



SPONSORSHIP PROSPECTUS

COMMUNITY BUSINESS OWNERS

3RD ANNUAL SME SUMMIT 2025

An Exclusive Opportunity to Support Local Business Growth

WELCOME

Dear Prospective Sponsor,

We are pleased to introduce the **Community Business Owners (CBO) 2025 SME Summit & Sundowners Session**. Our annual event focused on strengthening and empowering the local SME community.

CBO is more than a networking platform, it is a collaborative business community where entrepreneurs connect through monthly in-person meet-ups, online learning sessions, and annual events designed to uplift and support growth. More importantly CBO members build business friendships and partnerships, collaborating daily to grow their business and those of their fellow CBO members. With no formal membership fees, CBO remains accessible and inclusive, with a growing footprint.

CBO IN NUMBERS: IS IT WORKING?

Here are what the numbers say ...



CBO is more than just an event, it is a thriving movement for business growth and connection.

What sets CBO apart are the five (5) key values we continually strive for:

- **Think Local** (Putting the local business community first through referring each other)
- **Support Local** (Building each other's businesses through buying local)
- **Ethically & Morally Sound** (Supporting businesses that stick to an ethical and moral code)
- **Striving for Excellence** (Always giving our best to each other and the greater community)
- **Accountability** (Being accountable to each other to maintain our values and CBO ethos)



In July 2024, our summit welcomed 135 attendees, an increase from 50 in 2023, to a full day of insight and inspiration. Building on that success, the **CBO 2025 SME Summit & Sundowners Session** will expand to include SMEs from beyond our current chapters, creating more opportunities for meaningful partnerships, brand visibility, and real economic impact.

We invite you to join us as a sponsor in advancing our vision of **“Growing and promoting community businesses to empower, strengthen and uplift the local community economy.”** Your support will place your brand at the heart of this rapidly growing SME ecosystem.

In summary, CBO is on a massive growth trajectory, as these past 4 years we have purposefully allowed slow organic growth. However, we are now pushing robustly forward and are looking for partners to join us on that epic journey. Trusting that could be you and your organisation.

Warm regards,



Andrew Wainwright

Founder & Management

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Attendees at the SME Growth Summit 2024 at Emperors Palace



ABOUT THE 2025 EVENT

Event Name: CBO 2025 SME Summit & Sundowners Session
Theme: Building the Empire
Date: 26 September 2025
Venue: ANEW Hotel OR Tambo, 1 Country St, Lakefield, Benoni (see photos to follow)
Attendance: 250 local SME owners and entrepreneurs

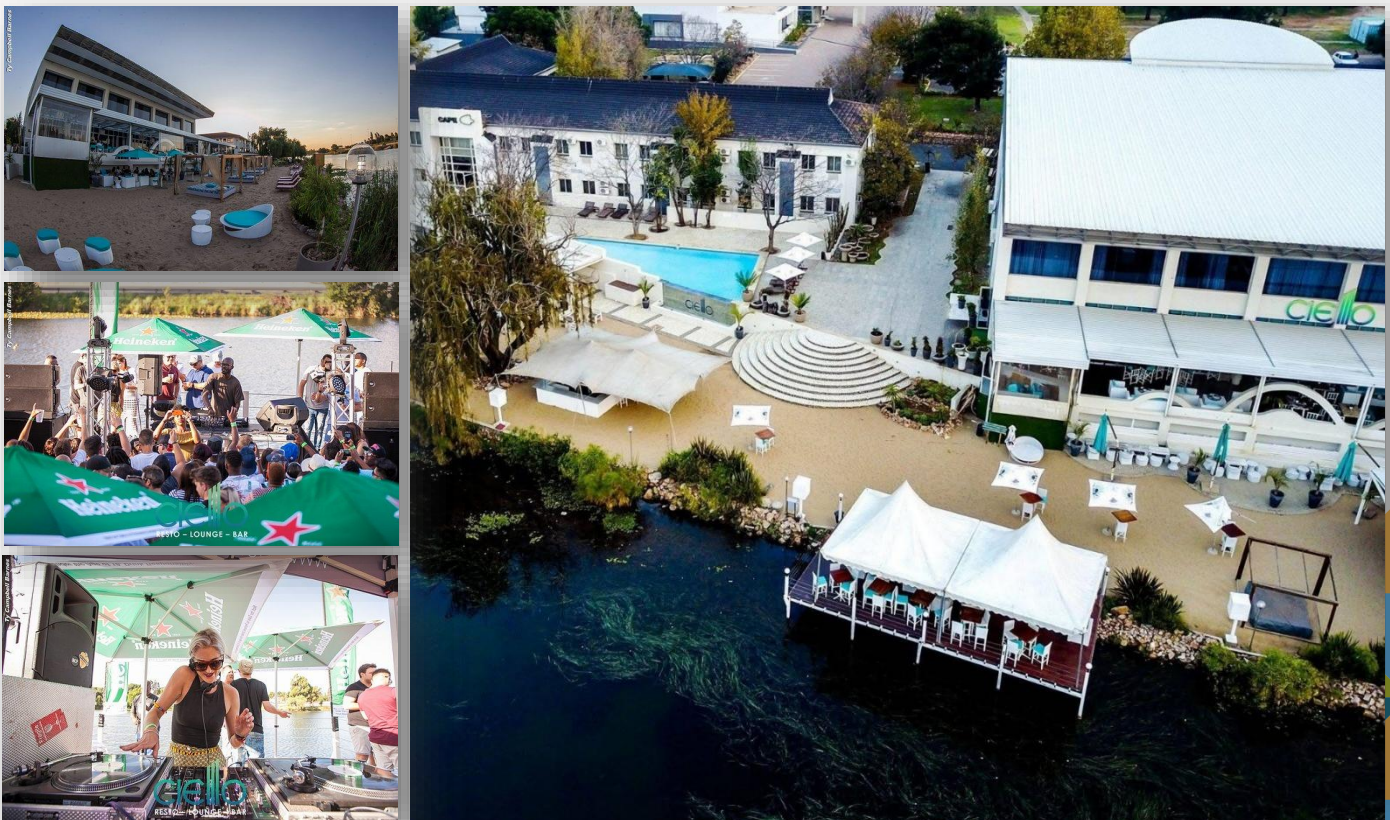
This full-day summit will feature 5 speakers, networking sessions, and business exhibitions tailored to help small businesses activate sustainable growth. The event is open to all SMEs, not only CBO members and aligns with our mission to grow community businesses.

What will differentiate the speakers' sessions from other conferences, is that each session will have delegate participation through a robust Q&A session. Not one-directional lectures, but full audience engagement and participation to allow further discussion of key topics.

OUR AUDIENCE

- Small and medium business owners (various industries)
- Startups, solopreneurs, and service providers
- Entrepreneurs and community leaders

Our stunning venue, with authentic beach sand for the glorious Beach Bar Sundowners Session



WHY SPONSOR THE SUMMIT / SUNDOWNERS SESSION?

As a sponsor, you will gain:

- **Direct access to the SME** market in Gauteng and the **CBO Members**
- **Brand visibility** before, during and after the event
- **Business development opportunities** with local entrepreneurs
- **Positioning as a community-minded business supporter**

Your partnership contributes directly to supporting job creation, local economic development, and empowerment of small business owners.

MARKETING & EXPOSURE

Sponsors will benefit from our extensive outreach channels, including:

- **Email newsletters** to over 800 unique email members
- **Social media campaigns** across Facebook, LinkedIn, and Instagram
- **CBO website and event page listings**
- **Community group announcements and WhatsApp chapter shares**

Exposure will run from **1 August to 26 September**, with options for post-event mentions and photo tagging.

HOW WILL THE CBO SME SUMMIT BE MARKETED?

We will be using the following channels:

- CBO / CBO members / Media partners and fellow Entrepreneur groups social media platforms
- Local and Community Radio Stations
- Word of mouth through CBO members and their affiliated networks
- Co-branded digital flyers for event sponsors / speakers to share with their own communities



SPONSORSHIP OPPORTUNITIES

Package	Cost	Available	Benefits
Headline Sponsor	R 150 000	1	<ul style="list-style-type: none"> o Summit naming rights o Co-branding rights o Online acknowledgment, sponsor profile, and link to your website o Opening address o One branded banner wall (sponsor supply) o Logo on welcome screen and email campaigns o Sponsor spotlight on social media o Logo on event webpage o Four pull-up banners in venue o Three items in delegate bags o Access to the CBO database o Six Complimentary Summit event tickets
Supporting Sponsor	R 25 000	4	<ul style="list-style-type: none"> o Logo on welcome screen and email campaigns o Sponsor spotlight on social media o Logo on event webpage o Two pull-up banners in venue o Two items in delegate bag o Two promotional emails sent to CBO database on your behalf o Two Complimentary Summit event tickets
Sundowners Sponsor	R 30 000	1	<ul style="list-style-type: none"> o Opening address at Sundowners Session o Brand featured during Sundowners' Session o Sponsor spotlight on social media o Logo on event webpage o One item in delegate bag o Opportunity to include a "hangover cure" pack o Four banners at networking venue
Delegate Bag Sponsor	Provide 250 Bags	1	<ul style="list-style-type: none"> o Supply own delegate bags with company logo o Logo on welcome screen o Three promotional items in delegate bag
Stall Owner	R 250	20	<ul style="list-style-type: none"> o One table for display o Sell products during breaks & before / after Summit

We would love to discuss a partnership opportunity that aligns with your business goals and values. Sponsoring **the CBO 2025 SME Summit & Sundowners** places your brand at the centre of a very powerful and growing community of local entrepreneurs.

