

Sponsorship of The Children's Book Council of Australia (SA Branch)

CBCASA values and seeks Sponsors.

Sponsors and CBCSA work together for their mutual benefit.

Sponsors are Corporate 2 members, with all the benefits of Corporate 2 membership, who provide additional benefits to the Branch and its members in return for additional commercial and promotional benefits to themselves.

The benefits they provide to CBCSA include:

- Funds from a sponsorship fee – category selected by the sponsor
- The provision of discounts to CBCSA members - a minimum of 10% (or as agreed) on products or services
- The provision of goods and/or services for prizes and vouchers (with acknowledgement by CBCSA in promotion)
- Cross promotion of CBCSA events etc. through email lists, Facebook posts and other advertising

In return they receive additional promotional benefits relative to their sponsorship level.

Sponsorship category	Fee <small>(inc. GST)</small>	Additional benefits
Silver sponsor Corporate 2 members who wish to benefit from having a visible connection with CBCSA	\$175 pa (\$75 + \$100)	<ul style="list-style-type: none"> - All entitlements of Corporate 2 members - Three free email outs to members or larger visual ad in newsletter p.a. <i>(Copy provided by sponsor)</i> - Other mail outs at cost of \$50 per ad. - Named as sponsor on newsletter and e-mail outs - Frequent cross promotion by CBCSA on social media - Can promote product on Facebook etc. under a banner that says Sponsor advertisement or similar - 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 at events - Acknowledged at events e.g. banners, flyers and promotional material, on screen PPT, certificates
Gold sponsor Corporate 2 members who wish to benefit from having a highly visible connection with CBCSA	\$275pa (\$75 + \$200)	<ul style="list-style-type: none"> - All entitlements of Corporate 2 members - Up to 6 free email outs to members or larger visual ad in newsletter p.a. <i>(Copy provided by sponsor)</i> - Other mail outs at cost of \$50 per ad. - Named as sponsor with logo in newsletter and email outs - Frequent cross promotion by CBCSA on social media - Can promote product on Facebook etc. under a banner that says Major Sponsor advertisement or similar - Link and logo on website - Priority to be invited to host or sponsor Bookshop Blitzes and main events on a cost sharing basis (provision of prizes, catering etc.) - Priority to be invited to sell product at CBCSA events at own cost - Can distribute flyers at events - Acknowledged at events eg banners, on screen PPT, certificates - Acknowledged at events e.g. banners, flyers and promotional material, on screen PPT, certificates
Other		There may be other unique sponsorship arrangements to be negotiated on a once off basis