expo began when a group of women had a vision of creating an event that brought together women and businesses on the Sunshine Coast. The Women's Lifestyle Expo's mission is to facilitate an environment where women of all ages, cultures, and backgrounds can connect, gain knowledge and become empowered.

The Women's Lifestyle Expo is an opportunity for:

- Exposure of and growth of small and large businesses;
- Building relationships and connecting businesses, community services and the people of South-East Queensland;
- Women attending free workshops, facilitating empowerment through knowledge and support;
- Women being inspired and encouraged in their diverse roles.

The first event was held over one day in September 2009 with 40 exhibitors, 12 workshops, and 400 attendees. Since then the Women's Lifestyle Expo has grown to a major 2 day event with around 4000 attendees, 100 trade exhibitors, and over 25 workshops presented by acclaimed speakers.

The Women's Lifestyle Expo has become one of the key events for women in South-East Queensland each year. It is an event that offers a wide range of exhibits and workshops, entertainment along with a variety of food and drink services, and a warm, friendly and welcoming atmosphere for all who attend.



WOMEN'S LIFESTYLE expo

2016 EXPO OVERVIEW

With extensive media promotion throughout the Sunshine Coast, and beyond, it is anticipated that approximately 4000 people will attend the Women's Lifestyle Expo at the Lake Kawana Community Centre over this two day event.

The event includes:

- Commercial exhibitors covering a broad range of industries - health, travel, finance, beauty, personal development, jewellery, home products, photography and many more.
- Over 20 one-hour workshops covering topic areas such as finance, personal growth and life skills, personal image, health, professional skills, and family and relationships. The workshops are extremely well attended.
- A Fashion Design HQ showcasing local designers and Fashion Parades
- Mini Music, and Gourmet Food Festival, with local artists to entertain you within the food court area and providing exceptional coffee and a variety of food.



WOMEN'S LIFESTYLE expo

THE EXPO EXPERIENCE

The Women's Lifestyle Expo attracts attendees from throughout Queensland. Groups of women from Bundaberg, Ipswich, Toowoomba and Brisbane organised visits to the Sunshine Coast to be able to attend the Expo. Businesses from outside the Sunshine Coast (including Melbourne and Sydney) have also travelled to be an exhibitor at the last few Expos.

The Women's Lifestyle Expo supports many aspects of the SEQ community. By being a part of the Expo, all who are involved benefit. Our exhibitors find that it is a great opportunity to develop their business and increase exposure throughout the region.

Think Money said the following about their Expo experience:

"I just wanted to write to tell you how beneficial the Women's Lifestyle Expo has been to our business and thank you for your invitation to be involved in the upcoming event. Last year's expo proved to be of awesome benefit to my business, in fact our testing and measuring has shown it to be one of the most successful marketing activity of the year, with results 150-200% greater than other trade-show ventures we participated in. Not only did the expo generate a large quantity of leads, I was really impressed by the quality of leads..."

The expo is a truly unique event for Women on the Sunshine Coast and has proven to be an anticipated event on the calendar for women from all walks of life. Everyone who participated in last years event, both stall holders & the public seemed genuinely excited and happy to be a part of it. I believe this is what helped to produce such high quality leads for our business, and on a personal note, quality networking relationships with other women operating businesses on the coast."





WOMEN'S LIFESTYLE expo

2016 THE EVENT

The 2016 Women's Lifestyle Expo will be held on

FRIDAY 19 AND SATURDAY 20 AUGUST 2016
at the LAKE KAWANA COMMUNITY CENTRE
(Sportsmans Parade, Lake Kawana)

The Women's Lifestyle Expo will be held over **2 days** (9:00am to 4:00pm) and will include:

- **Exhibits:** This will incorporate over 100 commercial exhibits.
- **Workshops:** A selection of highly regarded and well-recognised speakers, covering a range of topics will be presenting informative workshops throughout the two days.
- **Mini Music and Gourmet Food Festival—food and drink services.**

Exhibits, and workshops is complimentary to all who attend. A gold coin donation on arrival for attendees.

The Red Team will be providing assistance throughout the entire event, from set-up to pack-down, supporting exhibitors, workshop presenters, sponsors and attendees.

ADVERTISING

The following advertising strategies will be used to promote the Women's Lifestyle Expo:

- Word of mouth
- Active email campaign to thousands of subscribers
- Social media
- Expo website
- Dedicated Expo magazine - 10 000 copies distributed throughout the Sunshine Coast
- Profile Magazine has a distribution of 25 000 -35 000 with a 2 page cover story on Expo
- Printed promotional material - posters, flyers
- Television, Radio (Channel 7, 92.7 MixFM)
- Listings in community notice boards and promotion

We invite you to be a part of this exciting and rewarding experience.

WOMEN'S LIFESTYLE expo

2016 SPONSORSHIP OPPORTUNITIES

The Women's Lifestyle Expo team is looking forward to building relationships and working closely with sponsors to maintain the excellent standard of the Expo and to facilitate growth of the event.

As a sponsor of the 2016 Women's Lifestyle Expo, your business or brand will have exposure to and receive the attention of thousands of people while you have the opportunity to help the Sunshine Coast community at the same time.

As a sponsor your business would benefit through:

- Being involved in an occasion that builds relationships with the broader community;
- Significant exposure of your brand throughout South-East Queensland;
- Having the opportunity to foster awareness of your services/products to the South-East Queensland community;
- Being associated and having 'ownership-in-part' of a well recognised and highly regarded annual event.

The Women's Lifestyle Expo offers a range of sponsorship opportunities for 2016.



WOMEN'S LIFESTYLE expo

2016 SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR

THREE ONLY

Your name/brand will be directly associated with the Women's Lifestyle Expo and associated programs/activities.

Details:

- Double site at the Expo in August 2016
- Full page advertisement in the Expo magazine
- Radio advertisements on MixFM - specifically promoting YOUR BUSINESS NAME AND SERVICES, and mention as event sponsor of 2016 Women's Lifestyle Expo
- Logo placement
 - ◊ Women's Lifestyle Expo website
 - ◊ On all advertising in print media and promotional material
 - ◊ On all email communication with database and electronic campaigns
 - ◊ In social media marketing
- Signage - outside (street frontage) and inside the main entrance of the venue at Expo
- Opportunity for Workshops
- Database access - receive a copy of the full Women's Lifestyle Expo database, consisting of exhibitors and attendees.
- Opportunity to exhibit or have a display at other Expo events throughout 2016. eg. Networking Promotions Night.
- Social Media coverage leading up to the event

Investment = \$10 000





2016 SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR

THREE AVAILABLE

Your name/brand will be associated with the Women's Lifestyle Expo

Details:

- Site at the Expo in September 2016
- Half page advertisement in the Expo magazine
- Radio advertisements on MixFM —mention as sponsor of 2016 Women's Lifestyle Expo
- Logo placement on the Women's Lifestyle Expo website
- Signage - outside (street frontage) and inside the main entrance of the venue at Expo
- Database access - receive a copy of the Women's Lifestyle Expo database of attendees and exhibitors from 2016.
- Social Media Coverage leading up to the event

Investment = \$5 000

SILVER SPONSOR

FIVE AVAILABLE

Details:

- Site at the Expo in September 2016
- Quarter page advertisement in the Expo magazine
- Logo placement on the Women's Lifestyle Expo website
- Signage outside the venue at Expo
- Database access - receive a copy of the Women's Lifestyle Expo database of attendees and exhibitors from 2016.
- Social Media Coverage leading up to the event

Investment = \$3 000



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MEDIA PARTNERSHIPS

Your name/brand will be associated with the Women's Lifestyle Expo

Details:

- Site at the Expo in August 2016
- Logo placement on the Women's Lifestyle Expo website
- Signage - outside (street frontage) the venue at Expo

Investment = Services in kind



MORE INFORMATION

If you would like to discuss these opportunities and find out more about the 2016 Women's Lifestyle Expo,

please contact:

SUE FROST Women's Lifestyle Expo Producer
Mob: 0427 375 727
Email: sue@womenslifestyleexpo.com.au
Website: www.womenslifestyleexpo.com.au