



EVENTS SPONSORSHIP PROGRAM 2026

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ABOUT HBWN

The Hastings Business Women's Network (HBWN) is a dynamic force for women in business across the Port Macquarie-Hastings region. Since 1999, HBWN has been igniting ambition, sparking collaboration, and creating opportunities for women to thrive – professionally and personally.

With a thriving membership of over 150 businesswomen, HBWN brings together entrepreneurs, professionals, creatives, and leaders through high-impact networking events, inspiring guest speakers, skill-building workshops, and community-driven initiatives.

HBWN is where connections turn into collaborations, and ideas become action. Whether you're launching a startup, leading a team, or growing your brand, HBWN offers the support, visibility, and energy to help you succeed.

With an average of 40-50 guests at our monthly events we are the premier businesswomen's network in the Port Macquarie-Hastings region.

The following event sponsorship packages offer a unique opportunity for businesses to align their brand with HBWN values and position themselves as industry leaders that support local business and businesswomen.

Join a network that celebrates achievement, fosters growth, and champions the incredible women shaping the future of business in our region.

The opportunity is what you make of it!!



The red poppy flower is the recognisable symbol of the Hastings Business Women's Network.

In the HBWN tall poppies are celebrated, not cut down.

The HBWN believes it is the right of every businesswoman to hold her head high and, like the tall poppy, stand out from the crowd. We encourage members to be proud of and promote their success in all fields, at all levels.



WHY SPONSOR?

Sponsoring HBWN events is more than a marketing opportunity — it's a chance to make a meaningful impact in the Port Macquarie-Hastings region.

🌟 1. Connect with a Dynamic Local Network

HBWN brings together a diverse and engaged community of professional women, entrepreneurs, and leaders. Sponsorship gives you direct access to this influential audience, fostering valuable relationships and brand alignment.

💡 2. Enhance Your Brand Visibility

Sponsors are prominently featured across HBWN's events, digital platforms, and communications. Your business will be recognised as a supporter of gender equity, leadership, and local business growth.

❤️ 3. Give Back to the Community

HBWN proudly donates proceeds from key events. By sponsoring, you're helping amplify the impact of organisations like:

- Hastings Education Fund
- Luminosity
- Liberty Domestic and Family Violence Services
- Make a Difference Port Macquarie
- The Nurtured Village Hampers

💛 4. Tailored Engagement Opportunities

Whether through financial support or in-kind contributions, HBWN works with sponsors to create packages that reflect your business goals and values. Your support is acknowledged in meaningful and creative ways.

🎉 5. Be Part of Signature Events

From high-profile celebrations to intimate networking evenings, HBWN events are professionally run, well-attended, and deeply valued by the community.



2026 EVENTS

The following table is a guide on what our events are for the year. We reserve the right to change the types of events and dates prior to finalised bookings. If there is an event you are particularly interested in please let us know ASAP and we will look at locking it in early.

Month	Sponsorship Cost	Other Details
February	\$850	Calendar Launch
March	In-Kind	AGM - Rydges
April	\$700	Professional Developemnt
May	\$700	Networking
June	\$700	Inspiration
July	\$850	Calendar Launch
August	\$700	Networking
September	\$700	Inspiration
October	\$700	Inspiration
November	\$700	Profesisonal Development



POPPY POP IN

We will be switching up the Poppy Pop Ins in 2026. We will have an evening catch up every second month and a morning coffee catch up every second month.

Poppy Pop Ins are an informal catch ups so you can meet some of the HBWN Tall Poppies (Life Members), committee members, members and guests in a more intimate setting.

Date	Venue	Other Details
11 February	Little Shack	Morning walk and coffee/tea/chai
13 March	Florence Jones	Friday after work catch up
8 April	Little Shack	Morning walk and coffee/tea/chai
8 May	Florence Jones	Friday after work catch up
10 June	Little Shack	Morning walk and coffee/tea/chai
10 July	Florence Jones	Friday after work catch up
12 August	Little Shack	Morning walk and coffee/tea/chai
11 September	Florence Jones	Friday after work catch up
14 October	Little Shack	Morning walk and coffee/tea/chai
13 November	Florence Jones	Friday after work catch up

OUR VISION

A community where women are empowered, inspired, and supported to thrive in business and life.

OUR PURPOSE

To inspire, support, and elevate women in business through connection, growth, and collaboration.



OUR VALUES

Encourage

We motivate members to pursue their goals with confidence and determination.

Educate

We offer learning opportunities to equip members with essential skills and knowledge.

Empower

We help women realize and maximize their potential.

Embrace

We celebrate diversity and foster an inclusive, supportive community within our network.



OUR MEMBERS

Our events attract a diverse demographic of women. With a member base of over 150 local women and a database of over 1,500 registered subscribers, the HBWN is well represented and has a significant reach in the Port Macquarie-Hastings business community.

Sectors represented range from small to medium businesses to public and government entities which include:

- Business and Professional Services
- Creative Arts and Photography
- Cultural and Recreational Services
- Education, Employment and Training
- Banking, Finance, Insurance and Legal Services
- Health and Beauty
- Hospitality and Tourism
- Manufacturing and Trades
- Media, Marketing, Design and IT
- Personal Services
- Real Estate
- Retail





SPONSOR BENEFITS

The HBWN Committee has a dedicated Sponsorship Coordinator to ensure sponsorship agreements are creative, meaningful, impactful and deliver on your goals.

HBWN is peer-to-peer marketing at its best.

- You will gain direct exposure to a diverse range of established local businesses.
- You will gain exposure to more than 3,100 followers on LinkedIn, Facebook and Instagram.
- You will gain exposure to our members on the HBWN website.
- You will have direct contact with a target market of businesswomen and community leaders. There's the opportunity to promote your products and services via the tried and tested channel of distribution, in person. Where else would you gain exposure to up to 50 potential clients in a relaxed business networking environment?
- You'll experience reinforcement of your brand as a local service provider supporting the small-medium business sector.
- You'll benefit from the value of local Word of Mouth. Women talk, recommend and share. It's a known fact.

What Event Sponsorship offers:

- Sponsorship acknowledgement at the event.
- Sponsorship acknowledgement at our annual AGM.
- Your logo/brand name on our event communications as appropriate, including:
 - Social media posts - including video/reel post
 - Events calendar
 - Email invitations to all members and our database.
- Your logo will be included on our website Sponsor banner (web footer) and Sponsor Page with a link to your website from 1 January 2026 until 31 December 2026.
- Two (2) event tickets to attend the event you sponsor.
- Placement of your company banner at sponsored events.
- Product sampling or hand out information at sponsored events.
- Five-minute sponsor address at your sponsored event.
- Photographs from your sponsored event you can use in your own social media posts.

CONTACT US



Call or Email

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Be quick as sponsors will be