

2026

CORPORATE CHAMPION

PACKAGE

INCLUSIONS

TradieWives

CORPORATE CHAMPION

For brands who stand for something bigger.

Corporate Champion partnerships are reserved for brands who want to align with the TradieWives mission at the highest level - positioning themselves as long-term, values-aligned supporters of women running trade businesses across Australia.

This isn't about advertising placements. It's about meaningful community presence, bespoke campaign activations, and genuine association with a movement. We offer two tiers within the Corporate Champion partnership so you can find the right level of involvement for your brand.

Category exclusivity included. Annual partnership.

CORPORATE CHAMPION – GOLD

The Gold tier is for brands seeking maximum integration across the TradieWives ecosystem. Expect a bespoke campaign built around your goals, deep community presence, and visibility across every touchpoint - from social and email through to events and podcast. Pricing is scoped collaboratively based on campaign objectives.

Brand Authority & Strategic Positioning

- Recognition as a Gold Corporate Champion of TradieWives
- Major sponsor of the TradieWives Business+ Education Hub (co-branded)
- "Proudly Supported by [Partner]" recognition across the TradieWives Facebook community
- Logo featured on the TradieWives website partner page
- Logo included on TradieWives partnership and trade directory proposals
- Inclusion in TradieWives email signatures - "Proudly Sponsored by [Partner]"
- Brand inclusion on the TradieWives Facebook page cover photo
- Brand mention across relevant TradieWives promotional materials

Partnership Launch & Community Announcement:

- Official partnership announcement to the TradieWives community
- Multi-channel promotion across email, website, and social media
- Founder Verity Hare feature article cross-promoted through TradieWives channels
- Media release feature on the In the Media page

Bespoke Campaign or Activation:

- Collaborative campaign planning session with the TradieWives team
- Development of campaign messaging, creative direction, and content plan
- Creation of supporting campaign assets and promotional content
- Multi-channel rollout across the TradieWives ecosystem
- 9 social media posts across TradieWives platforms
- 1 solus EDM to the TradieWives database
- Optional competitions, giveaways, or engagement elements
- Brand storytelling content connecting your brand authentically with the TradieWives audience
- Opportunity to collaborate on a PR angle and pitch to relevant media outlets
- Campaign assets promoted with paid media spend

CORPORATE CHAMPION – GOLD CONTINUED

Newsletter Visibility:

- 12 banner or branded tile inclusions in the Fortnightly Fix e-newsletter
- Ongoing CTA link to partner offers, resources, or campaigns
- 1 solus EDM for launch
- 1 solus EDM to promote your Business+ masterclass

Social Media Exposure:

- 12 Instagram and Facebook posts
- 12 Instagram and Facebook stories

Blog Features:

- 1 blog post written and curated to provide value to the community

Facebook Community Engagement:

- Monthly Business Support Showcase Day Sponsorship inside the TradieWives Facebook community, including brand tag in the post and recognition as the session sponsor - with visibility across a 30,000+ member community

Podcast Exposure:

- Sponsorship of a TradieWives podcast episode
- 30-second pre-roll read by Verity Hare
- Short brand bio and CTA in show notes
- Promotion across all TradieWives marketing channels
- Opportunity to invite a client or team member to apply for an interview spot

Thought Leadership:

- Business+ masterclass/webinar delivered to the TradieWives community
- Sponsorship of a connection call
- Collaboration tagging across all social activations

Event & Roadshow Opportunities:

- Event sponsorship opportunities
- Brand visibility at community events
- Campaign collaborations tied to live events

Support:

- Dedicated account manager
- Monthly planning check-in
- Client portal for tracking results

CORPORATE CHAMPION – BRONZE

The Bronze tier is for brands looking to build awareness and connection with the TradieWives community in a meaningful way, without the full scope of a Gold activation. A strong starting point for brands new to the TradieWives ecosystem.

Brand Visibility & Association

- Recognition as a Bronze Corporate Champion of TradieWives
- Logo featured on the TradieWives website partner page
- Brand mention across relevant TradieWives promotional materials

Email Marketing Exposure:

- 6 advertisement placements within the Fortnightly Fix e-newsletter
- 1 solus EDM supporting your Business+ masterclass

Thought Leadership:

- Business+ masterclass delivered to the TradieWives community
- Sponsorship of a connection call
- Collaboration tagging across all social activations

Podcast Exposure:

- Sponsorship of a TradieWives podcast episode
- 30-second pre-roll read by Verity Hare
- Short brand bio and CTA in show notes
- Promotion across all TradieWives marketing channels
- Opportunity to invite a client or team member to apply for an interview spot

Facebook Community Engagement:

- Monthly Business Support Showcase Day sponsorship inside the TradieWives Facebook community, including brand tag in the post and recognition as the session sponsor, with visibility across a 30,000+ member community

Event & Roadshow Opportunities

- Opportunity to be involved in TradieWives roadshow events
- Event visibility and engagement opportunities with the community

Support:

- Dedicated account manager
- Monthly planning check-in
- Client portal for tracking results

GET IN TOUCH

Reach out to the TradieWives partnerships team to discuss availability and pricing.

partnerships@tradiewives.com.au

