



ALIBI AWARDS 2024

SPONSORSHIP PROPOSAL

A program of the Australian Ladies in Business Initiative



A L I B I
Australian Ladies in Business Initiative



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AUSTRALIAN LADIES IN BUSINESS INITIATIVE

The Australian Ladies in Business Initiative, or ALIBI as its fondly known, is an online community created by Australian business women. This community provides a secure and encouraging environment where women with diverse backgrounds, experiences, qualifications, and knowledge can join forces to educate, empower, and motivate each other.

ALIBI was founded by Kylie King, an award-winning entrepreneur and bestselling author, in 2020. After many years of working with businesses and leadership development, she turned her focus to supporting Australian female business owners in the digital arena.

Australian Ladies in Business Initiative aims to help female business owners overcome the loneliness often associated with running a business, achieve a healthy work-life balance, and provide ongoing support throughout their day-to-day operations while encouraging our members to have fun while doing it.

Our mission is to help women in business reach their individual definitions of success by offering community support, business courses and mentorship, online memberships and our very own awards program.

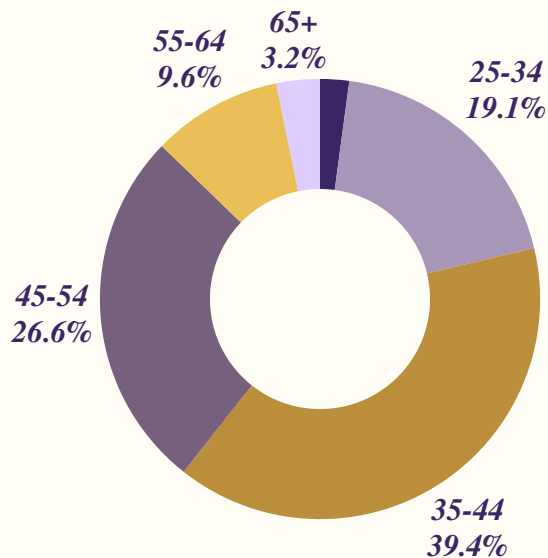
OUR PROGRAMS



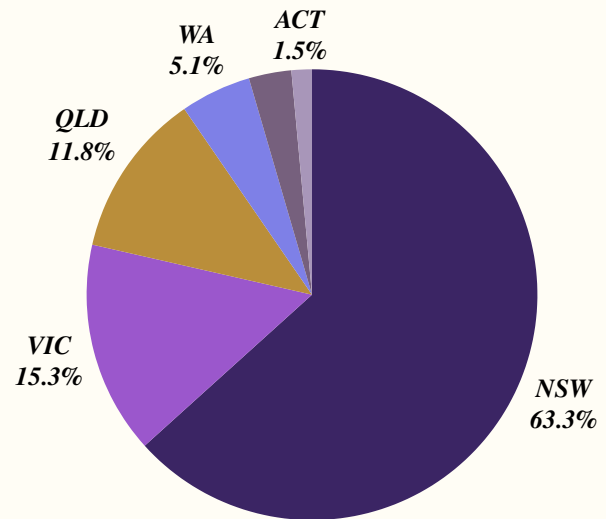
WHO ARE OUR MEMBERS?

- Our members are ladies in business from all parts of Australia.
- Currently most of our members are in NSW in the Greater Sydney Area.
- Majority are home-based businesses and work in the online space.
- We have a variety of business owners from lawyers to accountants to hobbyists turned business owners and ladies in direct selling.
- We have steadily been growing our highly-engaged community and have 4200 members in the FB group and 12000+ across our social media channels.

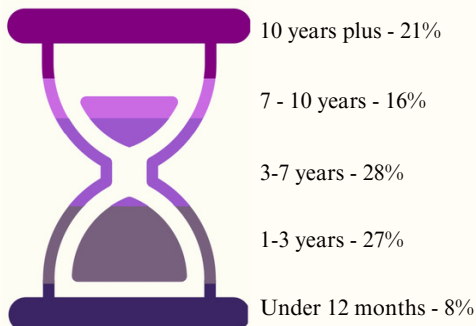
Age Groups



Location



Length of time in business



Sole Traders vs Small Businesses



65% of ALIBI Members are Sole Traders

LAST YEAR'S AWARDS PROGRAM

As we enter our 3rd year running this program, we are aiming to continue the growth and visibility of the ALIBI Awards as 2023 compared with our inaugural year in 2022.

Last year's Awards resulted in

- 95% increase in free nominations compared to last year.
- This brought awareness to the Awards by more people nominating their friends and ladies who inspired them.
- 290 nominations across all categories.
- This was an increase of 45% on last year.
- 31% conversion rate from free nominations to finalising.
- The free online community gained 451 new amazing members.
- Our most popular category had 52 entrants.
- We had an entrant from each state and territory of Australia.
- Several media mentions in multiple states



THIS YEAR'S AWARDS NIGHT

 Saturday | 26th October

 Western Sydney Conference Centre



Each Sponsorship package includes:

- Tickets to our Awards Night
- 3-course meal
- Unlimited drinks
- A night of fun and celebration with 200 amazing ladies in business.

Tickets:

Early Bird

- \$250

RRP

-\$290



MEDIA MENTIONS

MAGICAL MEGS RECEIVES NATIONAL AWARDS

Berowra's own **Magical Megs** has recently won two awards: Winner 2022 What's on 4 Kids Awards for Cultural Diversity and also Winner 2022 ALIBI (Australian Ladies in Business Initiative) for Side Hustle Superstar. These awards are both held across Australia. "To have become a finalist is an amazing achievement, but to have been chosen as the winner is a big surprise," said owner **Megan Patterson**.



Magical Megs is a professional children's entertainer, specialising in creating magical moments with children at parties or events through face painting, balloon twisting, character dress-ups and bubble artistry.

Blue Mountains Australia
October 8, 2022 · 🌐

2022 is proving to be an exciting year for local Blue Mountains business Fusion Boutique. As well as being a finalist for the third year in a row in the Wester... See more



BLUEMETS.COM.AU

Blue Mountains local Charity Mirow / Fusion Boutique is currently a finalist in 4 separate award platforms for 2022

Celebrating women in business

MAKAYLA MUSCAT

Crazy Digital Creative has been named as a finalist in two categories at this year's Australian Ladies in Business Initiative (ALIBI) Awards. Now in its second year, the awards recognise and celebrate the achievements of women in business. The small business, from Cambridge Park, is nominated for both Online Business of the Year and ALIBI Business Lady of the Year. Founder Rachel Amies said it's exciting to see how much her digital marketing agency has grown. "I've had many challenges and successes over the past 12 months," she said. "My nomination for not just one but two categories has made me realise how far my business has come." This year's awards will shine a spotlight

on the women who persistently overcome challenges, achieve their goals and shatter barriers.

Kylie King founded ALIBI in 2020, a community where women can come together to educate, empower, and motivate each other to reach success.

"These awards are here to support these outstanding women and let them know that we see them, they're not alone, and they're doing an incredible job," she said.

"It's been a tough few years and many businesses didn't survive.

"We want to reassure our community members that we will continue to be here to support them and celebrate their perseverance and resilience along the way."

Following a successful inaugural event, this year's nominations have surged by 45 per cent, drawing entries from all corners of Australia. The winners will be announced on October 27.



Rachel Amies from Crazy Digital Creative has been nominated at the ALIBI Awards.



BridgeAus Migration Consultancy Named Finalist for 2023 Australian Ladies in Business Initiative Awards

By Philomena | 1 September 2022

Share Facebook Twitter Email Print



Australian Ladies in Business Initiative is with Kylie King and 2 others.
October 7, 2022 · 🌐

I spy...

Congratulations Alanna Faell!

Our amazing finalist Alanna is in the newspaper about the amazing work she does and how she's coming all the way from WA to Sydney for our Awards Night! ❤️

Happy Bush Kids Academy

October 6, 2022 · 🌐

This will be in tomorrow's print edition of our local paper.

So excited to be on our way to the Australian Ladies in Business Initiative awards event.

Mindful Life Wellness ▶ Australian Ladies in Business
Top Contributor · October 1, 2023 · 🌐

I sent off an article to a few local newspapers. Sadly most are now online. But super excited to be added to my local rag (online) Northern Community News. Thanks [Kylie King](#) for the press release template, it's been invaluable

FEEDBACK



Jacinta Farrugia
Asana Virtual Services
Bright Spark 2022

Attending the ALIBI Awards last year was an incredible experience that I am grateful to be a part of.

I stepped out of my comfort zone and was provided with a fresh perspective of myself and my business journey. The process gave me the opportunity to assess my progress and think about my goals and where I want to be. It also allowed me to sit back and reflect on how far I have come and to be proud of my achievements.

The awards night was nothing short of spectacular, from the moment I arrived at the stunning venue, I knew it was going to be a memorable night. The atmosphere was full of excitement as I enjoyed the night in a stunning venue with great entertainment and food and I mingled with amazing and inspiring businesswomen.

I would wholeheartedly recommend the ALIBI Awards to any ambitious businesswoman out there. It is an opportunity not to be missed. The awards provide a platform for self-reflection, professional networking, and the chance to receive the recognition you deserve.



Antoinette Stonham
All About Style
2022 Enduring
Brilliance
2023 Golden
Entrepreneur of the
Year

Applying for the Australian Ladies In Business Initiative Award gives you an opportunity to look closely at your business while answering the questions which in itself is a good practice. You get to share what your business is doing and be measured against other businesses in similar categories. Just applying for an award creates the motivation to improve on what you are already doing.

Applying for the ALIBI awards was very easy and uncomplicated.

I usually start applying for an award and then stop half way through an application but not in this instance the whole experience from the day I was nominate, receiving a phone call advising me I was a finalist to the amazing awards night was a seamless and enjoyable experience.

If you are thinking about putting yourself forward, do it is a great experience.

FEEDBACK



Melissa Bartlett
Mel's Beauty on the Run
2022 ALIBI Business
Lady of the Year
2023 Aspiring Leader of
the Year

It was such an amazing experience from the moment my business was nominated. As a nominee I received a beautiful certificate and a little gift to congratulate me & my business for being nominated which I thought was such a beautiful way to be recognised.

Once I submitted my award application the vibe was incredible. It was a great way to communicate and to get to know all the other business ladies that were entering the awards.

Kylie the founder of ALIBI made the process simple. She made us feel like Hollywood stars from counting day to announcing the incredible finalists and congratulating every single business that came a finalist in the ALIBI's first awards.

Kylie made the award event a night to remember. We felt like we were on the red carpet. It was a fun night and a memorable evening. I have been to a few awards ceremonies, and this was one of the best ones I have been to.

As a winner of one of the gorgeous purple crowned trophies for 2022 ALIBI Awards the recognition did not finish on the night of the awards. As a member of the ALIBI community my business has been announced and recognised by the other businesses in the group.

If you are thinking of entering 2023 Awards, I totally recommend that you take your business to the next level and be recognised for all your hard work that you have put into your business. I would like to take this opportunity to say thank you to Kylie King and her team for such a wonderful experience and look forward to 2023 Awards.



THE TROPHY



Category

Winner's name

Award Year

Sponsor's Biz logo

Each category sponsor will get their business logo engraved on our customised unique trophy.

These trophies are 23cm high and made of premium purple crystal.

Our high quality trophies are ones that our winners are proud to display.

ALIBI Awards
Winners receive a
protective storage
case with their
trophy



HOW ARE THE ALIBI AWARDS CONDUCTED?



- Our Awards are open to all Australian Ladies in Business who are a member of our free online Facebook community and have an ABN.
- Each nominee will be required to submit answers via a submission form to advance to the shortlist committee to become a finalist.
- Once finalists are announced they will be asked to send through a video submission answering some additional questions.
- Our independent judging panel consists of successful international business owners who will provide feedback to the finalists and determine the winners.

Key Dates

- | | |
|---------------|---------------------------|
| 1st June | - Launch |
| 4th August | - Nominations Close |
| 11th August | - Written Submissions Due |
| 26th August | - Finalists Announced |
| 9th September | - Video Submission Due |
| 26th October | - Awards Night |



HOW YOU WILL BENEFIT AS A SPONSOR

GOLD SPONSOR PACKAGE
\$10,000

- Sponsor 3 available categories including the Australian Business Lady of the Year category
- Business name engraved on category trophies
- Business on category finalist certificates
- 6 tickets to the Awards Night
- Event mention and recognition on website
- Recognition on social media
- Company Banner at the event
- Onstage presentation of category award winners (optional)
- Recognition in all print and digital promotions
- Recognition on printed event programs
- Social Media advertising tagging you for your award categories
- Video in community to 4,200+ members
- Video played at the Awards night
- Takeover the free community for a day
- Recognition on group banner for duration of awards
- Business logo on all finalists' certificates
- On stage presentation to the major award winner (ALIBI Business Lady of the Year)




HOW YOU WILL BENEFIT AS A SPONSOR

SILVER SPONSOR PACKAGE
\$5,000

- Sponsor 2 available categories
- Business name engraved on category trophies
- Business on category finalist certificates
- 4 tickets to the Awards Night
- Event mention and recognition on website
- Recognition on social media
- Company Banner at the event
- Onstage presentation of category award winners (optional)
- Recognition in all print and digital promotions
- Recognition on printed event programs
- Social Media advertising tagging you for your award category
- Video in community to 4,200+ members

BRONZE PACKAGE
\$1,500

- Sponsor 1 available category
- Business name engraved on category trophy
- Business on category finalist certificates
- 2 tickets to the Awards Night
- Event mention and recognition on website
- Recognition on social media
- Onstage presentation of category award winner (optional)

SPONSORSHIP PACKAGES			
	 BRONZE sponsorship	 SILVER sponsorship	 GOLD sponsorship
Sponsor an available category (Gold Sponsorship includes "ALIBI Business Lady of the Year" Category)	1	2	3
Business name engraved on category trophy	✓	✓	✓
Business on category finalist certificates	✓	✓	✓
Tickets to the Awards Night	2	4	6
Event mention and recognition on website	✓	✓	✓
Recognition on social media (audience of 10,000+)	✓	✓	✓
Recognition on printed event programs	✓	✓	✓
Onstage presentation of category winner (optional)	✓	✓	✓
Recognition in all print and digital promotions		✓	✓
Company Banner at the event		✓	✓
Social Media advertising tagging you for your award category	10,000+	30,000+	60,000+
Video in community to 4,200+ members		✓	✓
Video played at the Awards night			✓
Takeover the free community for a day			✓
Recognition on online community group banner for duration of awards program			✓
Business logo on all finalists certificates			✓
On stage presentation to the major award winner (ALIBI Business Lady of the Year)			✓
	\$1,500	\$5,000	\$10,000

Available Sponsorships:
 One Gold Sponsorship, Two Silver Sponsorships,
 Eighteen Bronze Sponsorships

THANK YOU TO OUR PREVIOUS SPONSORS

**Barking
with
Bianca**



lailasbeauty&laser



TIDBALL
ACCOUNTANCY
JODI MCCONAGHY
PHOTOGRAPHY



**Raging
Waters**
SYDNEY

KYLIE KING



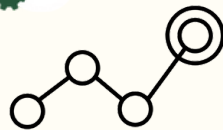
Mypower Foundations
Supporting you to achieve your ambitions

TM Conveyancing Services



Busy Being *Kate*
it's what you think that counts

StudyNet



Coast and Country Certification

BLOSSOM.
HAIR . BODY . FACE
& WIG BOUTIQUE

*Miranda
Fair*

MEDIA PARTNERS:



HOW CAN YOU BECOME A SPONSOR FOR THE 2024 ALIBI AWARDS NIGHT?

There are only a limited amount of Sponsorships available for our 2024 ALIBI Awards Night.

If you are interested in proceeding with a sponsorship, please email admin@australianladiesinbusinessinitiative.com to secure your package.



<https://youtu.be/JgD3ExVQSTo>

*Thank you for your time,
we look forward to working with you and holding an amazing event.
Please have a look at this video from 2022's amazing Awards night!*