

2019



SMART THINKING FESTIVAL

BREED
AUSTRALIA

ep asperger
potential



HomeBase
BUSINESS NETWORK

GLOBAL THOUGHTS

Is a Sydney based business education organisation which specialises in business to business experiences. Having been operating for two decades and having been involved in events in both Australia and around the world, we love what we do.

We aim to bring together those who provide products and services to all those who need them in a way which facilitates great business interactions. We take a personal interest in all of our exhibitors, sponsors and attendees.

With in-house legal, IT, social media, business, WHS and marketing experts we offer a unique and complete range of services within our organisation to bring exciting and useful events to the community.

SMART THINKING FESTIVAL

Is being offered by Global Thoughts as an entry level excursion into business education for entrepreneurs and other small business operators and employees. The Smart Thinking Festival coincides with the end of Small Business Month in NSW.

EXCLUSIVITY

Our aim is to have 50 attendees over 1.5 days in a classroom style setting. Limiting attendees to 50 will facilitate exceptional opportunities for networking. Similarly, these numbers allow our sponsors unrivalled deep exposure to really get to know our visitors to market your goods and services.



TARGET AUDIENCE

At a very affordable participant price point, (\$249*pp for a one and a half day event), we are aiming at a number of niche attendees. These include a local area draw of new start-ups, mature businesses needing a lift and entrepreneurs who may not yet realise their businesses need an injection of information and excitement.

We are looking to also encourage Indigenous-led businesses and Arts-focused organisations to join us as we have a state-of-the-art Intellectual Property exercise which will be a positive experience for these segments.

Some of these niches will be in the forming stage of their organisation and some will go onto become the high end of SME, so developing relationships at this early stage will be fruitful for years to come. For others, they are in the mature stage of the cycle and are looking to revitalise.

VENUE AND EVENTS

Our venue is the ever stylish Parkroyal in Parramatta (30 Phillip St, Parramatta). We will be taking over the Chapman Room on Thursday October 31 from 2pm to start our Halloween themed Smart Thinking Conference. After both classroom work and practical experience events with afternoon tea we will finish at 5pm for a walk to Lachlan's restaurant at Old Government House for a Welcome to Country, cocktails then dinner and networking.

Friday November 1 sees us spend a full day with speakers , and group learning activities. Parkroyal promises to be an outstanding venue with terrific food to sustain us through the days.

SPEAKERS

We have 5 speakers lined up in the following disciplines:

- Marketing
- Personal Growth and Inspiration
- Intellectual Property
- Networking
- Goal Setting and Planning

* Only \$229 for Early Birds if paid by 30 September 2019. Or \$249 per person for the two days at full price.

SCHEDULE

THURSDAY

2.00 pm	Registration	
3.00 pm	Dr Jim Taggart AO	Network Blindfolded Communication in the 21st Century
4.30 pm	Dr Jim Taggart AO	Networking in Motion
5.30 pm		Welcome to Country Ceremony & Group Photo
6.30 pm		Halloween Dinner

FRIDAY

9.00 am		Doors Open
9.30 am	Emmanuel Martin	Finding Your WHY Unleashing Your Genius Within
10.30 am		Break
11.00am	Ben Cousins	TBA
12.00 pm		Break
12.15 pm	Dr Linden Brown	Humanity in Business - Being Customer Centric
1.15 pm		Lunch - Table 30
2.15 pm	Steven Brown	Commercialisation - The IP Game
4.15 pm	Steven Brown	Closing Remarks
4.30 pm		Close

ADDITIONAL HIGHLIGHTS

One of the highlights of the event will be the separately priced dinner at Lachlan's restaurant in Parramatta Park. This is the perfect opportunity to network with business people who are passionate about their organisation and are willing to spend the extra time and money to stay for this part of the event.

They want to grow their business and this will be a golden opportunity to discover what they really need to succeed, it will also give you the chance to have the time to tailor a solution for them.

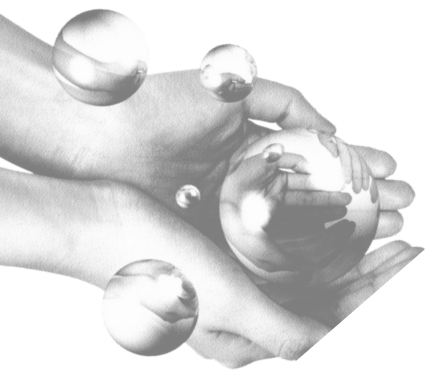
This dinner event will include a traditional 'Welcome to Country' with canapes and drinks under the quadrangle at Old Government House. This will be followed by dinner and dessert in a marquee in the gardens.

Attendees will be seated at round tables of approximately 6 per table. We intend to have each table hosted by a sponsor's representative

AFTER DINNER SPEAKER - JOHN YEALLAND

John Yealland is of Wiradjuri heritage and will speak after dinner about trade between the indigenous tribes before the arrival of Captain Cook. John has had a diverse career amongst many different business sectors. He has worked with charities and volunteered with indigenous communities.





WHAT CAN WE OFFER YOU, AS OUR SPONSOR

This is our inaugural event of this type and as such, our sponsors are going to continue into the future with first right-of-refusal. Also, sponsorship will be on an exclusive category level. No others in your category will be our sponsors.

GOLD DINNER SPONSOR

Maximum 2 sponsors in non competing area of business

SILVER DINNER SPONSOR

Up to 2 sponsors dependant on the number of Gold Sponsors

BRONZE GENERAL SPONSOR

Up to 5 dependant on the number of higher value sponsors

CONFERENCE DELEGATE USB DRIVE SPONSOR

Maximum 1 sponsor

LANYARD SPONSOR

Maximum 1 sponsor

CONFERENCE DELEGATE BAG SPONSOR

Maximum 1 sponsor

CONFERENCE DELEGATE PRIZE SPONSOR

Maximum 2 sponsors

REUSABLE BOTTLE SPONSOR

Maximum 1 sponsor

CONFERENCE DELEGATE BOOKLET SPONSOR

Maximum 1 sponsor

Being a niche conference, there will be ample opportunity to get to know attendees and for them to get to know you and your brand.

Especially with speakers having media profiles, we expect some media coverage of our event linked to other niches in the SME landscape.

We will be conducting pre and post surveys for feedback on sponsorship and the event from participants. This is extremely useful when using the differential sentiment to compare against ROI of business done at the event. This information can be used as the basis of extremely personalised marketing.

Most of our attendees are the decision makers for their organisations and as such, your time and money are well spent reaching those best able to have budgetary consideration.

GOLD DINNER SPONSOR

\$2,000.00

- Logos and signage on all event literature, social media, web-based/printed material and advertising
- A representative at every dinner table to interact with attendees and network over dinner
- MC mentions throughout the two days of the event
- Screening of a 60 second promotional video of your business during the daily events
- Display table and space during the two day event to showcase your products and services. You are also welcome to have a representative manage the exhibit
- Access to participant details to follow up after the event
- Included in the pre and post survey, with input to the data collected. Access to statistical data post event

SILVER DINNER SPONSOR

\$1,000.00

- Logos and signage on all event literature, social media, web-based/printed material and advertising
- A representative at 2 dinner tables to interact with attendees and network over dinner
- MC mentions throughout the two days of the event
- Screening of a 60 second promotional video of your business during the daily events
- Display table and space during the two day event to showcase your products and services. You are also welcome to have a representative manage the exhibit
- Access to participant details to follow up after the event
- Included in the pre and post survey, with input to the data collected. Access to statistical data post event

BRONZE GENERAL SPONSOR

\$500.00

- Logos and signage on all event literature, social media, web-based/printed material and advertising
- MC mentions throughout the two days of the event
- Display table and space during the two day event to showcase your products and services. You are also welcome to have a representative manage the exhibit
- Access to participant details to follow up after the event
- Included in the pre and post survey, with input to the data collected. Access to statistical data post event

REUSABLE WATER BOTTLE SPONSOR

\$800.00

- Logos and signage on all event literature, social media, web-based/printed material and advertising
- 60 Reusable Water Bottle printed with your logo for each delegate. The bottles will be placed at each delegates seat on day 1.
- Access to participant details to follow up after the event
- Included in the pre and post survey, with input to the data collected.
Access to statistical data post event

CONFERENCE DELEGATE BAG SPONSOR

\$800.00

- Logos and signage on all event literature, social media, web-based/printed material and advertising
- Priority placement of your company logo on 60 conference delegate bags
- Access to participant details to follow up after the event
- Included in the pre and post survey, with input to the data collected.
Access to statistical data post event

CONFERENCE DELEGATE PRIZE SPONSOR

\$1,000.00

- Logos and signage on all event literature, social media, web-based/printed material and advertising
- Logo on conference delegate prize signage at conference registration desk
- Verbal acknowledgement of your company during the draw of the conference delegate prize* during the conference dinner on Thursday October 31
- Opportunity for a representative from your organisation to present the prize to the winner
- 1 complimentary ticket to the dinner at Lachlan's
- Access to participant details to follow up after the event
- Included in the pre and post survey, with input to the data collected.
Access to statistical data post event

*The conference delegate prize is to be supplied by the sponsor and should be a small item that is easily transportable. Signage and/or the actual prize will be on display at the conference registration desk throughout the conference and will be drawn during the conference dinner.

LANYARD SPONSOR

\$500.00

- Logos and signage on all event literature, social media, web-based/printed material and advertising
- Priority placement of your company logo on 60 lanyards
- Access to participant details to follow up after the event
- Included in the pre and post survey, with input to the data collected.
Access to statistical data post event

CONFERENCE DELEGATE BOOKLET SPONSOR

\$500.00

- Logos and signage on all event literature, social media, web-based/printed material and advertising
- Priority placement of your company logo on 60 booklets with the schedule and speakers details
- Access to participant details to follow up after the event
- Included in the pre and post survey, with input to the data collected.
Access to statistical data post event

CONFERENCE DELEGATE USB DRIVE SPONSOR

\$500.00

- Logos and signage on all event literature, social media, web-based/printed material and advertising
- Priority placement of your company logo on 60 booklets with the schedule and speakers details
- Access to participant details to follow up after the event
- Included in the pre and post survey, with input to the data collected. Access to statistical data post event

WHO IS ALREADY PARTNERED WITH US?



We have an existing partnership with the very supportive charity BREED Australia who are an incubator for business. This allows access to a diverse range of businesses at all levels of maturity.



We are also supported by the Home Based Business Network. They are a speciality member based network whose aim is to connect the 2 million Australian home-based business owners with each other, coaches, mentors and services that small businesses need to survive.



Asperger Potential, a local organisation, makes spaces in businesses where those with autism can make the most of their abilities. Asperger Potential assists all those with autism to strive for their own place in society to be valued contributors. Additionally, they work in the Information Technology sector utilising their core strengths of inclusiveness and skill.



As an SME directed marketing consultancy, Jacaranda Grove Marketing sets themselves apart by bringing the complete package to the table. Professionally qualified, Jacaranda Grove Marketing focuses on the personal relationships. They cover all marketing facets, from strategy to traditional media to digital channels. They are keen supports of several local Not For Profit groups.

GET STARTED TODAY

You are just steps away from our incredible sponsorship programme.

Become part of a network of like-minded supporters and choose a sponsorship package to make YOUR business the hero of our event.

Sponsorship packages can be discussed and booked through:

email: slbrown@globalthoughts.com.au

Phone: Suzanne on 02 8845 2499

www.smartthinking.com.au/sponsorship



Global Thoughts