

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

SPONSORSHIP AGREEMENT 2020/2021

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.**