



EASTWOOD COMMUNITY CENTRE

# MY MONEY MATTERS 2024 CONFERENCE

BUILDING FINANCIAL LITERACY FOR EVERY WOMAN

TUESDAY 14 MAY 2024, ARKABA HOTEL, ADELAIDE

## SPONSORSHIP PROSPECTUS



'Cornucopia' by Bev Puckridge '22

Empowering women in financial literacy is not just about teaching money management – it's about unlocking the potential for every woman to shape their own future.



## SPONSOR INVITATION

Building on the huge success of the inaugural Women's Financial Empowerment Conference - Cornucopia '22, Eastwood Community Centre is proud to announce the "My Money Matters: Building Financial Literacy for Every Woman" 2024 Conference.

Amidst a challenging economic climate and a rising cost of living crisis, this event is poised to continue our vital mission of empowering women in financial literacy. Featuring inspirational keynote speakers and workshop presentations, the conference will provide valuable insights and engage delegates from diverse ages and socio-economic groups.

Cornucopia '22 attracted over 100 delegates and 25 speakers, and building on that success, we anticipate that the My Money Matters 2024 Conference will be even more impactful.

For full details of the inaugural conference and financial literacy hub, visit [MyMoneyMatters.info](https://www.mymoneymatters.info). Amidst rising living costs, the need for financial literacy has become more pronounced. Recent research, including the AMP "Econosights" report, reveals a significant gender gap in financial literacy in Australia. This gap often results in poorer financial outcomes and social impacts for women, such as reduced confidence and financial freedom which is likely to be exacerbated by the current cost of living crisis, housing shortage and rental affordability.

We invite your organisation to be a part of this event. In a time when economic pressures are intensifying, your support as a sponsor will be instrumental in assisting women to gain control over their financial situations, thereby enhancing their empowerment, voice, and active participation in economic decision-making.

The My Money Matters 2024 Conference transcends the boundaries of a typical event; it symbolises a crucial movement towards enhancing financial literacy and fostering independence among women, particularly in the face of current economic challenges.

The conference program will take a direct approach to addressing the significant financial literacy gap for women. Participating as a sponsor, your organisation will not only benefit from various engagement opportunities with delegates but also showcase your commitment to empowering women's financial literacy in an era demanding such support.

We invite you to join us in making the My Money Matters: Building Financial Literacy for Every Woman 2024 Conference the success that women deserve, especially at a time when understanding and navigating finances is crucial for every woman's economic resilience and independence.








Leanne Isaacson  
Director, Eastwood Community Centre



## SPONSORSHIP PACKAGES

See below for sponsorship available for the My Money Matters Conference. We welcome sponsorship from business, individuals or foundations. DGR status available for sponsors if required. Potential sponsors are asked to express their interest in one of these Sponsorship Packages by contacting Leanne Isaacson or Jill Mitchell by Friday 29 March 2024.

SPONSORSHIP LEVEL	VALUE (No GST)	NUMBER AVAILABLE	SPONSORSHIP PACKAGE OF BENEFITS
Platinum 	\$15,000	1	<ul style="list-style-type: none"> <li>Two exhibition tables in a premium conference space</li> <li>Opportunity for an organisational spokesperson to address conference delegates as part of the opening and closing of Conference Program as well as present a 1 hour workshop as part of the break-out sessions.</li> <li>Five complimentary conference tickets</li> <li>Organisation logo included in Conference Program</li> <li>Organisation logo (hyperlinked to website) included on conference website Home Page</li> <li>250-word organisation profile (with hyperlinks) and inclusion of five downloadable PDFs on conference website Sponsors' Page</li> <li>Opportunity for an organisational spokesperson to Chair a concurrent session during the conference (session to be negotiated)</li> <li>Inclusion of promotional materials and corporate merchandise in conference delegate pack.</li> </ul>
Gold 	\$5,000	3 (Different Business Categories)	<ul style="list-style-type: none"> <li>One exhibition table in a premium conference space</li> <li>Opportunity for an organisational spokesperson to address conference delegates as part of the Conference Program (up to five minutes prior to a break)</li> <li>Four complimentary conference tickets</li> <li>Organisation logo included in Conference Program</li> <li>Organisation logo (hyperlinked to website) included on conference website Home Page</li> <li>250-word organisation profile (with hyperlinks) and inclusion of three downloadable PDFs on conference website Sponsors' Page</li> <li>Inclusion of promotional materials and corporate merchandise in conference delegate pack.</li> </ul>
Silver 	\$2,500	4 (Different Business Categories)	<ul style="list-style-type: none"> <li>One exhibition table in the conference space</li> <li>Three complimentary conference tickets</li> <li>Organisation logo included in Conference Program</li> <li>Organisation logo (hyperlinked to website) included on conference website Home Page</li> <li>250-word organisation profile (with hyperlinks) and inclusion of two downloadable PDFs on conference website Sponsors' Page</li> <li>Inclusion of promotional materials and corporate merchandise in conference delegate pack.</li> </ul>
Bronze 	\$1,000		<ul style="list-style-type: none"> <li>Static display in the conference space e.g. a banner</li> <li>Two complimentary conference tickets</li> <li>Organisation logo included in Conference Program</li> <li>Organisation logo (hyperlinked to website) included on conference website Home Page and Sponsors' Page</li> <li>Inclusion of one brochure/flyer and corporate merchandise in conference delegate pack.</li> </ul>
Amethyst 	\$500 (or in-kind sponsorship)		<ul style="list-style-type: none"> <li>One complimentary conference ticket</li> <li>Organisation logo included in Conference Program</li> <li>Organisation logo (hyperlinked to website) included on conference website Home Page and Sponsors' Page</li> <li>Inclusion of one brochure/flyer in conference delegate pack.</li> </ul>



## CONFERENCE VENUE

The My Money Matters: Building Financial Literacy for Every Woman 2024 Conference venue will be the Arkaba Hotel, 150 Glen Osmond Road, Fullarton. This iconic, family-owned hotel is located just five minutes from the Adelaide CBD with plenty of on-site, free parking available. It offers a range of newly renovated function rooms, bars, dining rooms and accommodation facilities.

The main conference and exhibition area will be located in the 'Top of the Ark' function space on the first floor of the hotel. This space has played host to many artists, entertainers, comedians, conferences, celebrations and weddings over many years and has full disabled access. The Arkaba's Osmond, Fullarton, Franklin, Florey and Eastwood rooms will also be used for concurrent sessions.

Conference delegates from regional locations, or city dwellers who wish to treat themselves to one or more nights away from home, can choose from 62 spacious guest rooms, priced to suit all tastes and budgets. To find out more visit <https://www.arkabahotel.com.au/stay/>



## CONFERENCE SECRETARIAT

For more information about this Sponsorship Prospectus please contact:

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