

FLETCHERS

CENTENARY

AWARDS NIGHT

SPONSORSHIP MEDIA KIT 2019



9836 2222

IT'S A FLETCHERS THING

fletchers.net.au

FLETCHERS REAL ESTATE

Fletchers is a proud, fourth-generation family-based real estate agency in Melbourne.

With 23 offices located within the eastern and inner city suburbs of Melbourne, Diamond Valley and the Bellarine Peninsula, Fletchers long history within the industry has earned us unsurpassed reputation in servicing our clients.

As a family business, Fletchers shares the values that have always been integral to its success, delivering local knowledge, quality service and a core mission to service our clients for life.

“The power of face-to-face interactions in strengthening connections with your overall marketing creates quality touchpoints, a unique customer experience, additional client value and a more approachable brand”.

Forbes

Since 1919

As one of the longest standing real estate agencies in Melbourne, Fletchers are proud to be pioneers of the industry and to have reached the incredible milestone of 100 years in business.

Since our inception in 1919, the face of real estate has changed remarkably. Fletchers has continued to evolve over the last century, embracing new technology and communications systems, ongoing training programmes and a state-of-the-art integrated database.

Though times have changed, Fletchers underlying values have not and we pride ourselves on our commitment to delivering an excellent level of service to our clients and community partners.



Fletchers Awards Night, 2018

By achieving the world's best practice in everything we do, Fletchers can ensure that our mission, values and energies revolve around delivering superior results and creating long-standing, energised relationships.

Now with over 300 employees working with a network of trusted suppliers across multiple divisions, the dedicated, award-winning team at Fletchers have a strong focus on customer service and are well respected within the real estate industry.



Centenary Awards Night

Officially marking the occasion of our 100 year anniversary, Fletchers will be celebrating this spectacular evening with staff, partners, sponsors and suppliers.

This year, our Centenary Awards Night will be presented by Australian television personality, Tim Campbell.

Held in the Main Room at Melbourne Town Hall on Saturday 27th July 2019, the evening will comprise of an awards ceremony, entertainment, meals, drinks and an opportunity to network with others in attendance.

Heralded as the 'night of nights' for our business, Fletchers would like to invite like-minded organisations across Australia to partake in this special event and help make it a night to remember.



Livinia Nixon, MC, 2018

MULTI-PLATFORM BRAND

Centenary Awards Night



500

Guests comprised of Fletchers staff and partners, suppliers, sponsors and corporate partners

Website



x5

Best Website in VIC
5 Time Winner (REIV)

56,320

Unique monthly
visitors*

207,461

Page views
per month*



Places Magazine



Our weekly publication
with a local and
engaged audience

4,000

Print copies

10,000

Readership audience

\$250

Full Page Advert

\$500

Double Page Editorial



Distributed across Fletchers office
network, local businesses and cafes



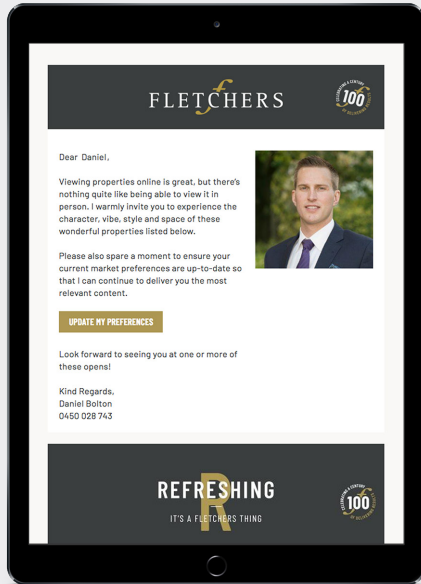
MULTI-PLATFORM BRAND

E-Newsletter



137,000+

Active Subscribers



Social

12+

Facebook Accounts

16,704+

Facebook Likes

1,844+

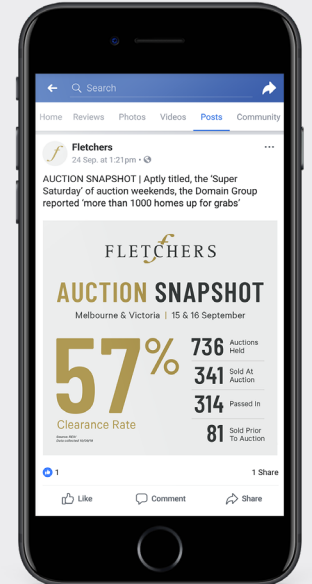
Monthly Page Views

130,878

Monthly Post Reach*

6,827+

Instagram Followers



Note: Figures with an asterisk (*) indicates a monthly average. All information is correct and true as at time of publication, January 2019.

SPONSORSHIP TIERS

1/ CENTENARY PARTNER

Price

Contact
Bradley Brown

Benefits

- 4 tickets to Awards Night.
- Sponsor biography on website.
- Logo on website, office window stickers, travel promotion videos, travel flyers, program guide, awards night presentation, social media campaign and awards night stationery for 12 months.
- Full page advertisements in Places magazine.
- Special mention on Awards Night eNewsletter to Fletchers staff.
- Editorial opportunities on Fletchers blog and Places magazine.
- Opportunity to submit product samples, brochures or coupons into Centenary showbags.

2/ CENTENARY FILM SPONSOR

Price

Contact
Beth Oleyar

Benefits

- 2 tickets to Awards Night.
- Logo on Centenary Film. To be shown on the night as well as distributed online to the public in 100 years consumer marketing campaign.
- Special mention on Awards Night eNewsletter to Fletchers staff.
- Logo on website, program guide, Awards Night presentation.
- Film will be available on all Fletchers social media platforms and boosted to a large Melbourne audience. Sponsor will also have full access to the video.
- Opportunity to submit product samples, brochures or coupons into Centenary showbags.

3/ TITANIUM SPONSOR

Price

\$6,000 + GST

Benefits

- 2 tickets to Awards Night.
- Logo on website, program guide and Awards Night presentation.
- Special mention on Awards Night eNewsletter to Fletchers staff.
- 1 x full page advertisement in Places magazine.
- 1 x editorial opportunity in Places magazine.
- Opportunity to submit product samples, brochures or coupons into Centenary showbags.

4/ PLATINUM SPONSOR

Price

\$4,000 + GST

Benefits

- 2 tickets to Awards Night.
- Logo on website, program guide and awards night presentation.
- Special mention on eNewsletter to Fletchers staff.
- 1 x full page advertisement in Places magazine.
- Opportunity to submit product samples, brochures or coupons into Centenary showbags.

5/ GOLD SPONSOR

Price

\$3,000 + GST

Benefits

- 2 tickets to Awards Night.
- Logo on website, program guide and awards night presentation.
- 2 x social media post across Instagram or Facebook (competition, etc).
- Opportunity to submit product samples, brochures or coupons into Centenary showbags.

SPONSORSHIP TIERS

6/ SILVER SPONSOR

Price

\$2,000 + GST

Benefits

- 2 tickets to Awards Night.
- Logo on website, program guide and Awards Night presentation.
- 1 x social media post across Instagram or Facebook (competition, etc).
- Opportunity to submit product samples, brochures or coupons into Centenary showbags.

7/ AFTER PARTY SPONSOR*

Price

Contact
Sarah Lowry

Benefits

- 2 tickets to Awards Night.
- Logo on website, program guide, Awards Night presentation.
- Mention on Centenary invitations and Save the Date.
- Opportunity to submit product samples, brochures or coupons into Centenary showbags.

8/ SHOWBAG SPONSOR*

Price

\$1,500 + GST

Benefits

- Logo on 500 x double-sided Centenary Showbags, distributed to all attendees on the evening (employees, partners, sponsors and suppliers).
- Logo on website, program guide and awards night presentation.

9/ SHOWBAG PRODUCT SPONSOR*

Price

500 Samples,
Flyers or Coupons

Benefits

- Logo on website, program guide and Awards Night presentation.
- Product samples, flyers or coupons featured in Centenary Showbag, given to every attendee.

10/ DOOR PRIZE SPONSOR*

Price

1 Prize, to the value
of \$500 – \$1,000+

Benefits

- Logo on website, program guide and Awards Night presentation.
- All attendees on the evening entered into the door prize.
- Sponsor and winner are to be announced on stage.

11/ SURVEY PRIZE SPONSOR*

Price

1 Prize, to the value
of \$250 – \$500+

Benefits

- Logo on website, program guide and survey.
- Survey sent out to 500 attendees following the event. Attendees who complete the survey will have the chance to win.

12/ HASHTAG PRIZE SPONSOR*

Price

1 Prize, to the value
of \$100 – \$250+

Benefits

- Logo on website and program guide.
- Attendees who use the hashtag #fletcherscentenary online will be entered into the hashtag prize.

*This sponsorship must be taken in addition to the monetary-based sponsorship levels listed above.

CONTACT INFORMATION

For sponsorship or booking enquiries, please contact:



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REFRESHING

IT'S A FLETCHERS THING

It's Refreshing to know
you're in the right hands.

fletchers.net.au

