



PO Box 230, FORBES NSW 2871
Email: rwg2021forbes@gmail.com
Instagram: @nswrwg2021forbes
Facebook: @NSWRWG2021Forbes



2 December 2021

To Whom It May Concern

Sponsorship and Support for the 2021 Annual NSW Women's Gathering – Forbes

I invite your company to participate in a strategic promotional opportunity by providing ongoing sponsorship for the well-established and high-profile annual NSW Rural Women's Gatherings, which attracts up to 400 women and men from across the State.

Your involvement would be a valuable platform to enhance your company's profile and provide direct access to an influential consumer group - rural women.

The three-day Rural Women's Gatherings are well covered in the media and attract a wide range of participants including women involved in primary industries; women from culturally and linguistically diverse backgrounds; Aboriginal women and women who live in regional cities, towns and villages. Participants attend to:

- access information on existing services, resources and assistance;
- learn from listening to inspiring and informative speakers and participating in workshops;
- have a direct voice to Ministers and other key decision-makers attending; and
- network, share experiences and support each other.

Each year Gatherings are organised by local volunteer committees who make key decisions and develop the weekend program to reflect the unique culture, industry, tourism and environment of the host community. The NSW Rural Women's Network (RWN) provides valuable in-kind support.

Since 1993 the NSW Rural Women's Gatherings have been held at Orange, Gunnedah, Yanco, Cobar, Tocal, Cooma, Moree, Wellington, Kempsey, Bourke, Temora, Coonabarabran, Bega, Grafton, Hay, Coonamble, Junee, Wentworth, Gloucester, Parkes, Scone, Coolamon, Glen Innes, Broken Hill, Narrandera, Merimbula and in 2019, Walcha. The 2021 Gathering is being held at Forbes between 22 – 24 October.

The Minister for Primary Industries and the Minister for Women have been invited to participate in the 2021 Gathering.

The NSW Rural Women's Gatherings have provided excellent opportunities to showcase sponsors who are making a contribution to rural communities.

In providing sponsorship for the NSW Rural Women's Gathering, you will receive:

- Access to up to 400 rural women from across the State;
- Acknowledgement as a major sponsor at the event in all promotional material including the RWN Internet site and in the Country Web newsletter (10,000 copies distributed throughout NSW);
- Two complimentary guest weekend registrations to attend the event;
- An opportunity to have a complimentary company display space at the event and contribute written materials to the Gathering bag, which is given to every participant.

Benefits of Sponsorship and Support

Sponsorship is in the form of cash and support is in-kind goods and services. The Gathering is a promotional opportunity for your organisation to demonstrate support for the rural and regional communities and to market to approximately 400 women plus partners from throughout NSW over three days.

- Promotion of your organisation to all sectors of the farming and wider rural & regional community.
- Publicity for your products and services.
- Opportunity to expose your products to a target market.
- Enhancement of your organisation's relationship with the farming sector and rural communities.
- Are you aware of the powerful role of rural women as contributors and consumers in the national economy?
- Rural women play a vital role in planning and buying major purchases of business and household requirements.
- Women are increasingly taking control of accounting and decision making on cash flow for farm & other business spending.
- The buying power of rural and regional women is greater than ever before.

The Gathering will include: tours; networking opportunities; prominent keynote speakers; promotional displays; industry involvement; Friday evening dinner showcasing local produce; Saturday evening gala dinner; workshops; educational opportunities and has Government agency support.

If you would like to discuss this opportunity further, please contact our Secretary, Marg Applebee on 0418 611 053 or email rwg2021forbes@gmail.com

Yours sincerely

Di Gill
Chairperson



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Rural Women's Gathering Sponsorship and Support Form

2021 Annual NSW Women's Gathering

Thank you for your assistance. This Sponsor and Support form is for you to indicate the type of assistance offered.

NAME: _____

POSITION (if applicable): _____

COMPANY (if applicable): _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

Type of Sponsorship or Support for the 2021 Annual NSW Women's Gathering to be held at Forbes between 22 – 24 October.

- Diamond Sponsor
- Gold Sponsor
- Silver Sponsor
- Friend of the Gathering (Please indicate how)

And would like to commit the following support:

Sponsorship Amount in Dollars \$ _____ Amount in Kind \$ _____

and / or the following services / goods / products / etc.. (Please describe briefly)

If appropriate to your level of sponsorship please make available via e-mail a copy of your logo to be used on promotional material.

Signed by: _____

Print name: _____

Date: _____

Please return to:

Marg Applebee, Secretary, 2020 Forbes Rural Women's Gathering Committee

Email: rwg2021forbes@gmail.com **Phone:** 0418 611 053