

Sponsorship Proposal



GMA Black Tie Dinner
27 August 2022





About the GMA



Our Vision

Accelerating professional growth through infinite links to opportunity.

Our Purpose

We provide unique opportunities for GMA members to network, share knowledge and grow.

Our Values

Unlocking collective wisdom || Enabling growth || Nourishing the mind || Pride & belonging

Our History

Founded in 1976 by Master of Business Administration (MBA) alumnus Charles Harper. With over 46-years of history, the GMA has become one of the most reputable and respected independent associations within the University of Western Australia (UWA) with over 2,000 members.

Our GMA Black Tie Dinner

Our annual GMA Black Tie Dinner is the most talked about alumni event within the UWA Business School. The evening is hosted by GMA Patron, Dr. Michael Chaney AO to honor the achievements of GMA members, UWA Business School alumni, faculty staff and post-graduate MBA students.

Our dinner will be held on **27 August 2022** at the University Club (UWA), in a sit-down dinner format. We are delighted to announce **Tim Minchin AM** as our Keynote Speaker in 2022. Tim Minchin is an iconic Australian musician, comedian, writer and actor. Guests to the event include: UWA Business School board members, ambassadorial council members and corporate partners, business leaders, UWA staff and most importantly our members, postgraduate alumni and current students.

By sponsoring our annual event, we will provide your organisation exposure and access to our members, Perth's business elite, future leaders and the aspirational MBA and postgraduate students. We offer a range of package options to support your organisation and welcome any queries regarding your inclusion.

Our Keynote Speaker



Tim Minchin, AM

Iconic Australian Musician,
Comedian, Writer and Actor

We are delighted to announce **Tim Minchin AM** as our Keynote Speaker in 2022.

Tim is one of the world's most popular Aussie live acts, he has been selling out award-winning gigs in the UK, US and Australia for over a decade. His most recent tour, Back, was seen by over a quarter of a million people.

Minchin is the composer-lyricist of the hit musical, Matilda, which won 85 international awards and recently celebrated 10 years on the West End. His second musical, Groundhog Day, won the Best Musical Olivier Award (West End) and was nominated for 7 Tonys (Broadway).

He co-wrote and starred in the TV series Upright, (2019 Sky UK / Foxtel), which won AACTA awards for Best Comedy and Best Actor in a Comedy. Season 2 drops 2022.

Other acting credits include Atticus Fetch in Californication, a Logie Award-winning Smasher in the ABC's Secret River, Pretty Boy in Netflix's Back To The Outback and Friar Tuck in Lionsgate's Robin Hood. Stage highlights include Judas in the UK / Australian Arena tour of Jesus Christ Superstar.

His 2020 studio album Apart Together debuted at #3 in Australia and top 30 in the UK.

Live releases include Tim Minchin Vs the Heritage Orchestra Live at the Royal Albert Hall, So F**king Rock, and Ready For This?.

Previous Keynote Speakers



2021
Craig Challen SC, OAM
2019 Australian of the Year
Heroic Thai Cave Rescue Diver



2020
Dr Katherine Giles
CEO OncoRes Medical



2020
Dr Katherine Iscoe
Director MyFiziq



2019
Robert French AC
Chancellor UWA



2018
Zoe Yujnovich
Chairman Shell Australia



2017
Robert Scott
Managing Director
Wesfarmers



2016
Catherine Livingston AO
Chairman Commonwealth
Bank Australia



2015
Alan Cransberg
Former President of Alcoa
Australia



2014
Peter Coleman
Former CEO Woodside
Petroleum



2012
Carol Schwatz AO
Chairman Our Community

UWA Business School Alumni & Engagers

Our Notable Supports



Dr Richard Goyder AO
Chairman of the AFL
Commission



Andrew Forrest
Founder of Fortescue
Metals Group



Dr Michael Chaney AO
Former Chancellor of
UWA, Chairman of
Wesfarmers



Dr Mark Barnaba AM
Board Member of RBA
& Co-Chair of FMG



Emeritus Professor
Tracey Horton AO
Chairman of Navitas



Diane Smith-Gander AO
Chair of Safe Work
Australia &
Non-Executive Director
of Wesfarmers

Our Key Engagers

Gail Kelly
Former CEO of Westpac
delivering a public lecture
at UWA Business School

Peter Coleman
Former CEO of Woodside
Energy speaking at
Strategy Month



Jimmy Wilson
CEO CBH Group speaking at
Strategy Month

Our Reach

Our prestigious members are UWA Business School postgraduate alumni and aspirational MBA students. GMA members are cross industry and represent Perth's business elite. We serve our members, the UWA Business School, Board and Advisory Board, Department Alumni Relations (DAR), their supporting associations and other business oriented postgraduate degrees.

The Black Tie event is promoted via our social media channels, member eDM's, website, traditional print media, word of mouth and monthly GMA events.



170+ attendees



1,000+ followers



2,000+ members



450+ followers



150+ members



www.gmauwa.com.au



Sponsor Package Summary

	Bronze \$1,000	Pre-Dinner \$3,000	Silver \$3,000	Gold \$5,000
Acknowledgement at opening and closing address	✓	✓	✓	✓
Acknowledgement on social media channels	✓ 4th Rank	✓ 3rd Rank	✓ 2nd Rank	✓ 1st Rank
Opportunity to purchase additional discounted tickets	✓	✓	✓	✓
Receive complimentary tickets to the Black Tie event	2	2	6	10
Receive exclusive table to the Black Tie event	-	-	-	✓
Space allocated at event for your pull-up banner	-	-	-	✓



Gold

\$5,000
(1 available)

Acknowledgement & Branding

Sponsor will be acknowledged as the Major Partner and the sponsor's logo will be featured on:

- Our event website.
- Social media exposure via our LinkedIn, Facebook and Instagram channels before, during and after the event.
- Electronic invitations.
- Event reminder and confirmation emails.

Corporate Hospitality

- Ten complimentary seats at an exclusive table

Discounted Tickets

- Opportunity to buy additional individual tickets to the dinner at the discounted price (\$160 per ticket and/or \$1,600 for a table of ten).

Acknowledgement at the Dinner

- Verbal acknowledgement during the event.
- Company logo displayed on main digital screen and event program.
- Pull-up banner in foyer to be supplied by organisation.



Silver

\$3,000
(2 available)

Acknowledgement & Branding

Sponsor will be acknowledged as the Supporting Partner and the sponsor's logo will be featured on:

- Our event website.
- Social media exposure via our LinkedIn, Facebook and Instagram channels before, during and after the event.
- Electronic invitations.
- Event reminder and confirmation emails.

Corporate Hospitality

- Six complimentary seats at the dinner.

Discounted Tickets

- Opportunity to buy additional individual tickets to the dinner at the discounted price (\$160 per ticket and/or \$1,600 for a table of ten).

Acknowledgement at the Dinner

- Verbal acknowledged during the event.
- Company logo displayed on main digital screen.



Pre-Dinner Networking Drinks

\$3,000
(1 available)

Acknowledgement & Branding

Sponsor will be acknowledged as the Pre-Dinner Networking Drinks and company logos will be featured on:

- Our event website.
- Social media exposure via our LinkedIn, Facebook and Instagram channels before, during and after the event.
- Electronic invitations.
- Event reminder and confirmation emails.

Corporate Hospitality

- Two complimentary seats at the dinner.

Discounted Tickets

- Opportunity to buy additional individual tickets to the dinner at the discounted price (\$160 per ticket and/or \$1,600 for a table of ten).

Acknowledgement at the Dinner

- Verbal acknowledged during the event.
- Company logo displayed on main digital screen.



Bronze

\$1,000
(3 available)

Acknowledgement & Branding

Sponsor will be acknowledged as a Partner and the sponsor's logo will be featured on:

- Our event website.
- Social media exposure via our LinkedIn, Facebook and Instagram channels before, during and after the event.
- Electronic invitations.
- Event reminder and confirmation emails.

Corporate Hospitality

- Two complimentary seats at the dinner.

Discounted Tickets

- Opportunity to buy additional individual tickets to the dinner at the discounted price (\$160 per ticket and/or \$1,600 for a table of ten).

Acknowledgement at the Dinner

- Verbal acknowledgment during the event.
- Company logo displayed on main digital screen.



In-Kind & Door Prize Sponsors

Acknowledgement & Branding

Sponsor will be acknowledged as an In-Kind or Door Prize Sponsor of the event:
Company logo displayed on main screen and social media exposure.

Acknowledgement at the Dinner

Verbal acknowledgement during the event.



Other Event Opportunities

Event styling

Printing

Production support

Door prizes

Speaker gifts

Social media support.



Other Sponsorship Opportunities

In addition to the GMA Black Tie event, the GMA hosts a number of annual events with sponsorship opportunities. We also welcome any dialogue on value creation through future partnerships.



Opportunities Include

Speaker

Panel events

Author events

End of month networking drinks

Social events.

☞ Contact Details ☞

We look forward to meeting with you to discuss how you can be involved in the GMA Black Tie event and other opportunities.



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Thank you



Graduate Management Association of UWA

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