

THE CHILDREN'S BOOK COUNCIL OF AUSTRALIA (SA BRANCH)

SPONSORSHIP AGREEMENT 2022

CBCA (SA) values and seeks sponsors for mutual benefit.

	Commitments by CBCA SA to Sponsor	Commitments by Sponsor to CBCA SA
Silver \$225	<ul style="list-style-type: none"> • Two designated memberships with full membership rights* • Three free email outs to members or larger visual ads in newsletter p.a. <i>(Copy provided by sponsor)</i> • Other mail outs at cost of \$50 per ad. • Named and linked as a sponsor on newsletter and -email outs • Frequent cross promotion by CBCA SA on social media (Facebook, Instagram) identified as a Sponsor • Link on website • May be invited to sell or promote product or services at CBCSA events at sponsor's own cost • May be invited to host or co-host Book Shop Blitz or other events on a cost sharing basis (provision of prizes, catering etc.) • Can distribute flyers or other promotional materials at events • Acknowledged at events e.g. banners, on screen PPT, certificates 	<ul style="list-style-type: none"> • Provide benefits to CBCA (SA) members on products or services e.g. discounts on purchases, donation of prizes and vouchers as negotiated to a \$50pa minimum value. • Support CBCA (SA) through active involvement in events and projects • Cross promote CBCA SA and its events and activities through email lists, social media and other advertising.
Gold \$325	<ul style="list-style-type: none"> • Two designated memberships with full membership rights* • Up to 6 free email outs to members or larger visual ads in newsletter p.a. <i>(Copy provided by sponsor)</i> • Other mail outs at cost of \$50 per ad. • Named and linked as a sponsor with logo on newsletter and -email outs • Frequent cross promotion by CBCA SA on social media (Facebook, Instagram) identified as a Major Sponsor • Logo and Link on website • Priority to be invited to host or co-host main events on a cost sharing basis (provision of prizes, catering etc.) • Priority to be invited to sell or promote product or services at CBCA SA events at sponsor's own cost • Can distribute flyers or other promotional materials at events • Acknowledged at events e.g. banners, on screen PPT, certificates 	<ul style="list-style-type: none"> • Provide benefits to CBCA (SA) members on products or services e.g. discounts on purchases, donation of prizes and vouchers as negotiated to a \$100pa minimum value. • Support CBCA (SA) through active involvement in events and projects • Cross promote CBCA SA and its events and activities through email lists, social media and other advertising.

*** Benefits to all CBCA SA members (including sponsors) include**

- Full voting membership of the CBCA SA
- Ability to serve on the CBCASA Committee and national CBCA Boards, Subcommittees and panels
- Access to CBCA SA events at member's rates
- Emails and e-newsletters (minimum of 4 per year) advising of news and events
- Access to CBCA SA and CBCA Member's Only website pages for additional information and resources
- **Belonging to and being recognised as contributing to the goals of the CBCA SA – promoting children's literature and South Australian authors, illustrators and publishers, and promoting reading and children's books to the South Australian community.**