



workshopwhisperer

# SPONSORSHIP SUCCESS PLAN

*"Business success  
and nothing less!"*

Rachael Evans  
The Workshop Whisperer



## **WHO IS THE WORKSHOP WHISPERER?**

Founded out of a market need to assist Auto Repair Business owners to become profitable entities, The Workshop Whisperer is the leading mechanic specific business mentoring service across Australia and New Zealand, and is fast becoming known in North America.

Unlike a traditional business coach, founder and CEO Rachael Evans is an Auto Repair Business Owner as well, having been in an auto-repair industry business since 2008. During that time, Rachael experienced both mobile and fixed auto repair shops in New South Wales, Australia.

The Workshop Whisperer stands alone in the aftermarket as the only business coach capable of working directly with auto repair business owners no matter where they are through its unique online training program.

The Workshop Whisperer is known as a trusted source of advice throughout the industry, and Rachael is a highly sought after speaker at industry events in both Australia and New Zealand, having spoken since 2015 at the Australian Automotive Aftermarket Expo, for Capricorn Society, and for various local and state associations.

## **WHY PARTNER WITH THE WORKSHOP WHISPERER?**

Through sharing her workshop success techniques with auto-repair shop owners, Rachael meets and gets to know hundred of business owners each year. Through hosting live events, educational webinars, leadership retreats, annual conferences and speaking on the stages of the aftermarkets largest events, Rachael builds trust and recognition within the industry. This opens up the doorway for The Workshop Whisperer sponsors to gain access to and be promoted within a community of mechanics eager to grow their business by taking advice on all areas of the business, including who they utilise as their preferred suppliers of products and services across the board.

As a Workshop Whisperer sponsor, your brand will take a front seat position on the drive towards transforming the business of automotive specialists in Australia and New Zealand.

Read on to find out how.

## WHAT DOES 2023 LOOK LIKE FOR THE WORKSHOP WHISPERER?

Rachael and her team like to work hard and smart so they can play hard too. With calendars full of live & virtual events, coaching calls, workshop visits, strategic planning sessions and more, The Workshop Whisperer is on the front line when it comes to the success of auto-repair workshops around Australia and New Zealand.

As a sponsor, you will have the opportunity to partner with Rachael Evans and in turn feature heavily within all of the Workshop Whisperer marketing, events, campaigns and webinars. The calendar is filling up fast with educational, motivational and strategic content and activity that is being shared across multiple platforms and within multiple communities. As a sponsor, you will be featured across the following platforms:

- Engine Room Exclusive Events & Community - Quarterly events, weekly webinars & 24/7 VIP community activity of high performing workshop owners.
- Quarterly Engine Room Retreats - 3 x 3 day virtual events designed to upskill workshop owners and their service advisors.
- The Annual Workshop Whisperer Client Catch Up - 3 days of in person education and fun for auto-repair workshop owners.
- 4500+ active Facebook followers, growing rapidly on a daily basis.
- Facebook posts that reach an average audience of over 150, 000 every month.
- Public Facebook groups of over 4.5k auto-repair shop business owners.
- Private Facebook group of over 400 active Workshop Whisperer clients.
- Whispering Loudly Podcast hosted by Rachael, launched at the end of 2019. This podcast consistently features well-known guests in the automotive industry.
- The addition of virtual events - Reaching more rural and remote workshops across Australia, New Zealand and beyond.

And all of that is just for what is locked in for the 2022/2023 financial year so far. Imagine what other opportunities could be in store!

Read on to find out exactly how your company can partner with The Workshop Whisperer to achieve sponsorship success!





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As the Platinum Sponsor for The Workshop Whisperer, you will be the sole Platinum partner recognised for the contribution and support of the entire Workshop Whisperer operations. Your investment will include:

- Recognition as the Platinum Sponsor on WW website, Facebook, Instagram, in LinkedIn Articles and in email campaigns.
- Recognition as the Platinum Sponsor on all WW webinars, online events and podcast episodes.
- Recognition as the Platinum Sponsor at all live WW events including those conducted virtually.
- The list of all event attendees for both online and live events.
- 4 x 1 hour pop up sessions inside Engine Room container each year.
- 4 x pop up sessions with the Your Auto Repair Shop Facebook group each year.
- Option to attend 2 day client catch ups as Platinum sponsor (No scheduled speaking opportunity, rather an opportunity to network).
- Opportunity to display banners and promotional material at all live events.
- Recognition as the Platinum Sponsor for all WW evening social events and dinners.

**\$40,000 +GST**

ONLY ONE AVAILABLE



As the Titanium Sponsor for The Workshop Whisperer, you will be the sole Titanium partner recognised for the contribution and support of the entire Workshop Whisperer operations. Your investment will include:

- Recognition as Titanium Sponsor on WW website, Facebook, Instagram, in LinkedIn Articles and in email campaigns.
- Recognition as the Titanium Sponsor on all WW webinars, online events and podcast episodes.
- Recognition as the Titanium Sponsor at all live WW events including those conducted virtually.
- 3 x 1 hour pop up sessions inside Engine Room container each year.
- 3 x pop up sessions with the Your Auto Repair Shop Facebook group each year.
- Option to attend 2 day client catch ups as Platinum sponsor (No scheduled speaking opportunity, rather an opportunity to network).
- Opportunity to display banners and promotional material at all live events.
- Recognition as the Titanium Sponsor for all WW evening social events and dinners.

**\$30,000 +GST**

ONLY ONE AVAILABLE



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As the Diamond Sponsor for The Workshop Whisperer, you will be the sole Diamond partner recognized for the contribution and support of the entire Workshop Whisperer operations. Your investment will include:

- Recognition as the Diamond Sponsor on WW website, Facebook, Instagram, in LinkedIn Articles and in email campaigns.
- Recognition as the Platinum Sponsor on all WW webinars, online events and podcast episodes.
- Recognition as the Platinum Sponsor at all live WW events including those conducted virtually.
- The list of all event attendees for both online and live events.
- 2 x 1 hour pop up sessions inside Engine Room container each year.
- 2 x pop up sessions with the Your Auto Repair Shop Facebook group each year
- Option to attend 2 day client catch ups as Platinum sponsor (No scheduled speaking opportunity, rather an opportunity to network).
- Opportunity to display banners and promotional material at all live events.
- Recognition as the Platinum Sponsor for all WW evening social events and dinners.

**\$20,000 +GST**

ONLY ONE AVAILABLE



The Workshop Whisperer can customize a sponsor package to suit your needs

**TBC**

PRICE ON APPLICATION



- Recognition as a Gold Sponsor on WW website, Facebook, Instagram, and in LinkedIn Articles and email campaigns.
- Recognition as a Gold Sponsor on all WW webinars, online event and podcast episodes.
- Recognition as a Gold Sponsor at all live WW events including those conducted virtually.
- The list of all event attendees for both online and live events.
- Opportunity to display banners and promotional material at all live events.

**\$15,000 +GST**

ONLY ONE LEFT



- Recognition as Bronze Sponsor for specific live and/or online events.

**\$2,500 +GST**

PER EVENT  
UNLIMITED AVAILABLE



- Recognition as a Silver Sponsor on WW website, Facebook, Instagram, and in LinkedIn Articles and email campaigns.
- Recognition as a Silver Sponsor on all WW webinars and online events.
- Recognition as a Silver Sponsor at all live WW events including those conducted virtually.
- The list of all event attendees for live events.

**\$8,500 +GST**

ONLY FOUR AVAILABLE

PODCAST  
SEASON  
SPONSOR 

- Recognition as the Podcast Sponsor for the entire season of 10 episodes.
- Recognition at the beginning and end of each podcast episode of the season.

**POA**

PRICE ON APPLICATION  
UNLIMITED AVAILABLE

## WHAT WE EXPECT OF OUR SPONSORS...

- Sponsors with speaking spots at Workshop Whisperer events travel/eat/drink at their own expense, but can take advantage of special accommodation rates organised by Workshop Whisperer.
- Sponsors are expected to promote the events to their own database at least twice prior to each event taking place.
- Sponsors are responsible for providing their own banners and promotional material for each event.
- Speaking spot content must be approved by the Workshop Whisperer.
- Each speaker from a sponsor's business must be approved by the Workshop Whisperer, and the request to substitute speakers without notice will result in loss of speaking spot.
- This is a 12 month sponsorship commitment and will commence on the date of agreement between Workshop Whisperer and the sponsor.

## WHAT OUR SPONSORS CAN EXPECT OF US...

- Integrity, authenticity and transparency.
- Access to all clients that Workshop Whisperer comes in contact with thanks to the support of our sponsors.
- Live and online events that are fun, educational and that further the auto-repair and aftermarket industry for the better and for good.
- Honour to our word. We are a team that do what we say and say what we do.

## WE WOULD LOVE TO HAVE YOU JOIN THE WORKSHOP WHISPERER SUCCESS TEAM!

Should you wish to further enquire about coming on board as a sponsor or should you wish to secure your sponsorship spot, please contact my team via [gm@workshopwhisperer.com](mailto:gm@workshopwhisperer.com)

**TO YOUR SUCCESS,**

*Rachael Evans*