



business fleurieu coast  
GROW WITH US

# PARTNERSHIP INVITATION 2025



## about us

Business Fleurieu Coast (BFC) is a volunteer-led association supporting businesses across Aldinga, Willunga, Sellicks, Maslin Beach and surrounds. Since 2020, we've been a trusted advocate, offering resources, support and opportunities to our members. With membership projected to reach 250 by end of 2025, our impact keeps growing.

We drive initiatives that strengthen the economy, tourism and community—through advocacy, cooperative marketing and professional development—helping businesses grow while building vibrancy across the Fleurieu region.

## your impact

- You play a vital role in shaping the success of the local business landscape. Your support helps drive initiatives that directly benefit businesses, attract visitors and strengthen the local economy.
- Boost Your Brand: Gain exposure through promotions and events.
- Shape the Future: Have a voice in key business and tourism decisions.
- Strengthen Connections: Be part of this vibrant business network.
- Your partnership isn't just a contribution—it's an investment in the future of the Fleurieu region, creating lasting opportunities for businesses, visitors and the wider community.

## our mission

Business & Tourism Aldinga is committed to fostering collaboration, supporting growth and promoting businesses in Aldinga and the Fleurieu region.

### Connect



We build an interactive business community by facilitating networking, hosting engaging events, and enhancing communication among members and stakeholders

### Support



We advocate and update our members about available initiatives, educational opportunities, and local developments that could impact their business.

### Growth



We provide access to resources for local businesses to assist individual growth and promote the local circular and tourism economy.



# annual partnership opportunities

SPONSOR LEVELS & BENEFITS	SILVER 3 PLACES LEFT \$3,000	GOLD 1 PLACE LEFT \$5,000	PLATINUM 1 PLACE LEFT \$10,000
Naming rights to our connect membership tier & promotion across all events publications.			✓
Brand Visibility: Website, Printed Materials, News-letters	✓	✓	✓
Event Co-Host with on-stage appearance	1	1 - Exclusive	2 - Exclusive
Video introduction across all social platforms	-	-	✓
Promotional spots on 55" Floor Mounted Digital Display Kiosk at Aldinga Central	1 x 30 second spot per hour	3 x 30 second spot per hour	3 x 30 second spot per hour
Promote your services across the greater Fleurieu region	✓	✓	✓
Complimentary Event Tickets	2/co-hosted event	3/co-hosted event	4/co-hosted event
Newsletter Features	Annual Content	Biannual Content	Quarterly Content
Social Media Features (all channels)	Biannual Content	Quarterly Content	Monthly Content

Your partnership starts from the day you nominate for a full calendar year.

Limited Partnership Spots available, please contact us below to secure your spot.

## contact

P : 0423230733

E : [hello@businessfleurieu.com.au](mailto:hello@businessfleurieu.com.au)

## mail

PO BOX 335

Aldinga Beach LPO

## online

Website: [www.businessfleurieu.com.au](http://www.businessfleurieu.com.au)



## ongoing opportunities

### BUSINESS SUPPORTER DISCOUNTS TO MEMBERS

**Purpose:**

- Provide discounts on products or services for BFC members on an ongoing arrangement.

**Benefits:**

- Access to digital display content spots
- Featured in all BFC communications including newsletters, press releases and online content.
- Strategic placement of branding in all marketing collateral.

### PROMOTIONAL PARTNER PROMOTIONAL OPPORTUNITIES

**Purpose:**

Provide promotional opportunities for BFC members and the association as an ongoing arrangement.

**Benefits:**

- Access to digital display content spots
- Featured in all BTA communications including newsletters, press releases and online content.
- Strategic placement of branding in all marketing collateral.
- Increased uptake in advertising



## event opportunities

### PRIZE SUPPORTER MIN \$50 VALUE

**Purpose:**

Enhance the attendee experience at BTA events by providing door prizes such as vouchers, products and services.

**Benefits:**

- Acknowledgment during events.
- Visibility in promotional materials related to the event.

### PRIZE SUPPORTER MIN \$50 VALUE

**Purpose:**

- Provide the venue and/or light catering for up to 60 guests attending BTA events, for a single event.

**Benefits:**

- Acknowledgment during events.
- Visibility in promotional materials related to the event.

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