Business Prospectus
Sponsorship Opportunity

Supporting Local Businesses Together

A safe, sustainable,
vibrant **Community**

CAMPBELLTOWN
CITY COUNCIL

Sponsorship Proposal

Overview

Campbelltown City Council has developed and is soon to launch a new Business Prospectus, a professionally produced publication designed to support new and existing businesses across our City.

The prospectus provides guidance on:

- Development and regulatory requirements
- Council grants and advisory support services
- Local economic insights
- Marketing and activation opportunities

The publication will be:

- Distributed in print form for a minimum of 12 months
- Provided to new business enquiries and recently established businesses
- Supplied at business events such as workshops and networking sessions
- Available online via Council's website

To support printing and launch costs, Council is offering a limited number of sponsorship opportunities to local businesses.

Sponsors will be invited to include their promotional business card, flyer, or brochure in the Business Prospectus folder for up to 12 months. Sponsor logos will be featured on relevant digital materials.

Why Partner With Council?

Sponsorship provides:

Direct Access to Local Businesses

- Your business card, flyer or brochure will be inserted into every distributed folder for 12 months.

Digital Exposure

- Logo placement on Council's webpage hosting the PDF version of the Prospectus
- Tagging and acknowledgement in social media posts promoting the document

Event Visibility

- Banner display at the official launch event (June 2026)
- Opportunity to briefly address attendees at launch event (Gold sponsorship package only)

Community Leadership Positioning

- Align your brand with economic development and business support in Campbelltown.

Sponsorship Packages

BENEFITS	Gold	Silver	Bronze
PRE-EVENT RECOGNITION			
Invitation to include business card, flyer or brochure in Business Prospectus folder for up to 12 months – Business to supply their own	●	●	●
Logo displayed on Council's webpage hosting PDF	●	●	●
Tagged acknowledgement in launch event social media posts	●	●	
Tagged acknowledgement in subsequent social media promotion of the document	●		
6 tickets to the launch event in June 2026	●		
4 tickets to the launch event in June 2026		●	
2 tickets to the launch event in June 2026			●
Banner displayed at launch event – Business to supply their own	●	●	
Opportunity to deliver a 2–3 minute address at a business event	●		
Recognition in Local Business E-newsletter across the 12 months (Gold 3 times, Silver 2 times, Bronze 1 time)	●	●	●
TOTAL INVESTMENTS	**$5,000 (+GST)**	**$2,500 (+GST)**	**$1,500 (+GST)**

Launch Event – June 2026

Sponsors will be acknowledged at the official Business Prospectus Launch Event.

Event features:

- Local business attendees
- Council representatives
- Networking opportunity
- Food and drinks provided

Distribution Model

The Prospectus will be:

- Provided to all new business enquiries
- Used in advisory meetings
- Distributed at business events
- Made available digitally via Council website
- Shared via Council social media channels

Sponsor inserts can remain in circulation for up to 12 months.

Sponsorship Principles

To ensure fairness and sustainability:

- No sponsor logos will appear permanently on printed booklets or folders
- Council reserves the right to approve all materials
- Inserts must comply with Council standards
- Sponsorship must align with Council values and Community standards

This approach ensures environmental responsibility and avoids reprint waste.

Expression of Interest

Businesses wishing to participate are invited to contact:

Economic Development Team
Campbelltown City Council
08 8366 9222
mail@campbelltown.sa.gov.au

Please direct all enquires to:
Ankica Elder
Economic Development Officer - Marketing and Sponsorship
aelder@campbelltown.sa.gov.au