

The Business Excellence Forum and Awards 2018

# Sponsorship Proposal



the  
**business excellence**  
forum & awards 2018

6th-8th May 2018 • Surfers Paradise Marriott Resort and Spa, Gold Coast

## "Disrupt or Be Disrupted"



Sponsorship Coordinator : **Bill Stack**  
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[www.befa2018.com.au](http://www.befa2018.com.au)







"Great value for money. Support the event that supports business owners."



## Welcome

The annual Business Excellence Forum and Awards (BEFA) is the marquee event for inspiring and educating the SME business owners and their teams throughout the Asia Pacific Region. It is just 1 of 7 events held internationally throughout the world.

Now in its 8th year, the 2018 event is expected to attract approximately 400 of the leading SME business owners from around Australia, New Zealand and the Asia Pacific Region.

The Business Excellence Forum and Awards puts you in touch with business professionals and decision makers of SME business owners. We offer an array of sponsorship, exhibition and promotional opportunities at various levels.

The conference executive committee has formulated a world class program of local and international speakers. You will also have the opportunity to network with your potential customers in a relaxed atmosphere during our social events (welcome reception, session breaks and the awards night).

Our delegates, sponsors and exhibitors tell us it is the one conference they can't afford to miss.

"A great opportunity to network and showcase our services as well as hearing from inspirational speakers that make us think outside the square. Thanks BEFA!"

## Purpose of the event

The Business Excellence Forum & Awards began in 2009 from an idea by progressive SME business owners of the Asia Pacific Region who wanted to come together to share war stories, be inspired by others that have gone before them and be informed of the latest methods and techniques in doing business.

For ActionCOACH, the rationale in sponsoring the Awards section was to realise their desire to recognize this vital segment of the business market, for the valuable contribution they make to the economies of their towns, regions and countries.

The inaugural event saw less than 100 business owners attend to hear just three local presenters, with the participants funding around 50% of the costs. ActionCOACH provided the sponsorship funds to fund the remaining 50%.

Since then, the annual event which brings Australia's leading SME owners and their teams together over 3 days has been growing in popularity and enthusiasm. The Business Excellence Forum and Awards has now spread to include separate events in the United States, Portugal, South Africa and the UK, collectively attracting over 5,000 attendees.

The Business Excellence Forum has helped thousands of business owners improve themselves, and their business returns and outlooks, creating more profits, more jobs and more family time for thousands of entrepreneurs throughout the world.

ActionCOACH now sponsors the speakers to each of the events, with attendee's admission fees going to contribute to venue costs. Increased sponsorship will help grow this event by enabling greater reach amongst the SMEs of Australia, New Zealand, and the Asia Pacific region.

**We look forward to seeing you at BEFA 2018!**



# Why you can't afford to miss BEFA 2018

Many delegates come to the BEFA eager to learn about ideas and strategies to help them and their businesses in their day-to-day working lives, so it's essential that you don't miss out on your opportunity to have a face-to-face conversation with those key decision makers.

It is a great opportunity for sponsors and exhibitors to directly educate delegates; this is the place for your organisation to establish new business relationships or build on existing ones.

## Attendee Profile and Promotion

The Business Excellence Forum attracts high growth businesses from the Professional Services, Trade Services, Manufacturing, Distribution, Retail and IT Sectors.

Attendee businesses are most often in the 5 plus years of maturity with the number of employees typically ranging from 5 to 25.

The 2018 business Excellence Forum is an opportunity to showcase your services and products and increase your market share.

Our target audience will be reached through regular e-marketing blasts and social media campaigns provided by a specialised event management communications provider. The event is heavily promoted for a period of 14 months prior to the event within the global and regional Asia Pacific ActionCOACH Network and their Associated client bases.

Our website [www.befa2018.com.au](http://www.befa2018.com.au) is our dedicated event website and lists the sponsor information. Targeted direct mail and telemarketing campaigns have been initiated towards Gold Coast Business Owners. Delegates will stay connected with the event through our dedicated mobile app, which also provides your brand with an added online presence throughout the event.

"The organisers have provided extensive networking time in an atmosphere conducive to discussion."



# The 2018 Agenda

## Sunday 6th May 2018

4:00pm VIP Session with Brad Sugars (past winners and current finalists)  
6:30pm Welcome Reception

"Take time out of your business to invest in your business and personal self."

## Monday 7th May 2018

8:30am Welcome  
8:45am Gary Bertwistle  
10:00am Morning Tea  
10:30am Bruce Campbell  
11:00am Shweta Jhajharia  
11:30am Andre Eikmeier  
12:45pm Lunch  
1:30pm Expert Roundtables - Coaches  
3:00pm Afternoon Tea  
3:30pm Brad Sugars  
4:30pm Day 1 Close  
5:00pm Networking  
5:45pm Coach Awards  
7:00pm 2018 Awards Gala Dinner

## Tuesday 8th May 2018

8:30am Travis Bell  
10:00am Morning Tea  
10:30am Doug Winnie  
11:00am Des Watkins  
11:30am Holly Ransom  
12:45pm Lunch  
1:30pm Expert Roundtables - Clients  
3:00pm Afternoon Tea  
3:30pm World's Best Coaching Panel  
4:45pm Day 2 Close  
5:00pm Networking

## Our Speakers



**Andre Eikmeier** - Entrepreneur, Co-Founder and joint CEO of Vinomofo. One of Australia's fastest growing companies and leader in innovation, disruption and culture.



**Travis Bell** - The Bucket List Guy. A unique superpower to get people from where they are now to where they want to be.



**Gary Bertwistle** - Australia's pioneer thought leader on innovation and creativity. Have your thinking unlocked and give your brand a true edge.



**Holly Ransom** - CEO of Emergent, specialising in the development of high performing intergenerational workforces, leadership and social outcomes. Named one of the most influential women in 2012.



**Brad Sugars** - 25 Years ago Brad Sugars completely disrupted the business advisory and training industries by introducing business coaching to the world. Hear from one of the original business disruptors.



## BONUS

We're bringing the world's best business coaches together for Educational Talks and an Expert Panel. **Shweta Jhajharia**, UK, **Doug Winnie**, USA, **Bruce Campbell**, Australia and **Brad Sugars**.



## Branding Partner / Exhibitor

- Exhibition table to showcase your product/service
- Acknowledgement of your status as a Branding Partner and Exhibitor in all media releases and event communication
- Logo on media wall on display during the conferences and for award winner photographs
- Recognition of status as Branding Partner / Exhibitor on the BEFA website with links to your website
- 1 x Complimentary ticket to the event valued at \$1,595

**3 already sold, only 7 remaining**

Investment  
**\$2,500**  
+ GST

## Welcome Reception Sponsor

All Branding Partner / Exhibitor Benefits Plus:

- Acknowledgement and naming rights for the Welcome Reception
- 2 x Judging positions for the BEFA Awards

**Exclusive Sponsorship Opportunity Only 1 Available**

Investment  
**\$3,490**  
+ GST

## Awards Night Sponsor

All Branding Partner Benefits plus:

- Acknowledgement and naming rights for the awards night
- Naming rights message on holding slides, logo and event app exposure
- 2 x Additional complimentary tickets to the event valued at \$4,785
- 2 x Judging positions for the BEFA Awards
- 2 x Complimentary tickets to the VIP session with Brad Sugars
- Recognition and introduction by the emcee
- Access to events database 1 month prior to the event to reach out to delegates

**Exclusive Sponsorship Opportunity Only 1 Available**

Investment  
**\$6,520**  
+ GST

## Conference Day 1 - Morning Sponsor

All Branding Partner Benefits plus:

- Acknowledgement and naming rights for the Day 1 conference morning session (8:30am – 12:45pm)
- Naming rights message on holding slides, logo and event app exposure
- 2 x Additional complimentary tickets to the event valued at \$4,785
- 2 x Judging positions for the BEFA Awards
- 2 x Complimentary tickets to the VIP session with Brad Sugars
- Opportunity to introduce key note speaker
- Access to events database 1 month prior to the event to reach out to delegates

**Exclusive Sponsorship Opportunity Only 1 Available**

Investment  
**\$5,820**  
+ GST

"Being able to recognise and be part of the judging panel for the Awards Night was a powerful experience for our organisation."

## Conference Day 1 - Afternoon Sponsor

All Branding Partner Benefits plus:

- Acknowledgement and naming rights for the Day 1 conference morning session (1:30pm – 4:30pm)
- Naming rights message on holding slides, logo and event app exposure
- 2 x Additional complimentary tickets to the event valued at \$4,785
- 2 x Judging positions for the BEFA Awards
- 2 x Complimentary tickets to the VIP session with Brad Sugars
- Opportunity to introduce key note speaker
- Access to events database 1 month prior to the event to reach out to delegates

**Exclusive Sponsorship Opportunity Only 1 Available**

Investment  
**\$5,820**  
+ GST

## Conference Day 2 - Morning Sponsor

All Branding Partner Benefits plus:

- Acknowledgement and naming rights for the Day 1 conference morning session (8:30am – 12:45pm)
- Naming rights message on holding slides, logo and event app exposure
- 2 x Additional complimentary tickets to the event valued at \$4,785
- 2 x Judging positions for the BEFA Awards
- 2 x complimentary tickets to the VIP session with Brad Sugars
- Opportunity to introduce key note speaker
- Access to events database 1 month prior to the event to reach out to delegates

**Exclusive Sponsorship Opportunity Only 1 Available**

Investment  
**\$5,820**  
+ GST

## Conference Day 2 - Afternoon Sponsor

All Branding Partner Benefits plus:

- Acknowledgement and naming rights for the Day 1 conference morning session (1:30pm – 4:45pm)
- Naming rights message on holding slides, logo and event app exposure
- 2 x Additional complimentary tickets to the event valued at \$3,190
- 2 x Judging positions for the BEFA Awards
- 2 x Complimentary tickets to the VIP session with Brad Sugars
- Opportunity to introduce key note speaker
- Access to events database 1 month prior to the event to reach out to delegates

**Exclusive Sponsorship Opportunity Only 1 Available**

Investment  
**\$5,820**  
+ GST

"Events like The Business Excellence Forum and Awards 2018 are key to identifying the needs and concerns for Small to Medium Business Owners."



# The Next Steps

To discuss or confirm sponsorship please contact the Sponsorship Coordinator,  
**Bill Stack** on **0498 620 721** or via email **[billstack@actioncoach.com](mailto:billstack@actioncoach.com)**

# Act Now Limited Places Available

Early sponsors will have the advantage of a longer coverage lead time on all their marketing and promotional platforms.

Sponsorships are limited. In the majority of cases sponsorships are limited to only 1.

Once your arrangement is confirmed you will be sent a sponsorship agreement for your signature, and a tax invoice along with a covering letter detailing any further requirements such as file format for logos and technical specifications for exhibition stands, as well as key dates.



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