



## The Threads of Conservation

Best practice conservation philosophy, heritage management  
and skills training in Australia and beyond

**Australia ICOMOS Conference**  
**5-8 November 2015**  
**Adelaide Australia**



# Sponsorship Prospectus

## Australia ICOMOS National Conference 2015

5-8 November 2015, Adelaide, South Australia

<http://www.aicomos.com/2015-fabric/>

## Fabric 2015 Conference

The Australia ICOMOS national conference *FABRIC – The Threads of Conservation* will be held this year in Adelaide from the 5 to 8 November 2015. The emphasis of the Conference is on practical conservation, around the theme of FABRIC. FABRIC can be the tangible and the intangible elements of a site, building, area or landscape, which have significance to our society and therefore form part of our evolving culture.

Australia ICOMOS (International Council on Monuments and Sites) is the peak professional body for heritage professionals in Australia. ICOMOS has an advisory role to the UNESCO World Heritage Committee and has over 11,000 Individual Members from 95 National Committees and with 27 International Scientific Committees established to pursue specialist areas of endeavor.

Based on previous Australia ICOMOS conferences, *FABRIC* will attract up to 250 professional international and Australian delegates. Renowned keynote speakers from Canada, USA and South Australia will stimulate discussion and share experiences and perspectives on the main theme of *FABRIC: The Threads of Conservation*. Over the three days of the Conference, a host of specialists will provide presentations that link the professional, practical and philosophical strands of heritage practice.

## Venues

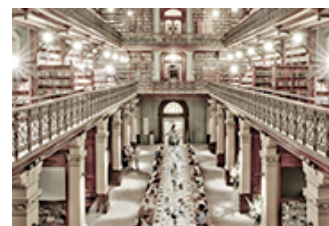
### Friday 6 November: *National Wine Centre*

The award winning National Wine Centre is on North Terrace, Adelaide, adjacent the Adelaide Botanic Gardens and National Rose Gardens. An evening function is organised for young professionals and interested other members at the Art Gallery of South Australia.



### Saturday 7 November: *Mortlock Chamber;* *Other Venues (TBC)*

The day is devoted to field trips, involving site investigations and presentations at a diverse mix of heritage related venues. A breakfast will be held in the morning and our Conference Dinner will be held in the sumptuous historic *Mortlock Chamber* at the State Library of South Australia in the evening.



## *Sunday 8 November: Tandanya*

Tandanya is Australia's longest Aboriginal owned and managed cultural institute and gallery. This final day of the Conference will bring the 'threads' together and include a panel discussion and keynote address.



**You are invited to play an important part in hosting this multidisciplinary, national conference - focussed on the practical, philosophical and professional strands of heritage conservation.**

## **About Sponsorship**

The Conference and field trips will provide sponsors with unique marketing and communication access to the heritage sector. Promotional material will not only reach delegates at the Conference, but through our website, social media initiatives and post Conference publications, will have national and international exposure both before and after this special event.

Sponsors will receive acknowledgement, benefits and entitlements in line with their level of contribution, including advertising on the website, flyers, satchels and displays. Outlined in this prospectus are four levels of sponsorship and also special event sponsorship opportunities. Alternatively, we welcome the opportunity to develop customised packages that meet your sponsorship requirements. Sponsorship funding may be used to support:

- participation of international keynote speakers
- Conference satchels and banners
- entertainment and special events, such as the Conference Dinner Saturday night at the Mortlock [Chamber](#) at the State Library of SA or the Young Professionals event on Friday night at the Art Gallery of SA
- funding Conference prizes and awards.

**NOTE:** As sponsorship packages are limited, we recommend early confirmation to avoid missing your preferred package using the attached form. This will also ensure a higher level of exposure in the lead up to the Conference in the form of advertising, email broadcasts, social media and web exposure.

Australia ICOMOS (ABN 85 073 285 798) is a charitable institution endorsed to access the following tax concessions:

- GST Concession
- Fringe Benefits Tax Rebate
- Income Tax Exemption.

## Elite Sponsor

(One only; over \$10,000 including GST & in-kind)

### Prior to the Conference

- ✓ Your *logo* prominently displayed with a full acknowledgement and [a link to your website](#) on the FABRIC conference website; viewed by all interested parties, including all delegates.
- ✓ Opportunity to place a full page advertisement in the Conference e-programme<sup>1</sup> and printed Conference only brochure (*print ready artwork to be provided by sponsor*)
- ✓ Logo and acknowledgement on first page of on-line registration forms (*subject to sponsor confirming prior to print deadlines*)
- ✓ Logo and acknowledgement on the all following pages of on-line registration forms (*subject to sponsor confirming prior to print deadlines*)
- ✓ Logo and acknowledgement on front cover of printed Conference programme brochure
- ✓ Logo and acknowledgement on all pages of Conference programme brochure

### At the Conference

- ✓ Opportunity to display banner in plenary room (both main venues and at each of the Saturday field sites) for the duration of the Friday, Saturday and Sunday of the Conference (*three lift up banners to be provided by sponsor*)
- ✓ Two full Conference registrations (includes Welcome Reception)
- ✓ Two additional Welcome Reception tickets (Thursday night, prestigious venue to be announced)
- ✓ Four Conference Dinner tickets (exclusive Mortlock Chamber at the State Library of South Australia)
- ✓ Logo and acknowledgement on all Conference signage
- ✓ Logo and acknowledgement on Conference session room introductory slides
- ✓ Opportunity to place one piece of advertising material into delegate Conference satchel
- ✓ Acknowledgement by Conference Chair during opening ceremony

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<sup>1</sup> Note: our detailed Conference programme will be issued in electronic form (app) for the 2015 Conference.

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## Premier Sponsors

(Four only; \$5,000 including GST & in-kind)

### Prior to the Conference

- ✓ Your *logo* with acknowledgement and link to your website from the Conference website
- ✓ Opportunity to place a half page advertisement in the Conference e-programme (*print ready artwork to be provided by sponsor*)
- ✓ Logo and acknowledgement in on-line registration brochure (*subject to sponsor confirming prior to print deadlines*)
- ✓ Logo and acknowledgement in printed Conference only programme brochure

### At the Conference

- ✓ One full Conference registration (includes Welcome Reception)
- ✓ One additional Welcome Reception ticket
- ✓ Two Conference Dinner tickets (not included as part of Conference registration)
- ✓ Company signage at the entry foyer of the Conference venue (*provided by sponsor*)
- ✓ Logo and acknowledgement on Conference signage
- ✓ Logo and acknowledgement on session room slides
- ✓ Opportunity to place one piece of advertising material into delegate satchel
- ✓ Acknowledgement by Conference Chair during opening ceremony
- ✓ One half page ad in the Conference E-Programme (*print ready artwork to be provided by sponsor*)

## Major Sponsors

(\$2,500-\$4,999 including GST & in-kind)

### Prior to the Conference

- ✓ Your *logo* with an acknowledgement and a link to your website from the FABRIC Conference website; viewed by all interested parties including all delegates
- ✓ Opportunity to place a full page advertisement in the Conference e-programme & printed Conference only brochure (print ready artwork to be provided by sponsor)
- ✓ Logo and acknowledgement on following pages of on-line registration forms (subject to sponsor confirming prior to print deadlines)
- ✓ Logo and acknowledgement in Conference E-Programme (*print ready artwork to be provided by sponsor*)

### At the Conference

- ✓ One full Conference Registration (includes Welcome Reception and Conference Dinner)
- ✓ Logo and acknowledgement on Conference signage (*print ready artwork to be provided by sponsor*)
- ✓ Opportunity to place one piece of advertising material into delegate satchel
- ✓ Acknowledgement by Conference Chair during opening ceremony

## General Sponsors

(\$500-\$2,499, including GST & in-kind)

### Prior to the Conference

- ✓ Your *logo* with an acknowledgement and a link to your website from the FABRIC Conference website; viewed by all interested parties including all delegates
- ✓ Logo and acknowledgement in Conference e-programme (*print ready artwork to be provided by sponsor*)

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# Event Sponsorship Opportunities

## Welcome Reception

(One only; \$2,000 including GST & in-kind)

The Welcome Reception will be held on Thursday evening 5<sup>th</sup> November. Although the venue is still to be announced we can assure potential sponsors that it will be at one of Adelaide's finest landmarks! The evening will include short addresses, including an entertaining local guest speaker. As sponsor for the Welcome Reception, you would be entitled to the benefits and acknowledgement as set out below.

### Prior to the Conference

- ✓ Your *logo* with an acknowledgement and a link to your website from the FABRIC Conference website; viewed by all interested parties including all delegates
- ✓ Opportunity to place a quarter page advertisement in the Conference e-programme (*print ready artwork to be provided by sponsor*)
- ✓ Logo and acknowledgement in on-line registration brochure (*subject to sponsor confirming prior to print deadlines*)

### At the Conference

- ✓ Two tickets to attend the Welcome Reception
- ✓ Logo acknowledging 'Conference Dinner Sponsor' in Conference e-programme
- ✓ Logo acknowledging 'Conference Dinner Sponsor' in Conference only printed programme
- ✓ Opportunity to place one piece of advertising material into delegate satchel
- ✓ Acknowledgement by Conference Chair during Welcome Reception
- ✓ Company signage at the entry of the event venue and the podium (*provided by the sponsor*)
- ✓ Opportunity to display company promotional material at the event (*to be liaised with Conference conveners*).



## Conference Dinner

(One only; \$5,000 including GST & in-kind)

The Conference Dinner will be held on Saturday evening 7<sup>th</sup> November. We have secured the prestigious Mortlock Chamber at the State Library of South Australia for this event, which is for many the social highlight of the Conference. The evening is fully catered by Epicure with a set menu three-course dinner (with alternates, vegan and vegetarian options), local wines for the tables, a guest MC, a short speaker presentation and lively entertainment to conclude the night.

The ticket price for the dinner will be kept to a minimum and it would be anticipated that the majority of delegates will attend this event. As Conference Dinner sponsor, you would be entitled to the benefits and acknowledgement as set out below.

### Prior to the Conference

- ✓ Your *logo* with an acknowledgement and a link to your website from the FABRIC Conference website; viewed by all interested parties including all delegates
- ✓ Opportunity to place a equivalent quarter page advertisement in the Conference e-programme (*print ready artwork to be provided by sponsor*)
- ✓ Logo and acknowledgement in on-line registration brochure (*subject to sponsor confirming prior to print deadlines*)

### At the Conference Dinner

- ✓ Three tickets to attend the Conference Dinner
- ✓ Logo and acknowledgement on Conference banner signage at dais and entrance
- ✓ Opportunity to place one piece of advertising material into delegate satchel
- ✓ Acknowledgement by Conference Chair during opening ceremony (Friday morning)
- ✓ Company signage at the entry of the Mortlock Chamber (*provided by the sponsor*)
- ✓ Opportunity to display company promotional material at the event (*to be liaised with Conference conveners and with venue*)



## Delegate Satchels

(One only; \$2,500 including GST)

Each delegate to the Conference will receive a Conference satchel and there is an opportunity to sponsor this satchel, as outlined below.

- ✓ Your *logo* with an acknowledgement and a link to your website from the FABRIC Conference website; viewed by all interested parties including all delegates
- ✓ Logo and acknowledgement in the Conference E-Programme (*print ready artwork to be provided by sponsor*)
- ✓ Logo printed on the side of delegate satchels (*print ready artwork to be provided by sponsor*).

*Note — satchel selection will be determined by the Conference committee in consultation with the sponsor.*

## Satchel Insert

(\$500 including GST)

Each delegate receives a Conference satchel containing summary conference programme and general Conference information. There is an opportunity to get material into the hands of each delegate by providing specific information in the satchels (one A4 sheet) that will directly target each delegate.

## Conference Brochure Advertising

Limited space will be available in the Conference only e-brochure and printed flyer brochure for sponsor advertising (sponsor to provide print ready artwork).

Half page colour - \$660.00 (including GST); Quarter page colour \$330 (including GST)

## Individual Sponsorship Packages

The Conference conveners welcome the opportunity to negotiate individual sponsorship packages to meet your specific marketing or promotional requirements. This may include in-kind support and a mixture of in-kind, multiple events and or co-promotion.

Should you wish to discuss your specific sponsorship requirements and any ideas you may have that are not covered in this prospectus please contact Bradley Hayden of Countrywide Conference Management.

## General Conditions & Requirements

- Satchel insert material is limited to a brochure no larger than an A4 size document
- Additional function tickets may be purchased at the nominated rates
- A completed and signed *Sponsorship Confirmation Form* must be submitted to initiate sponsorship. A Tax Invoice will be provided upon receipt of the confirmation form
- The sponsorship will not be deemed confirmed until the required deposit has been paid
- All company representatives must complete a Conference registration form (for name tag purposes)

## Cancellation Policy (once sponsorship is confirmed)

Due to the considerable administration associated with this Conference, a cancellation fee equivalent to 10% of the deposit will be incurred should confirmed agreements be cancelled. Cancellations after 30 June 2015 will be subject to a 50% cancellation fee. Cancellations after 9 September 2015 will be subject to a 100% cancellation fee. All requests for cancellations must be made in writing to the Conference Coordinator (details below).

## Conference Contact

For any enquiries regarding sponsorship for the Australia ICOMOS 2015 Conference **FABRIC**, please contact:

Mr Bradley Hayden  
Countrywide Conference Management  
PO Box 5013  
ALBURY NSW 2640  
Phone: (02) 6023 6300  
Fax (02) 6023 6355  
Email: [bradley@ccem.com.au](mailto:bradley@ccem.com.au)

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## Sponsorship Confirmation Form

**Please fax, post or email this form to confirm your sponsorship of the Conference**

Company:

Contact person:

Address:

Phone:

Email:

Mobile:

Type of sponsorship  
required:

Value of Sponsorship

Package: \$

\$

### Payment Details

50% of your nominated amount is required as a deposit to secure your sponsorship. Upon receipt of this confirmation form you will be invoiced for the required amount. The balance of payment is due 60 days prior to the Conference. If this confirmation is received within 80 days of the Conference, the entire amount will be invoiced.

***I agree to the payment and set up details as described above and in the sponsorship prospectus.***

***Name:***

***Date:***

***Signature:***

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**Thank you for your support and we look forward to seeing you at the Conference.**

Mr Bradley Hayden

Countrywide Conference Management

PO Box 5013

ALBURY NSW 2640

Phone: (02) 6023 6300

Fax (02) 6023 6355

Email: [bradley@ccem.com.au](mailto:bradley@ccem.com.au)