



Businesses Changing the World

2020 CONFERENCE

Event Sponsorship Opportunities

**OCTOBER 2020 • FIGTREE CONFERENCE CENTRE •
SYDNEY OLYMPIC PARK**

A Community Minds Event



ABOUT BCW2020

Businesses Changing the World 2020 (BCW2020) is a 2-day conference initiated and organised by Community Minds Incorporated (CM). The conference ties into Community Minded Businesses initiative, one of three programs CM runs. This unique inaugural event will attract diverse stakeholders across Australia who are passionate about creating positive change, making the world a better place for all.

As this is the first year CM is holding this event, we will not be covering a specific topic or theme. There will be a variety of workshops and participant-led sessions that conference attendees can choose from. All topics and themes however will promote the key messages and purpose of this event.

Key Conference Messages and Objectives

Community is Everyone's Business: BCW2020 aims to bring businesses together to collaborate around community issues or challenges that they are passionate about

Inspiration: Through sharing of stories, case studies and examples of community minded businesses who are already positively impacting and changing the world, we aim to inspire other businesses

Tools & Ideas to Spark Change: Provide businesses and those interested in engaging businesses in community, with ideas, resources and tools in creating impactful positive change in our communities. Beyond inspiration, we want to provide practical tools, and effective methodologies and approaches

Money isn't always the Answer: Expand understanding of what kind of community 'giving' and 'impact' options there are to consider and explore with others. A key message is around utilisation of available resources (ABCD) to impact change and that involvement is not always about funding big community initiatives

Collaborate to Create Change: Provide an opportunity to pitch or identify community challenges and opportunities and connect with others who want to make an impact in that area. The conference provides a space that sparks connections and conversations with others to address community challenges or instigate community-based initiatives post-conference.

Conference Venue with a Difference

BCW2020 will be held at Figtree Conference Centre in Sydney Olympic Park. Figtree is an innovative social enterprise initiative of Flourish Australia. The more support we get to run this event the more we are able to support people to complete their journey of recovery and thrive. Every event at Figtree makes a valuable contribution to positive social outcomes by providing employment opportunities that change the lives of those with a lived experience of a mental health issue.



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ABOUT COMMUNITY MINDS INC.

Community Minds Inc. (CM) is a not-for-profit organisation working with education, community, business and government sectors to increase and support the capacity, social cohesion and wellbeing of communities in Australia and across the globe. Funds generated through events and fee-based services go directly back into the organisation to help with our operational costs and towards developing and growing our programs.

We have grown exponentially since our birth in April 2015.

Our Mission: "To educate and enrich (head), build and connect (hands), inspire and nurture, (heart) progressive, inclusive and cohesive communities."

Our vision: To invigorate and inspire community mindedness for better connected, inclusive and resourceful communities across the world.

We work in all sectors, spaces and places to bring our vision to life.

Our Modus Operandi

- Asset Based and Strengths Based Approach – we focus on what is working well and what assets can be tapped into, connected and mobilised. We asset map not conduct 'Needs Analysis. Most local councils and Not for Profit's look for gaps, the 'problems', we look for opportunities and assets that if amplified changes the places and people we are trying to impact
- Everyone is a stakeholder in community building. Everyone has something to contribute. We work with everyone
- Change in the world, starts with change in the mind. CM believes that genuine and lasting change occurs when people's mindset shifts and perceptions change
- We want to build stronger communities- helping is not enough for sustainable community solutions
- Solidarity vs. Charity. Building capacity and connections is our focus. People thrive when they are valued and their assets acknowledged activated and appreciated. Charity does not challenge the status quo, but solidarity which is horizontal, takes place between people, as equals.



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EVENT PARTNER

CM is looking to engage community minded businesses or organisations to sponsor the conference. There are two levels of sponsorship: Event Partner sponsor and Event Supporter sponsor. All sponsors of BCW2020 conference will have their organisation/company's name and logo featured in the conference marketing collateral and on conference website.

The conference will be promoted nationally, across diverse industries and sectors, bringing together a diverse range of stakeholders, namely the private/business and not for profit sector. As such the event will be promoted on various platforms, events and through various community and business publications/e-newsletters.

Maximum of two Major Sponsors

Sponsorship Amount: \$8 500 Financial Contribution

Major Event Sponsor Benefits

- Main Event Partner to officially open conference and close conference
- Logo and recognition of Major Event Partner in Conference advertising materials, as well as, Conference event signage and promotional materials
- Main Event Sponsor logo on conference calico bag (provided complimentary to conference participants)
- Inclusion of promotional materials to include in conference calico bag
- One (1) speaker slot (over the 2 days) – optional
- One (1) workshop session slot- optional
- Invitation to be panel member (Q & A session) – optional
- Display of your banner or other signage near stage area
- Display and recognition of main event sponsor on PowerPoint (during opening and closing of the conference)
- 10-month promotional campaign: Event will be promoted through all social media platforms, Business & Community events, e-newsletters (CM & affiliate organisations), speaking engagements at networking events, CM website and Conference web page
- Four (4) complementary registrations to attend the BCW2020 Conference (\$2800 value)
- Option of joining BCW2020 Working Group



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EVENT SUPPORTER

Sponsorship Amount/Value: \$4500 (financial and/or in-kind)

Benefits

- Fee waived for Community Marketplace stall and priority selection of space to set up stall (value: \$300)
- Two (2) complementary registrations to attend the BCW2020 Conference (\$1200- \$1400)
- One (1) workshop session slot- optional
- Display of your banner or other signage near stage area
- Inclusion of promotional materials to include in conference calico bag
- 10-month promotional campaign: Event will be promoted through all social media platforms, Business & Community events, e-newsletters (CM & affiliate organisations), speaking engagements at networking events, CM website and conference web page
- Logo and recognition as event supporter on all marketing material, including flyer, program and event banner.
- Option of joining BCW2020 Working Group

We would love to work with you in making this event a great success! We welcome any inquiries and are open to exploring others ways you may like to get involved in this event.

SPONSORSHIP ENQUIRIES

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