



## **Sponsorship Package**

# BrisStyle Inc. is looking to forge new sponsor partnerships to assist in the continuation and sustainability of our creative community programs, events and ventures.



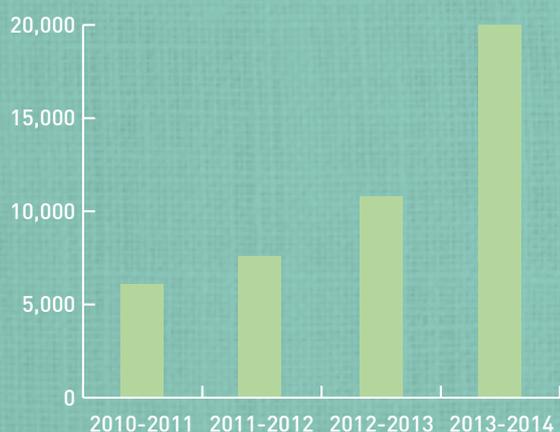
## *Why support BrisStyle?*

BrisStyle Inc. is a non-profit incorporated organisation of handmade artisans who call the Brisbane area and northern NSW home. Our events attract over 70,000 attendees annually and connect hundreds of creatives in a celebration of all things handmade. Established in March 2008 through a shared love of supporting local creativity, the organisation is now renowned nationally for producing successful vibrant markets, exhibitions and workshops, which have enriched the creative culture of Brisbane. This has all been made possible from the generous support of our sponsors and supporters and we are always looking to forge new partnerships. Please read on for more information on how you can get involved...

## Marketing to our Community

BrisStyle Inc. is the biggest incorporated association of its kind in Queensland, which welcomes multi-disciplined, inter-generational crafters and artists to its membership base. We have a rapidly growing following on multiple social media platforms, emailing list as well as through our marketing collateral including fliers, booklets and posters, which are distributed across the greater Brisbane area.

## How has BrisStyle's following grown?



## WHO MAKES UP THE BRISSTYLE FANS AND FOLLOWERS?

- ♥ An intergenerational target audience of 18-80 year olds
- ♥ 75% female & 25% male
- ♥ 80% from the greater Brisbane area
- ♥ 360+ dedicated financial BrisStyle membership
- ♥ They love creating and purchasing traditional and contemporary handmade craft, fine art and design
- ♥ Eco-conscious and socially responsible, they are conscious of supporting the local economy
- ♥ Exceptionally loyal with 85% return creatives participating in and attending multiple events

## Events and Opportunities

BrisStyle Inc. produces various events throughout each year, which engage over sixty thousand Brisbane, national and international customers. In particular the BrisStyle Markets have been recognised as Australia's leading craft market due to their promotion and support of handmade. We have also recently moved into our first physical premises in culturally forward and diverse Teneriffe which is just 3kms from Brisbane's Central Business District.

### BrisStyle indie Markets

These boutique-style markets in Brisbane's historic City Hall offer handmade creatives the opportunity to host their own 'pop-up shop' in a location, which entices a high-end customer. Perfectly nestled on the ground floor next to the iconic Shingle Inn Cafe, the BrisStyle indie Markets create a welcome indoor shopping experience for lovers of locally crafted handmade; local, interstate and international tourists alike.



Image: Yan Chen

### Brisbane Twilight Market

These bi-monthly markets in King George Square offer a distinctive lantern-lit homegrown shopping experience in the heart of Brisbane City. Created by BrisStyle and supported by the Brisbane City Council these outdoor markets draw crowds of up to 15,000 per event (30,000+ at Christmas) and contribute to Brisbane's cultural tourism. Like City Hall, these markets attract a local and global audience as well as inner-city residents & workers.

## I ♥ Craft :: Program

These programs create business support and networking opportunities for the greater creative community. Gaining recognition and backing from the Brisbane City Council for contributing to the economic growth of the local community, the program ranges from panel discussions, more intimate Q&A sessions to coaching presentations delivered by leading industry professionals. These sessions aim to give new and semi-professional artists and crafters the knowledge to take their craft to the next level. They also provide professional creatives with current creative business trends to further fine tune their businesses. Core skill topics cover business planning and marketing right through to product photography.



## Meet & Make

Accessible to members and non-members alike, these cosy regular social catch-ups held at BrisStyle HQ encourage inclusiveness, skill sharing and in personal and business connections.



## BrisStyle HQ

Our new headquarters is fast becoming a central creative hub for both BrisStyle members and the broader community. Sharing premises with prominent Queensland Arts organisations Artslink and Access Arts, BrisStyle host's creative workshops, social catch-ups and business development programs. Our reach with this space is still undetermined but is growing rapidly through the local and national creative communities.



## Etsy Team

We are the largest Brisbane-based Etsy Team, who meet in person as well as online through a dedicated forum. Etsy is currently the biggest global online marketplace for handmade. This extensive reach brings worldwide exposure with Etsy recognising BrisStyle as a key contributor to its Australian success.

## Offers and Benefits

BrisStyle Inc. offers a wide exposure for all its sponsors through a variety of packages for small, medium and large businesses. If you don't see the perfect package for your business, please contact us to help us to tailor-make a package to suit your needs.

CATEGORY	COST	SPONSORS PER CATEGORY
<b>Platinum</b>	\$5000	1 (Tailor made for your business. Ask us more!)
<b>Gold</b>	\$2000	3
<b>Silver</b>	\$750	10
<b>Bronze</b>	\$500	25
<b>Blue</b>	\$250	Unlimited

## Exposure and Benefits

	GOLD	SILVER	BRONZE	BLUE
Listing on the sponsorship page of the BrisStyle website with company logo and link to your website	✓ (Also on homepage) Largest logo	✓	✓	✓
Appreciation for your sponsorship on our Facebook page and Instagram account.	✓ Six times annually	✓ Four times annually	✓ Twice annually	✓ Twice annually
Exposure in our BrisStyle monthly newsletter. (Image plus description up to 200 words)	✓ Six times annually	✓ Four times annually	✓ Twice annually	✓ Once annually
Receive a free BrisStyle membership worth \$88 (subject to terms and conditions of BrisStyle membership application process)	✓	✓	✓	
Inclusion of your hard-copy marketing materials on the BrisStyle Promo Table at each event.	✓ (Postcard, DL or business card size)	✓ (Business card size only)		
Opportunity to host a one-off annual event for your business at BrisStyle HQ (boardroom, casual meeting or function). Must be booked at the beginning of Financial Year and negotiated with the BrisStyle Operations Manager.	✓ (3 hours free)	✓ (1 hour free)		

## Exposure and Benefits Continued

	GOLD	SILVER	BRONZE	BLUE
Your logo inserted into all BrisStyle PowerPoint Presentations and slideshows for events and workshops. (Not applicable to the current Creative Development Sessions.)	✓ (Logo inclusion)	✓ (Logo inclusion)		
Inclusion of your advertisement on the BrisStyle indie Market flier (backside – approx. 20,000 copies annually) Ask our Operations Manager for an example. (Not applicable to the current Brisbane Twilight Market.)	✓			
Opportunity to display a freestanding banner at the BrisStyle indie Markets and at BrisStyle HQ events. (Not applicable to the current Brisbane Twilight Market.)	✓			

## Timeframe

All sponsorship packages are annual commitments. We will action all benefits on a schedule, which you can negotiate with our Operations and Events Managers.

Take a moment to fill out our Sponsor Information Form to tell us more about your company / self and how you'd like to work with us. We'll be in touch to discuss how we might work together in the future.

## Contact Us

If you would like more information or are interested in sponsoring BrisStyle Inc, please contact us soon as there are limited spaces for some packages.

**Belinda Harris – Operations Manager**

**Email:** brisstyleoffice@gmail.com

**Phone:** 07 3254 9602

**Mobile:** 0403 200 660

**BrisStyle HQ:** 1F/24 Macquarie Street,  
Teneriffe QLD 4005

Extra benefits can be negotiated on a case by case basis. Goods and services are also required so please contact us if this is an area where your business may be able to support us.

# Application for Sponsorship of BrisStyl Inc.

Please tell us about you / your company:

Please tell us a little more about how/why you'd like to work with us:

Business Name:

Contact Name:

Phone Number:

Email:

Business Website:

Postal Address:

Choose your payment method:

PayPal (add 2.4% plus \$2 service fee)

Cheque (Payable to BrisStyle Inc.)

Direct Bank Deposit (Account Name: BrisStyle Inc. | BSB: 633 000 | Account no: 141122325)

Choose your sponsorship level:

Platinum (\$5000)

Gold (\$2000)

Silver (\$750)

Bronze (\$500)

Blue (\$250)

*The benefits from your chosen sponsorship package will take effect once payment is received by BrisStyle Inc.  
A receipt and confirmation email will be forwarded to you upon receipt of cheque or bank deposit.*

## Artwork

Please provide your logo and any other images you'd like included on our website and promotional materials. Digital images and logos should be in print-ready format, (i.e. EPS, hi-resolution JPEG). If you have any questions, please just call or email.

## Promotional Material

Please provide any brochures / promotional material for distribution and / or display purposes.

## Contact Details

Please return this application and payment and / or goods to:

Belinda Harris

1F/24 Macquarie Street, Teneriffe QLD 4005

brisstyleoffice@gmail.com

Contact me if you would like more information about any of the sponsorship package options.