



BXPONENTIAL CONFERENCE

PARTNERSHIP OPPORTUNITY



It's Here. It's xCiting. Partner with us!

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CONFERENCE



Join us in driving xponential growth for small business through an environment that supports and celebrates knowledge-share, creativity, and xcellence in innovation.

Welcome & Thank You

Thank you for considering this unique opportunity to make a lasting impact on our small business leaders and empower them to reach their full potential as successful entrepreneurs. We are thrilled to share our vision for the Bxponential Conference and Bx Business xCellece Awards.

With your valued support, we can provide thousands of entrepreneurs and business owners with the strategies and resources they need to elevate their businesses and steer clear of the common pitfalls that lead to small business failure. Together, we can foster success and create a brighter future for these rising leaders.



Overview

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This proposal includes partnership opportunities for:

1. Bxponential Conference 2025
2. Bx Business xCellecne Awards Program AND Gala Dinner 2025

Our mission is to change the lives of our leaders in business and empower them to become the business owners they were born to be!

Delivered by Bx over the 9 years, these events are just a few initiatives we organise to support our xtensive global community, small business industry and entrepreneurs.

When you partner with our events, you join our entire Bx community and receive comprehensive promotion 365 days a year.



Who will Attend?

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Attracting xCellecne in Business

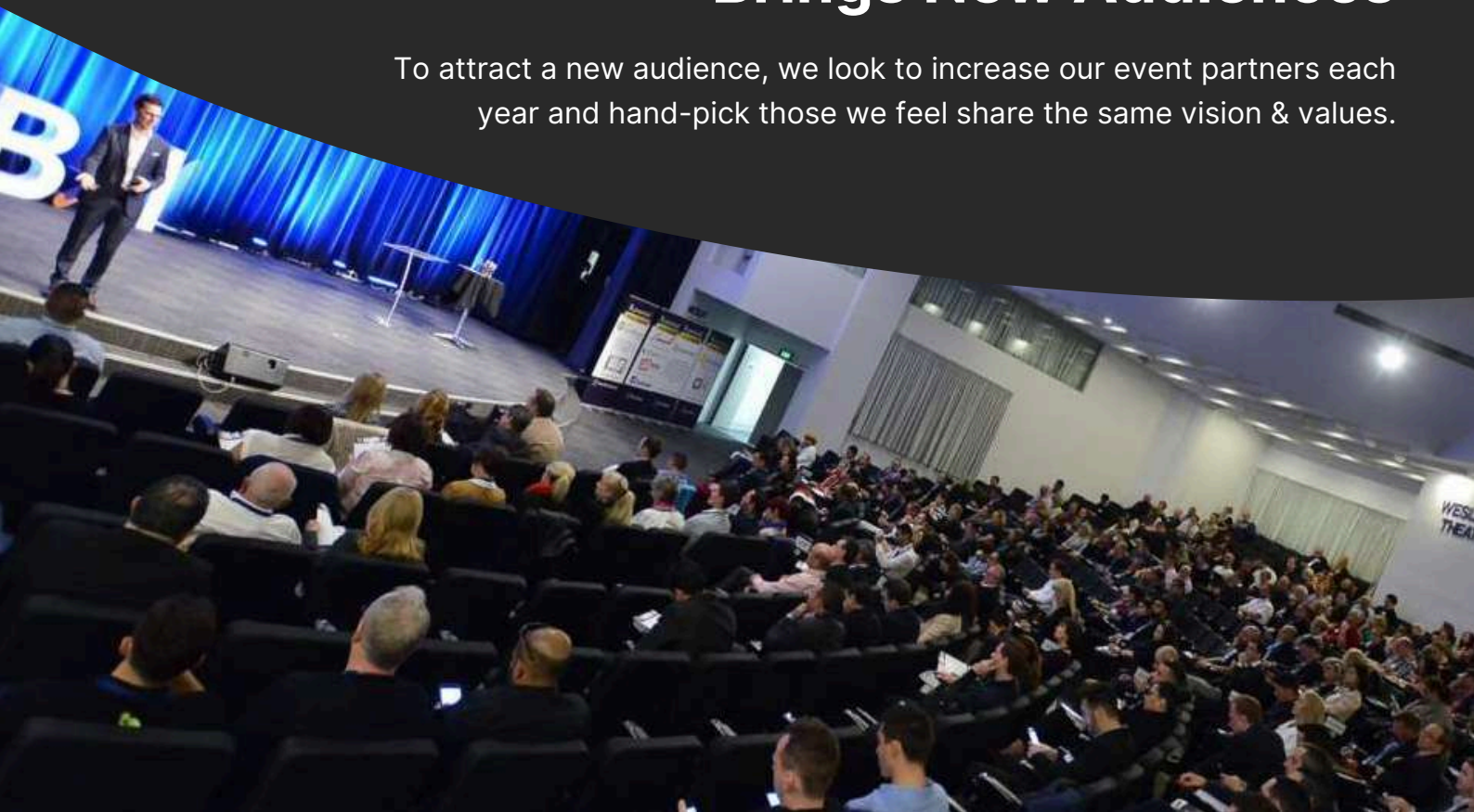
The Bxponential Conference has consistently achieved venue capacity and attracted registrations of 2000+ small business owners and entrepreneurs.

The Bx Business xCellecne Awards attracts thousands of applicants, resulting in approximately 500 Finalists. Our Gala Awards Presentation evening is hosted at Premier Hotel Locations and is a Red Carpet, Black Tie Event with a growing number of attendees each year.

Our event partners gain incredible xposure, with a total reach of over 100,000 business owners that we reach through our marketing initiatives and an xponentially higher number with Media & PR opportunities.

Partnership & Collaboration Brings New Audiences

To attract a new audience, we look to increase our event partners each year and hand-pick those we feel share the same vision & values.



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Bxponential is the premier event for small business. Having attracted over 15,000 registrations in events to date and attendees of 500-1200 at each event, Bxponential is an exceptional opportunity for you to position your brand as a leading solution provider in the industry.



Over 500 small business owners gain valuable skills & resources.



Partners can showcase their business at our Business xPO Events, connecting with audiences and attendees.



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The BxPONENTIAL Conference 2023 Highlights

The BxPONENTIAL Conference in 2023 was on The Gold Coast, Queensland, Australia. Attracting over 1,000 entrepreneurs and business owners from around Australia, New Zealand, and internationally. Hosted at The Gold Coast Convention Centre, it took place over 3 massive days, with 12 global speakers and was a massive success.



"Being in business can be challenging, and the success rate of small businesses is less than 5%. To be successful, business owners need to gain skills, get access to resources and education, and learn from the industries best. This is what Bx is all about."

Matt Alderton - Founder & CEO of Bx

Business xCellence Awards

Be at the Forefront of Recognising, and Rewarding xCellence in Small Business.

The Business xCellence Awards are a highly sought-after recognition of business success and create exceptional opportunities for both finalists and winners. Celebrating their 8th year, the awards program has become a highlight for entrepreneurs and business owners to aspire to.



“Reward and recognition is a crucial part of success for any business, especially small business. This is why Business Blueprint is a proud partner of the Bx Business xCellence Awards.”

Dale Beaumont - Business Growth Expert & Author of 19 Best-Selling Books.
Founder & CEO of Business Blueprint

Pre-Event xposure

	Bronze	Silver	Gold	Platinum	Naming Rights
Email Blasts - through database to existing clients	Y	Y	Y	Y	Y
Website Presence & Links to your website	Y	Y	Y	Y	Y
Sponsor Announcement on Social Media	Y	Y	Y	Y	Y
Social Media xposure for event marketing	Y	Y	Y	Y	Y
Press Releases		Y	Y	Y	Y
Event Flyer Distribution		Y	Y	Y	Y
Event Banner Advertising		Y	Y	Y	Y
Business & Networking Event xposure & Marketing				Y	Y
Third Party Promotion				Y	Y
xposure to Over 50,000 through EDM					Y

Event xposure

	Bronze	Silver	Gold	Platinum	Naming Rights
Featured on Sponsor Banner at Event	Y	Y	Y	Y	Y
Company Banner at Event	Y	Y	Y	Y	Y
xposure to over est. 1000 Attendees	Y	Y	Y	Y	Y
Attendee Workbook & Program Advertisement	1/4 Page	1/3 Page	1/2 Page	Full Page	2-Pages
Live Shout Out by MC from Stage	Y	Y	Y	Y	Y
Live Shout Out and Thank You by Matt Alderton on stage			Y	Y	Y
Attendee Workbook & Program Editorial			Y	Y	Y
Tradeshaw xPO Table at BxPONENTIAL	Y	Y	Y	Y	Y
Allocated Promotional Area at Event	1 Table	1 Table	2 Tables	2 Tables	3 Tables
Promotional Item in Attendee Event Pack (MERCHANDISE)	1 Item	1 item	3 items	4 items	Unlimited
Video Featurette during Bxponential - up to 30 seconds		1 ea.	1 ea.	2 ea.	3 ea.
Video Featurette during Bxponential- upt to 3 minutes				1 ea.	2 ea.
Logo on Event Showbags				Y	Y
Q&A Session on Stage with Matt - 8-10 mins on stage on your business					Y
Additional Marketing Material in Event Bag (at your discretion)					Y



Business xCellecne Awards

	Bronze	Silver	Gold	Platinum	Naming Rights
Business xCellecne Awards Promotional Video (30 Secs)		Y	Y	Y	Y
Business xCellecne Awards Promotional Video (>3mins)				Y	Y
Access to Finalists and Winners Lists			Y	Y	Y
Hyperlink to Sponsors Landing Page	Y	Y	Y	Y	Y
Sponsor Logo on Winner's Announcement Graphic					Y
Sponsor Logo on Trophy					Y
Sponsor Logo on Finalist Certificate			Y	Y	Y
Sponsor Logo on Printed Invitation				Y	Y
Sponsor Logo on Email Invitation	Y	Y	Y	Y	Y
Sponsor Logo on Business xCellecne Awards Website	Y	Y	Y	Y	Y
Dedicated Social Media Post	Y	Y	Y	Y	Y
Sponsor Logo on Presentation Evening Program	Y	Y	Y	Y	Y
Sponsor Logo featured during Presentation Evening on Loop on Screen	Y	Y	Y	Y	Y
Speaking Opportunities at Presentation Evening	Y	Y	Y	Y	Y
Presentation 1-3 Categories	Y	Y	Y		
Presentation of 3-6 Categories				Y	Y
Sponsor Logo on Winner's Poster					Y
Tickets to Awards Red Carpet Gala Dinner Event (RRP \$300+)	2	3	4	5	10

Post Event Exposure

	Bronze	Silver	Gold	Platinum	Naming Rights
Advance Notice & First Rights for the Next Event Sponsorship Opportunity	Y	Y	Y	Y	Y
Continued Logo Exposure on Web (12+ Months)	Y	Y	Y	Y	Y
Branding on Thank You & Follow-Up Emails Sent to Attendees		Y	Y	Y	Y
Bx Blogs and Newsletters (12+ Following)				Y	Y
Branding on Highlights Video Emails Sent to Attendees				Y	Y
Press Releases & Media Exposure Post Event				Y	Y
Attendee Database - Name, Business Name, Email, Phone, ++++			Y	Y	Y
A Bx hosted Webinar to Showcase your xpertise			Y	Y	Y



Sponsorship Bonuses

	Bronze	Silver	Gold	Platinum	Naming Rights
VIP tickets to BxPONENTIAL Conference (RRP \$197)			4	6	10
Priority Tickets to BxPONENTIAL Conference (RRP \$97)	2	4	6	8	20
Invitation to Special Events - xClusive Event, Diamond Club Event	Y	Y	Y	Y	Y
Advertising in Business xClusive Magazine - EDITION 1 (RRP \$1,197)	1/2 page	1/2 Page	Full Page	Full Page	Full Page
Featurette/ Content in Business xClusive Magazine - EDITION 1	1/2 page	1/2 Page	Full Page	1-2 Pages	1-2 Pages
Advertising in Business xClusive Magazine - EDITION 2 (RRP \$1,197)		1/2 Page	Full Page	Full Page	Full Page
Featurette/ Content in Business xClusive Magazine - EDITION 2		1/2 Page	Full Page	1-2 Pages	1-2 Pages
Advertising in Business xClusive Magazine - EDITION 3 (RRP \$1,197)			Full Page	Full Page	Full Page
Featurette/ Content in Business xClusive Magazine - EDITION 3			Full Page	1-2 Pages	1-2 Pages
Advertising in Business xClusive Magazine - EDITION 4 (RRP \$1,197)				Full Page	Full Page
Featurette/ Content in Business xClusive Magazine - EDITION 4				1-2 Pages	1-2 Pages
3 Month Platinum ALL Group Access to Bx Networking Globally!		Y			
6 Month Platinum ALL Group Access to BxNetworking Globally!			Y		
12 Month Diamond ALL Group Access to BxNetworking Globally!				Y	Y
15 Minute Presentation at Bx Networking Events		@ 3 Groups	@ 5 Groups	@ 10 Groups	ANY
Email to all Bx Networking Guests following first visit (hundreds per month)					Y

Bronze	Silver	Gold	Platinum	Naming Rights
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PRICING (ex. GST)

\$1,997 \$4,997 \$9,997 \$14,997 \$24,997

****Limited number of opportunities per partnership level.***

***** Bonus membership options are not available for current members using member discount***



I, _____ of _____
(Name) (Business Name)

I would like to accept the following level of sponsorship:

- Naming Rights
- Platinum
- Gold
- Silver
- Bronze

Signed: _____

Date: _____

Please email this form to: matt@bxnetworking.com
EMAIL ADDRESS:.....

PHONE #:.....

POSTAL ADDRESS:.....

SUBURB:Postcode:.....



Ready to get started?

Inspire growth and make your mark. Any questions, I'd love to hear from you, email me at matt@bxnetworking.com.

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