

LATITUDE

JEWELLERS



SPONSORSHIP PROSPECTUS



Latitude Jewellers Founder and Pearl Farmer, Pia Boschetti

Latitude Jewellers is committed to the support of arts and culture in the community. We believe artists deepen humanity's connection to the natural world and through their creativity transform the lives of others.

Latitude Jewellers invest in the conservation of the Abrolhos Islands, home of our pearl farm, the ocean and all that live in it. We are aware of our continuous responsibility for the island environment and are dedicated to its clean up. We invest in our community, in its creativity and connection, building confidence and expanding their talent from Geraldton to Australia and beyond.

Latitude Jewellers is a local family managed business, that has been in operation from 2012. Founder Pia Boschetti started as a Pearl Farmer and fell in love with the pearling industry, so much so that Pia is fondly known as 'the girl who grows the pearls'. Latitude Jewellery's vision is 'to be treasured by people across the globe for their love of freely created and storytelling jewellery'.

Latitude Jewellers have expanded over the years, and now incorporate gemstones that are found on the land as well as the sea, creating collections with Australian Diamonds, Opals, Sapphires and of course our trademark the Abrolhos Pearl.

Through our values, we have created events that give back. With a focus on the environment and our local community 'Flotsam and Jetsam' and the 'Young Jewellers' are our two main annual events that nurture this intention.



Owing to our ethos of 'Creative Freedom' all our work offers a determination and freedom to follow our dreams. It's the heart and soul of where we came from, what we do and who we are.

OUR CORE VALUES

Creativity Our Jewellers have limitless 'freedom to create'. Therefore, our designs are innovative, not confined to trends, and always creative.

Significance All our jewellery has story to tell. Our customers treasure their jewellery not only for its value and beauty, but for the significant story it holds.

Enthusiasm Company Founder and pearl farmer Pia Boschetti is well known for her enthusiastic character. It flows through to her designs and everyone who experiences our brand.

Excellence Our provide excellence in product and service. Jewellery is made with high standard of workmanship and generous silver/gold content. We go beyond the necessary to exceed customers' needs.

Community We are proud to be known for supporting a strong community spirit. We fund 'Flotsam and Jetsam' and 'Young Jewellers Award' and have sponsored events like Mid West Art Prize through the Regional Art Gallery.

Respect We hear and absorb what customers and colleagues are saying; to be fully engaged in what they mean and need. Relationships amongst team members and with clients that are caring, positive and deeply valued.

'EACH PIECE OF JEWELLERY WE CREATE HAS A STORY.' LATITUDES EXCLUSIVE LEGACY



We have a vast social media presence across multiple platforms.

LATITUDE
JEWELLERS

45K+



Audience Predominantly
Women aged 35-65



12.8K+ Likes
Latitude Jewellers Facebook



11K+ Followers
Latitude Jewellers Instagram



12.5K+ Monthly Views
Latitude Jewellers Pinterest



1K+ Views
Latitude Jewellers YouTube



4.5K+ Subscribers
Latitude Jewellers Mailchimp



2K+ Downloads
Latitude Jewellers Mobile App

FLOTSAM
AND JETSAM®



1K+ Likes
Flotsam & Jetsam Facebook



500+ Followers
Flotsam & Jetsam Instagram

REACH A NEW WIDER AUDIENCE
WHILE SUPPORTING A LOCAL
CLEAN UP INITIATIVE THAT
TOUCHES THE ENVIRONMENT
AND OUR PRECIOUS
COMMUNITY.

**FLOTSAM
AND JETSAM®**

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All our events truly make a difference in the wellbeing of the Abrolhos Island environment and the wellbeing of our local community.

FLOTSAM AND JETSAM

We have removed a whopping 80+ tons of rubbish from the Abrolhos Islands since 2011. Initially starting as a project to simply 'do good', 'give back' and 'take care of the place where we grow our pearls', the Flotsam + Jetsam initiative quickly developed into what it is today.

YOUNG JEWELLERS

Latitude Young Jewellers began in 2011 and has grown to become a very prestigious event in the Midwest, with over 65 students participating every year. This initiative aims to help young students in the community find confidence in themselves and their creativity.

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Clean up weekend at the Abrolhos Islands, Western Australia

Flotsam and Jetsam is an unique purpose driven initiative to clean up and give back, turning ocean debris into art.

Clean Up Australia Day has launched Latitude Jewellers annual Flotsam and Jetsam clean up at the Abrolhos Islands for over 10 years. The 'debris' is brought back and artists collect and create their masterpiece. Over 100 incredible artworks are proudly displayed at Latitude Jewellers in Marine Terrace, Geraldton in an extended four week period.

Your sponsorship enables you to reach a wider audience of the Latitude Jewellers as well as sponsors community, a thriving local and abroad group of customers that love being part of a sustainable future being involved in social and environmental responsible initiatives.

The event gives back to the community and environment we all live in, by cleaning up the Abrolhos islands and turning that rubbish into art. It also provides opportunities for artists to raise their profile to the wider community on a professional level. You can achieve social outcomes for the community as well as the participants, by instilling pride in the work that they have created.

This sponsorship will support Latitude Jewellers to continue to deliver this event and it will enable your organisation to contribute towards the livability of Greater Geraldton as well as the beautiful Abrolhos Islands.

**FLOTSAM
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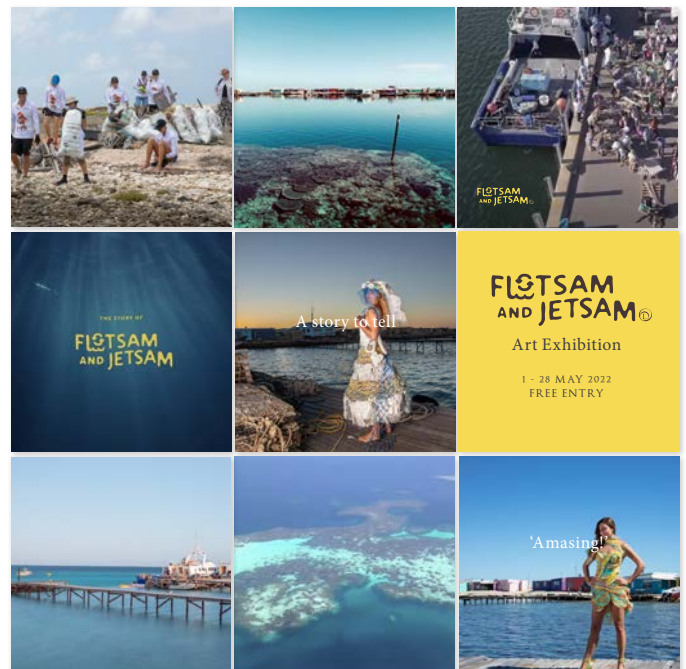


Collection day, Geraldton Fisherman's Wharf, Western Australia

ABROLHOS ISLAND CLEAN UP

With a strong sustainability message and an aim to drive awareness of our environmental responsibility to protect and preserve our island home and our beautiful planet, this clean up and give back initiative with our prestigious art exhibition is a sponsorship opportunity not to be missed. Be part of this incredible journey.

Offering outcomes of brand recognition throughout the Clean up and Exhibition. The clean up, on the already extremely popular 'Clean Up Australia Day' weekend offers an opportunity for media cover, which we have gained over the last 10 years. Including TV and WA newspapers. And coverage of our mini Documentary Movie.



SPONSORSHIP PROSPECTUS

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FLOTSAM AND JETSAM EXHIBITION

Flotsam and Jetsam art exhibition uniquely intertwines the creative art making of the local community and a deep passion to protect and preserve the Abrolhos Islands, home to our Pearl Farm.

Flotsam and Jetsam by Latitude Jewellers is a truly supported community art exhibition. Following the Clean Up, people come from near and far to gather at the Geraldton Fishermen's Wharf to select the items that inspire them. Artists have a few weeks to create their master piece and winners are announced at a prestigious art exhibition opening night. Last year there were over 100 entries! There are a range of categories, including Wearable Art and there is also an opportunity for the community to vote for their favourite creation, resulting in the People's Choice Award.

This event provides opportunities for artists to raise their profile to the wider community, as well as providing a professional platform for them to market themselves as an Artist. Through Flotsam and Jetsam it boosts Artists confidence, builds their capacity and raises their profile in the Community. This event allows all participants an opportunity to have the following professional services for free: exhibit in a professional Jewellers Gallery, professional photography for their art piece plus a platform to sell their art piece(s).

This event was pioneered by Pia Boschetti in 2011 and is supported by her business Latitude Jewellers, in Geraldton WA. Thank you to all our ongoing sponsors.

**FLOTSAM
AND JETSAM®**

Art Exhibition

An unique art exhibition that intertwines the creative art making of the local community and a deep passion to protect and preserve the Abrolhos Islands, home to our Pearl Farm.



Entry for Wearable Art 2021 Photo: Karl Monaghan

'SO AMAZING, THIS EXHIBITION INSPIRED ME AND MADE ME MORE DEEPLY AWARE OF MY RESPONSIBILITY TO OUR BEAUTIFUL PLANET, DON'T MISS OUT ON SEEING IT!'

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BENEFITS TABLE	PREMIER PARTNER \$10,000	EVENT PARTNER \$5,000	SPONSOR \$2,000
Throughout the Year			
Invitation to exclusive VIP Functions at Latitude Jewellers	✓		
Advertising			
Logo in all newspaper advertising	✓	✓	✓
Logo in all poster designs	✓	✓	✓
Social Media posts on all Latitude Jewellers online platforms	✓	✓	✓
Acknowledgment on radio interviews	✓		
Your brochures /cards at event	✓		
MC at event if applicable	✓		
Logo and hyperlink to Sponsors Business	✓	✓	
30 sec promotional video played in the gallery for the duration of the event (at sponsors costs)	✓		
30 sec promotional video played on both social media channels for the duration of the event (at sponsors cost)	✓	✓	
Logo placement on Flotsam and Jetsam Teeshirt	✓	✓	✓
Part of the Live streaming Video Series at the event	✓		
Part of a Video Series being interviewed by Founder Pia Boschetti	✓		
At Latitude Jewellers Events			
Officially open the event			
Present at the Event	✓	✓	
Verbal recognition at the event	✓	✓	✓
Pull up banner placement (Sponsor to supply)	✓		
Logo on EOI /Application Forms	✓	✓	✓
Complimentary food and beverages at each function	✓	✓	✓
Announcement of applicable category winners at event	✓	✓	
Naming rights to Award Categories if applicable	✓		
Exclusive Rights			
Another sponsor of the same business type will not be signed as an event partner without the consent of the Sponsor	✓		
Sponsorship will provide your business a platform to:			
Launch products	✓	✓	✓
Communicate key messages to target markets	✓	✓	✓
Align with a free community event	✓	✓	✓
Connect with a number of communities in the region	✓	✓	✓
Network with key regional stakeholders through exclusive VIP functions	✓	✓	✓
Provide opportunities for social interaction amongst a variety of different cultures	✓	✓	✓
Showcase positive community engagement	✓	✓	✓

@YOUNG
JEWELLERS



2021 Young Jewellers Awards event at Latitude Jewellers

Young Jewellers opens young hearts to the freedom to create allowing a deeper sense of pride to students in our community.

Young Jewellers started in 2011 to give students a chance to freely create with a beautiful Abrolhos Island pearl. Students are given the freedom to create their own inspirational piece. Various size and pearls are donated to the school, the pearls are a combination of Black Pearls, Akoya Pearls, Keshi Pearls and Mabe Pearls – all grown at our pearl farm.

Students have one term to complete their design before revealing their design to the public at an Exhibition in the Latitude Jewellers Showroom.

There are 5 categories:

- Principal's Award
- Gallery Choice Award
- Craftsmanship Award
- Young Jeweller of the Year
- People's Choice

The exhibition lasts approximately 4 weeks, and all students keep their designs once the exhibition finishes. Each category winner receives a \$150 Latitude Jewellers Gift Voucher except for the Young Jeweller of the Year, who receives a \$300 Latitude Jewellers Gift Voucher and a day on the Latitude Jewellers Workshop working on the bench with a qualified Jeweller. Young Jewellers instills a deep sense of pride as well as a connection from their art piece, and this is told through their story and inspiration.

HELPING YOUNG STUDENTS IN THE COMMUNITY
FIND CONFIDENCE IN THEMSELVES AND THEIR
CREATIVITY.

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Young Jewellers Awards event at Latitude Jewellers

YOUNG JEWELLERS AWARDS

The annual Young Jewellers Awards is the curated collection of jewellery created by the students of Geraldton Senior High School, Leaning Tree Steiner School and Nagle Catholic College. This amazing exhibition is displayed at Latitude Jewellers in Marine Terrace, Geraldton.

"I chose to create a piece inspired by the sea life I came across on a family snorkeling trip we took to Ningaloo Reef. This trip was one of the best experiences I've ever had, surrounded by my family and the serenity and beauty of the Reef and sea life. Every time I see this piece and I'll remember how grateful I was to spend that time with my family and marvel at the world." Age 16



BENEFITS TABLE	PREMIER PARTNER \$10,000	AWARDS PARTNER \$5,000
Throughout the Year		
Invitation to exclusive VIP Functions at Latitude Jewellers	✓	
Advertising		
Logo in appropriate poster designs	✓	✓
Social Media posts on all Latitude Jewellers online platforms	✓	✓
At the Young Jewellers Event and Exhibition		
Part of the official opening of the event	✓	
Logo on Artist Card	✓	✓
Naming rights to Award Categories if applicable	✓	✓
Verbal recognition at the event	✓	✓
MC at event if appropriate	✓	
Present an Award Category if appropriate at event	✓	✓
Announcement of applicable category winners at event	✓	
30 sec promotional video played in the gallery for the duration of the event (at sponsors costs)	✓	✓
30 sec promotional video played on both social media channels for the duration of the exhibition (at sponsors cost)	✓	✓
Part of the Live streaming Video Series at the event, if appropriate	✓	✓
Pull up banner placement (sponsor to supply)	✓	✓
Promoting your business		
Your brochures/cards at all Latitude Jewellers events	✓	✓
Logo and hyperlink to Sponsors Business	✓	✓
Acknowledgment on appropriate radio interviews	✓	
Sponsorship will provide your business a platform to:		
Align with a free community event	✓	✓
Connect with a number of communities in the region	✓	✓
Network with key regional stakeholders through exclusive VIP functions	✓	✓
Provide opportunities for social interaction amongst a variety of different cultures	✓	✓
Showcase positive community engagement	✓	✓
Communicate key messages to target markets	✓	✓

WE LOOK FORWARD TO HEARING FROM YOU
AND THANK YOU FOR YOUR ORGANISATIONS SUPPORT.

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JEWELLERS

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