



## AUSTRALIA ICOMOS AND NATIONAL TRUSTS OF AUSTRALIA CONFERENCE 2011

# ***‘Watermarks’ Waters Heritage***

## **SPONSORSHIP PROSPECTUS**

MELBOURNE CONVENTION & EXHIBITION CENTRE

Thursday 27<sup>th</sup> to Sunday 30<sup>th</sup> October 2011

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## Introduction & Overview

Australia ICOMOS & The National Trusts of Australia are pleased to invite sponsorship opportunities for their joint conference on the heritage of water in Australia. The conference is being held at the state of the art Melbourne Convention & Exhibition Centre from the 27<sup>th</sup> to 30<sup>th</sup> October 2011.

The conference will attract a broad audience of delegates professionally involved in heritage.

Participants working in the heritage industry will be drawn from a wide range of professions including archaeologists, historians, architects, planners, engineers, economists and geographers.

Delegates from the emerging ICOMOS Pasifika, as well as Indigenous Australian delegates from coastal, forest, desert and tropical landscapes, including the Torres Strait Islands are invited to participate. Sponsorship to facilitate the involvement of these delegates is sought.

The conference will attract delegates from across Australia and it is anticipated there will also be a small number of international delegates.

This conference will provide delegates and sponsors with a very effective marketing and communication platform within the heritage arena. Sponsors will receive acknowledgement, benefits and entitlements in line with their level of contribution, including advertising on our website, flyers, satchels and displays.

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

**Conference 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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## ‘Elite’ Sponsor (One only)



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### **Prior to the Conference**

- Logo with acknowledgement and link to your website from the conference website
- Opportunity to place a full page advertisement in the conference handbook (*print ready artwork to be provided by sponsor*)
- Logo and acknowledgement on front cover of registration brochure (*subject to sponsor confirming prior to print deadlines*)
- Logo and acknowledgement in registration brochure (*subject to sponsor confirming prior to print deadlines*)
- Logo and acknowledgement on front cover of conference handbook
- Logo and acknowledgement in conference handbook

### **At the Conference**

- Logo on delegate name tags
- Opportunity to display banner in plenary room for the duration of conference (*banner to be provided by sponsor*)
- Two full Conference Registrations (includes Welcome Reception, Conference Dinner and Farewell Drinks)
- Two additional Welcome Reception tickets
- Two additional Conference Dinner tickets
- Two additional Farewell Drinks tickets
- 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

**TOTAL INVESTMENT:**

**\$12,100.00 includes GST**

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## ‘Premier’ Sponsors (Four only)

- Logo with acknowledgement and link to your website from the conference website
- Opportunity to place a half page advertisement in the conference handbook (*print ready artwork to be provided by sponsor*)
- Logo and acknowledgement in registration brochure (*subject to sponsor confirming prior to print deadlines*)
- Logo and acknowledgement in conference handbook

### **At the Conference**

- One full Conference Registration (includes Welcome Reception, Conference Dinner and Farewell Drinks)
- One additional Welcome Reception ticket
- One additional Conference Dinner ticket
- One additional Farewell Drinks ticket
- 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 program

**TOTAL INVESTMENT:**

**\$8,250.00 includes GST**

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## ‘Associate’ Sponsors

- Logo with acknowledgement and link to your website from the conference website
- Opportunity to place a quarter page advertisement in the conference handbook (*print ready artwork to be provided by sponsor*)
- Logo and acknowledgement in registration brochure (*subject to sponsor confirming prior to print deadlines*)
- Logo and acknowledgement in conference handbook

### **At the Conference**

- One full Conference Registration (includes Welcome Reception, Conference Dinner and Farewell Drinks)
- Logo and acknowledgement on conference signage
- Opportunity to place one piece of advertising material into delegate satchel
- Acknowledgement by Conference Chair during opening ceremony

<b>TOTAL INVESTMENT:</b>	<b>\$5,500.00 includes GST</b>
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## ‘Conference Dinner’ Sponsor (one only)

The conference dinner will be held on Friday, 28 October at the Old Melbourne Gaol and will be an optional extra for all delegates. The ticket price will be kept to a minimum and it would be anticipated that the majority of delegates will attend. As the conference dinner sponsor, you would be entitled to the following:

### Prior to the Conference

- Logo with acknowledgement and link to your website from the conference website
- Opportunity to place a quarter page advertisement in the conference handbook (*print ready artwork to be provided by sponsor*)
- Logo and acknowledgement in registration brochure (*subject to sponsor confirming prior to print deadlines*)
- Logo and acknowledgement in conference handbook

### At the Conference

- Two Conference Dinner tickets
- 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
- Company signage at the entry foyer of the conference dinner venue (*provided by sponsor*)
- The opportunity to display company promotional material at the dinner

**TOTAL INVESTMENT:**

**\$5,500.00 includes GST**

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## Delegate Satchels

Each delegate will receive a conference satchel and there is an opportunity to sponsor this satchel.

- Logo with acknowledgement and link to your website on conference website
- Logo and acknowledgement in conference handbook
- Logo printed onto the delegate satchel

*\*Note – Satchel selection will be determined by the conference committee*

**TOTAL INVESTMENT:**

**\$3,300.00 - includes GST**

## Satchel Insert

Each delegate receives a conference satchel containing the conference program and general conference information. Here 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.

**TOTAL INVESTMENT:**

**\$550 - includes GST**

## Conference Handbook Advertising

Limited space will be available in the conference handbook for advertising (sponsor to provide print ready artwork)

- Full page colour - \$1100.00 (inc GST)
- Half page colour - \$660.00 (inc GST)

## Individual Sponsorship Packages

The conference committee also welcomes the opportunity to negotiate individual sponsorship packages to meet the specific needs of your marketing or promotional requirements. 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 on the numbers provided.

### GENERAL CONDITIONS AND REQUIREMENTS – once sponsorship is confirmed

- Satchel Insert material is limited to a brochure no larger than an 8 page A4 size document
- Additional function tickets may be purchased at the nominated rates
- A completed & signed Sponsorship Confirmation Form must be submitted to initiate sponsorship. A Tax Invoice will be provided upon receipt of 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 2011 will be subject to a 50% cancellation fee. Cancellations after 9 September 2011 will be subject to a 100% cancellation fee. All requests for cancellations must be made in writing to the Conference Coordinator (details below).

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