

Crochet Guild Australia



PRESENTATION & SPONSORSHIP PROSPECTUS

INTRODUCTION

Crochet Guild Australia was the brainchild of passionate crocheters from New South Wales and Queensland.

MISSION



The mission of Crochet Guild Australia is to educate and unite its members, allow for personal growth and professional development while advancing and promoting the profile of crochet throughout Australia. It has an established and elected board whose job it is to elevate and preserve the heritage of crochet while setting a national standard that is uniquely Australian.

LAUNCH PARTY

The Guild officially launched on 1st December 2019. We rapidly grew in numbers and at the end of our first financial year (31st March 2020) we had almost 800 members.



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STRUCTURE

Our operating structure allows us to effectively communicate with members and attract new members and includes:



**A DATABASE
OF MEMBERS
TO DISTRIBUTE
COMMUNICATIONS**



**A WEBSITE WITH
BOTH A PUBLIC FACE
AND A MEMBERS
ONLY SECTION**



**A SOCIAL MEDIA
PRESENCE ON
FACEBOOK (JUST UNDER
2,000 MEMBERS)
AND INSTAGRAM (JUST
OVER 1,000 MEMBERS)**

**Crochet Guild
Australia**



**A QUARTERLY
NEWSLETTER**

We aim to work with organisations to secure members benefits in addition to the development of their skills. To this end we wish to connect to and support Australian Businesses.

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MEET THE COMMITTEE

Our Committee comprises of 11 volunteers located in Queensland, Victoria and Northern New South Wales, and the Australian Capital Territory.



2021 PLANS

The Crochet Guild of Australia has a grand vision for its inaugural Conference to be held in June 2021. The committee believes that the conference has the potential to become an iconic and much-desired annual tourism event for Crochet Fans.

The overall objective of the conference is to provide crocheters with the ability to connect and develop new skills, inspire them to be creative and the courage to pursue their hobbies in a rewarding manner.

In 2021 the conference will be held In Maroochydore (Queensland).

The goals for 2021 will be to hold a sell out four-day event that includes **Teach the Teacher**, (which was sold out within just 24hrs). We anticipate having approximately 300 of our 800 members attend the event.

We wish to be able to keep this an affordable event to attract crocheters from all over the country. We seek support from sponsors to cover aspects of the costs and/or donate needed materials. The generous support of our sponsors will also mean the ability for the Conference to grow year on year with the addition of further workshops, attractions and competitions.

Contact us to discuss opportunities for your sponsorship by emailing crochetconference@gmail.com



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SPONSORSHIP FRAMEWORK

CGA CONFERENCE AT MAROOCHYDORE, QLD

Your business and your brand have the opportunity to partner with the **Crochet Guild Australia** and to support this magnificent event.

Our sponsorship packages reflect our vision to become a regular feature.

The below sponsorship packages are designed to ensure your business receives an excellent return on investment and meaningful opportunities to engage with our crochet community.

We invite you to review the sponsorship packages and to discuss with our committee how the **Crochet Guild Australia** will be able to partner with your business for the 2021 Conference and beyond.

Sponsorship can be with money or goods. If given in goods a monetary value will be attached to it based on the market value of the goods supplied. This does not encompass tutors/instructors – this is subject to separate arrangements.

EXAMPLES OF POSSIBLE CONTRIBUTIONS INCLUDE:



Funds to contribute to the pool to cover costs thereby reducing the cost per attendees. This may also be for specific activities during the event – for example a dinner, entertainment, program printing, daily newsletter printing, photography.

- Items to be included in the Welcome Bag
- Badges or Keyrings as yearly memento for the event
- Prizes/ Gifts for event
- A large prize that could be used for a raffle.
- Discounted travel for interstate members
- Yarn for workshop sessions














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SPONSORSHIP PLANS

No more than
4 for each
event

No more than 2 for
each event (1 welcome
event, 1 banquet)

	SPONSORS BELOW \$499	SILVER FROM \$500 TO \$1,499	GOLD FROM \$1,500 TO \$2,999*	DIAMOND FROM \$3000
Acknowledgement with your name noted in the event program or display at the event and listed on the website				
Printed Certificate of Appreciation				
Ticket to attend either the welcome or gala dinner	-	1	2	2
Advertisement in the event program (sponsor to provide the artwork)	-	Business card size	1/4 page size	Full page size
Share/mention on Facebook (sponsor to provide material for this)	-	1 within 1 month before the event and 1 within 1 month after the event	2 within 1 month before the event and 2 within 1 month after the event	4 within 2 months before the event and 4 within 2 months after the event
Space at the Trading Hall	-	-	50% discount	1 space included
A promotional stand and/or free-standing banner (sponsor to provide) in the main area at the event	-	-	-	
Profile feature/article in the newsletter either before or after the event	-	-	-	
Logo featured in any event advertising that we do with a statement that you are a diamond/key sponsor	-	-	-	

SPONSORSHIP

WHAT IS YOUR NEXT STEPS

If you would like to be a sponsor or if you can't find something there that suits you but would like to make a contribution, please contact:

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CAROLYN HEALY

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Crochet Guild Australia



<https://crochetguildaustralia.org.au>

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