



Business Plaza

People support those businesses that support their community.

With the Business Plaza:

- ✓ Your advertisement runs for 12 months
- ✓ Your logo appears next to your listing
- ✓ You have a link to your web site
- ✓ 'Top of Wallet' recognition through the club identifier card
- ✓ There is regular promotion in the club newsletter

The Business Plaza really works!

Gain New Customers  
Cost Effectively

Make Your  
Advertising Really  
Work

Reward Your  
Customers and  
Increase Sales

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Hornsby Ku-Ring-Gai Basketball  
'HKBA Spiders'

## **The Business Plaza**

The **HKBA Spiders Business Plaza** is an online marketplace bringing business and retailers together in an environment to facilitate commerce within the HKBA Spiders community, reaching more than 4,000 motivated adult consumers, cost-effectively for advertisers.

While advertisements in newspapers or radio appear once only, an advertisement in the **HKBA Spiders Business Plaza** appears for a full year, every day of the week!

### **Reach a market that wants to buy from you!**

People tend to trust or feel more confident using advertisers from the **HKBA Spiders Business Plaza** as opposed to ads in the local paper or yellow pages, particularly with trades such as electricians, plumbers and builders. This is partly because they are seen as part of the HKBA Spiders community rather than a complete unknown.

### **What does it cost?**

Advertising in the **HKBA Spiders Business Plaza** is incredible value for money. You receive:

- ✓ Company logo next to your listing.
- ✓ Full description of your business, product or service.
- ✓ Link from the **HKBA Spiders Business Plaza** to your web site.
- ✓ Regular promotion of the **HKBA Spiders Business Plaza** in the club newsletter.
- ✓ Top of Wallet recognition through the Club identifier card.
- ✓ Direct link to the **HKBA Spiders Business Plaza** from HKBA Spiders home page.

**The cost of advertising is only \$350 + GST per annum.** This is only about \$0.12 per target customer for a full year. Even a postage stamp once only would cost 5 times as much!



### **Gain new loyal customers!**

The community associates positively with companies that support local sport. It builds a strong, long-term bond between the advertiser and the local community; a community committed to support those who support them.

Members of the HKBA Spiders community are issued with a member card which is used to obtain additional benefits from advertisers, such as special offers from Hotels, discounts on meat from the butcher, and so on. This provides a 'top of wallet' reminder of the **HKBA Spiders Business Plaza**, the Association, the advertisers and benefits to be gained while providing immediate feedback to advertisers through purchases. Special offers are promoted regularly to HKBA Spiders members.

**Yes!**

Please register me as an advertiser in the **HKBA Spiders Business Plaza**. My details are:

Company: \_\_\_\_\_

Business Category: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Special offer to members:

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

(Please send us your logo electronically and a description of your business – up to 50 words)

The **HKBA Spiders Business Plaza** is managed by Tennent Consulting as Sponsorship Managers of HKBA Spiders. Payments should be made to Tennent Consulting Pty Limited A.B.N. 61 118 479 182, and sent to P. O. Box 136, Wahroonga NSW 2076. Telephone +61 2 8197 2340 Fax: +61 2 9475 0543 Email: admin@tennent.com.au

