



(Un)Loved Modern Conference

on Conservation of 20th Century Heritage

The
Australia ICOMOS 2009
Annual Conference

7 – 10 July 2009
Sydney, Australia

SPONSORSHIP PROSPECTUS

Identify Manage Conserve

Conference hosts:



ISC20C

ICOMOS International Scientific
Committee on 20th Century Heritage



International Union of Architects

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on 20th Century Heritage
7 – 10 July 2009, Sydney

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On behalf of Australia ICOMOS, in association with DOCOMOMO Australia, the Association for Preservation Technology Australia Chapter, the ICOMOS International Scientific Committee on 20th Century Heritage, the Australian Institute of Architects and the International Union of Architects, I invite you to join us at the **(Un)Loved Modern** Conference to be held at the Sydney Masonic Centre, Sydney, New South Wales, Australia in July 2009.

The organising committee is looking forward to working with industry partners to guarantee the strongest educational and technical program, superb social events and excellent opportunities for interacting with key decision-makers in the heritage conservation world.

The conference will be held at the Sydney Masonic Centre. Located in the southern part of the central business district, the Sydney Masonic Centre [1974], designed by Joseland & Gilling, is one of Sydney's most uncompromising 1970s buildings, a prime example of the "Brutalist" style of architecture.

This conference will have broad appeal for all who have an interest in the conservation of 20th century heritage: conservation professionals, planners, government officials, academics and students. An innovative program with an array of national and international speakers, all leaders in their field, will ensure that delegates are exposed to the latest developments and trends in the *identification, conservation and management* of 20th Century heritage places. It promises to be an excellent educational forum for delegates.

In this sponsorship prospectus are opportunities to maximise visibility to conference participants for those industries, services and government authorities involved with heritage conservation and property development. Our aim is that the **(Un)Loved Modern** Conference in 2009 will be the most memorable conference of its kind in Australia, and we believe that industry participation is an extremely important component of making this happen.

Ian Kelly
Chair
Organising Committee



About ICOMOS

Australia ICOMOS (International Council on Monuments and Sites) is the peak body of professionals working in heritage conservation. Places of cultural significance enrich people's lives, often providing a deep and inspirational sense of connection to community and landscape, to the past and to lived experiences.

Places of cultural significance reflect the diversity of our communities, telling us about who we are. ICOMOS advocates a cautious approach to change: do as much as necessary to care for the place and to make it usable, but otherwise change it as little as possible so that its cultural significance is conserved.

Event Description

Internationally renowned experts on conserving 20th Century heritage places will meet in Sydney, Australia during 7-10 July 2009.

They will examine developments and trends in identifying, managing and conserving 20th Century heritage places, providing opportunities to participate in the current debate about heritage values and places of the last century, and their conservation, management and interpretation.

Six broad sub-themes provide particular focus for Conference attendees:

- Re-engaging with the original designer
- War in the Pacific
- Vulnerable periods and styles
- Managing 20th Century obsolescence
- Re-thinking colonial heritage
- The single house under threat

Technical papers will be incorporated into the program, examining conservation issues related to building services, cladding, glass curtain walls, finishes and proprietary items.

This event will consist of two and a half days of presentations; and an afternoon of tours; preceded by a day devoted to a meeting of the heritage groups associated with the conference, including the ICOMOS International Scientific Committee on 20th Century Heritage (ISC20C).

Who will attend?

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 heritage consultants, archaeologists, historians, architects, planners, engineers, developers, builders, economists and geographers.

Community groups, students and industry workers interested or involved in heritage will also be invited to participate.

Speakers at the conference will include well-known Australian and international professionals, and delegates will attend from across Australia and beyond.

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The venue

One of Sydney's most uncompromising 1970s buildings, the Sydney Masonic Centre [1974] is a prime example of the "Brutalist" style of architecture, which is distinguished by off-form concrete in a range of finishes. Designed by Joseland & Gilling, it was built as the headquarters of the United Grand Lodge of NSW and the ACT of Ancient, Free and Accepted Freemasons.

When the Masonic Centre was completed in 1979 it was without the commercial office tower that was a major part of the original design. The recently completed Civic Tower [2002-2004], designed by PTW Architects, completes this missing element in the same style as it was originally conceived. Developer and builder, Grocon, worked with the Sustainable Energy Development Authority to achieve an Australian building greenhouse rating of 4.5 stars. A marginal increase in the tower footprint was necessary to achieve a satisfactory core and services and a commercially viable floor plate design. The tower provides 24 levels of office space. A retail area on the ground floor includes a cafe surrounded by a glass wall at the building's base.

Text courtesy of PTW Architects and the United Grand Lodge of NSW and the ACT.

Who should sponsor?

- Government bodies – State, Federal and local
- Companies wishing to preserve our modern architecture
- Consultants, architects, engineers, planners, heritage consultants concerned with the conservation and re-use of 20th Century buildings
- Companies who are increasingly required to consider the challenges of preserving significant buildings constructed in the latter half of the 20th Century

Sponsorship Opportunities

■ Platinum Sponsor	\$15,000
■ Gold Sponsor	\$11,000
■ Silver Sponsor	\$ 7,000
■ Sustainable Environment Sponsor	\$12,000
■ Welcome Cocktail Party Sponsor	\$ 5,000
■ Conference Gala Dinner	\$ 7,500
■ Conference Satchel	\$ 3,500
■ Conference Program	\$ 3,000
■ Name Badge & Lanyard Sponsor	\$ 3,000
■ Conference Writing Material	\$ 2,000
■ Satchel Insert	\$ 750



Why Should You Sponsor?

- A presence at the Conference is your organisation's opportunity to leverage two and a half days of unparalleled access to a wide potential client base, to inform them about your products and services and build long-term relationships.
- If you are a government agency with responsibilities for managing heritage buildings and structures or for administering heritage legislation and approvals, this conference is a significant opportunity to demonstrate your commitment and partner with relevant heritage NGOs to promote best practice.
- Sponsorship is a proven tactic for marketing your brand: it combines the reach of magazine advertising with the power of direct mail and persuasion of face-to-face meetings.
- Conference participants are keen to improve their knowledge of modern heritage and preservation. Aligning your organisation with this powerful educational experience demonstrates your commitment to assisting their development at a deeply personal level.
- Your organisation will benefit significantly from exposure to an interested, relevant and influential audience in an informal yet informative environment away from the competition of everyday distractions.
- The Conference will assist you in achieving strategic goals by providing you with direct exposure to your target market.
- Be informed and identify the marketing strategies being implemented by your competition.

Key benefits to early commitment

Aligning your organisation early will ensure:

- Maximum exposure for your brand and increased opportunities to access not only the registered delegates but anyone receiving Conference printed or electronic marketing information.
- First choice of sponsorship opportunities to ensure alignment with your marketing aims.

Please visit the Conference website www.aicomos.com or contact the conference secretariat:

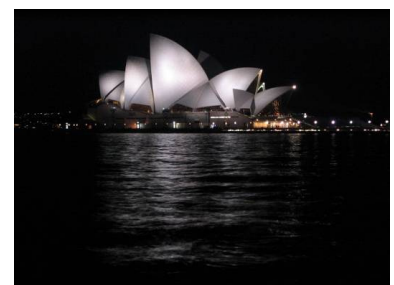
Stephen Attfield
Sponsorship and Marketing Manager

(Un)Loved Modern Conference Secretariat
PO Box 601
Pyrmont NSW 2009
Australia

Phone: +61 2 9518 7722
Fax: +61 2 9518 7222
Email: stephena@conexion.com.au

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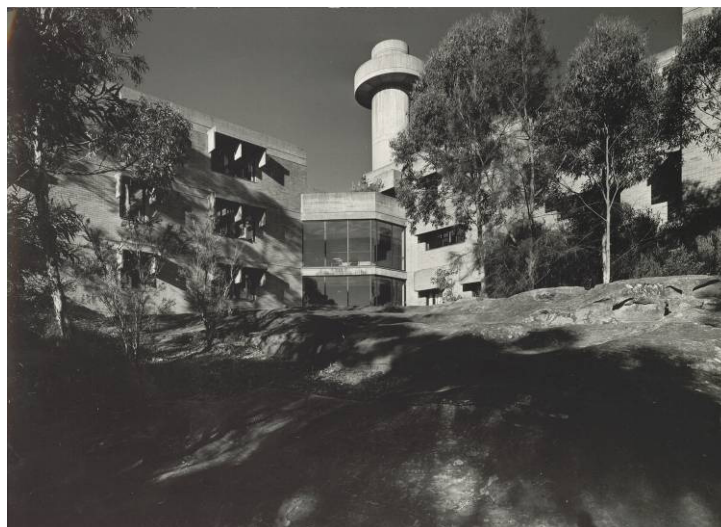
Platinum - \$15,000 (plus 10% GST) Two Opportunities Available

Our Platinum Sponsors are viewed as our major event partners and as such receive premium exposure before, during and long after the event has run. We will work closely with you to ensure your marketing goals are addressed and exceeded.

Entitlements include:

- Recognition as a Platinum Sponsor on all printed Conference material
- Recognition as a Platinum Sponsor on all Conference marketing collateral, including the homepage of the Conference website with a hyperlink to your organisation's website, where appropriate
- Recognition as a Platinum Sponsor on all onsite signage at the event and associated functions, where appropriate
- Verbal recognition as a Platinum Sponsor by the Conference Chair during the opening session and at other pertinent times throughout the program
- One (1) full page advertisement in the Conference Program Book
- Four (4) full delegate registrations inclusive of the Welcome Reception
- Four (4) tickets to the Gala Dinner
- Naming rights to a Plenary Session (chosen in conjunction with the Organising Committee). You will receive the opportunity to provide pull up banners for display during this session; your organisation's logo will appear on the a/v screen prior to, during and after the session
- Access to the delegate list in the four weeks leading up to the event with a hard copy presented at the conclusion of the Conference (subject to privacy laws)
- Opportunity to place promotional material (up to four [4] x A4 pages) into the delegate satchel (material to be provided by the sponsor and approved by the Organising Committee)

** subject to booking, print and material deadlines*





Gold - \$11,000 (plus 10% GST) Four Opportunities Available

Our Gold Sponsors are viewed as our key partners at the event and receive high level branding and exposure to this target delegate base.

Entitlements include:

- Recognition as a Gold Sponsor on all printed Conference material
- Recognition as a Gold Sponsor on all Conference marketing collateral, including the Conference website with a hyperlink back to your organisation's website, where appropriate
- Recognition as a Gold Sponsor on all onsite welcome signage at the event and associated functions, where appropriate
- Verbal recognition as a Gold Sponsor by the Conference Chair during the opening session and at other pertinent times throughout the program
- One (1) half page advertisement in the Conference Program Book
- Three (3) full delegate registrations inclusive of the Welcome Reception
- Three (3) tickets to the Gala Dinner
- Naming rights to a Concurrent Session (chosen in conjunction with the Organising Committee). You will receive the opportunity to provide pull up banners for display during this session and your organisation's name and logo will appear on the screen during walk in and walk out
- Access to the delegate list in the four weeks leading up to the event with a hard copy presented at the conclusion of the Conference (subject to Privacy Laws)
- Opportunity to place promotional material (up to two (2) x A4 pages) into the delegate satchel (material to be provided by the sponsor and agreed on by the Organising Committee)

** subject to booking, print and material deadlines*





Silver - \$7,000 (plus 10% GST) Unlimited Opportunities

Our Silver Sponsors are key to the success of the event and receive strong branding opportunities during the course of marketing campaign and at the event itself.

Entitlements include:

- Recognition as a Silver Sponsor on all printed Conference material
- Recognition as a Silver Sponsor on all Conference marketing collateral, including the Conference website with a hyperlink back to your organisation's website, where appropriate
- Recognition as a Silver Sponsor on all onsite welcome signage at the event and associated functions
- Verbal recognition as a Silver Sponsor by the Conference Chair during the opening session and at other pertinent times throughout the program
- One (1) quarter page advertisement in the Conference Program Book
- Two (2) full delegate registrations inclusive of the Welcome Reception
- Access to the delegate list in the four weeks leading up to the event with a hard copy presented at the conclusion of the Conference (subject to Privacy laws)
- Opportunity to place promotional material (up to two (2) x A4 pages) into the delegate satchel (material to be provided by the sponsor and agreed on by the Organising Committee)

** subject to booking, print and material deadlines*



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Additional Opportunities

Sustainable Environment Sponsor – \$12,000 (Exclusive Opportunity)

The environment and what we do to it is more important today than ever. We all need to work hard to put back what we take out. As a conference on conservation of the built environment, this is the ideal vehicle for your organisation to show their commitment to a sustainable environment and also to be seen as a key industry leader in carbon trading.

As the Sustainable Environment Sponsor, your sponsorship will fund a carbon audit of the event (excluding air travel) and the purchase of offsets that will assist us in making this event carbon neutral.

Entitlements include:

- Recognition as the Sustainable Environment Sponsor on the front of all Congress marketing collateral, including but not limited to the Congress Program Book, website, e-newsletters*
- Organisation's logo on the Congress website with a hyperlink to your website
- Verbal recognition as the Sustainable Environment Sponsor by the Congress Chair at pertinent times throughout the Congress
- One (1) full Congress Registration
- Opportunity to insert one (1) printed promotional brochure (up to four [4] x A4 size) into the Congress satchel

** subject to booking dates and material deadlines*

Social Functions

Show your organisation's hospitality by hosting delegates at one of the high profile social events of the Conference.

Welcome Cocktail Party Sponsor - \$5,000 (exclusive opportunity)

Your organisation will be recognised as the host of the Welcome Cocktail Party on the first day of the Conference. This event will be held in Sydney CBD with official speeches and entertainment.

Exposure includes:

- Recognition as the Welcome Cocktail Party sponsor on all Conference material
- Recognition as the Welcome Cocktail Party sponsor on the Conference website
- Recognition as the Welcome Cocktail Party sponsor in the Conference Program Book along with 100 words of promotional text
- You will receive five (5) invitations for organisation representatives to attend the Welcome Cocktail Party
- You will receive the opportunity to make a five (5) minute speech at the Welcome Cocktail Party (content to be approved by the Organising Committee)
- You will receive the opportunity to place a satchel insert (up to four [4] x A4 pages) in the delegate satchel (insert to be approved by the Organising Committee)
- We will work closely with you on any other ways we can maximise exposure and branding at the event (any further costs to be borne by the sponsor)
- Your organisation's name and logo will appear on signage at the Welcome Cocktail Party



Conference Gala Dinner - \$7,500 (exclusive opportunity)

This is the only official dinner of the Conference. Align your brand with this fabulous event which is attended by VIP's, speakers and delegates.

Exposure includes:

- Recognition as the Conference Gala Dinner sponsor on all Conference material
- Recognition as the Conference Gala Dinner sponsor on the Conference website
- Recognition as the Conference Gala Dinner sponsor in the Conference Program Book along with 100 words of promotional text
- You will receive five (5) invitations for organisation representatives to attend the Gala Dinner
- Your organisation's logo will feature on all menus and table cards at the event
- You will receive the opportunity to supply a gift to Conference delegates to mark the Conference and your organisation's hospitality (gift to be supplied by the sponsor and approved by the Organising Committee)
- We will work closely with you on any other ways we can maximise exposure and branding at the event, eg gobos, personalised invitations, etc (any further costs to be borne by the sponsor)
- Your organisation's name and logo to appear on signage at the Conference Gala Dinner

Conference Materials

Conference Satchel - \$3,500 (exclusive opportunity)

Show your organisation as a key influencer in the heritage profession and take this high profile branding opportunity that will give you exposure long after the Conference closes.

Exposure includes:

- Your organisation's name and logo will appear on the official Conference satchel along with the Conference logo
- Your organisation's name and logo will be featured on the Conference website as the satchel sponsor
- Your organisation's name and logo will feature in the Conference Program Book as the satchel sponsor
- You will be given the opportunity to place a promotional item or insert (up to four [4] A4 pages) in the satchel (all material to be approved by the Organising Committee)

Conference Program[^] - \$3,000 (exclusive opportunity)

Show your organisation as a key influencer in the heritage profession and take this high profile branding opportunity that will give you exposure long after the Conference.

Exposure includes:

- Your organisation's name and logo will appear on the front cover of the official Conference Program along with the Conference logo
- Your organisation's name and logo will be featured on the Conference website as the Conference Program sponsor
- Your organisation will receive one (1) full page advertisement on the back cover of the Conference Program Book (finished artwork to be supplied by the sponsor)

[^] - please note, this is an electronic document



Name Badge and Lanyard Sponsor - \$3,000 (exclusive opportunity)

Show your organisation as a key influencer in the heritage profession and take this high profile branding opportunity that will give you exposure long after the Conference closes.

Exposure includes:

- Your organisation's name and logo will appear on the official Conference name badges and lanyards along with the Conference logo
- Your organisation's name and logo will be feature on the Conference website as the name badge and lanyard sponsor
- Your organisation's name and logo will feature in the Conference Program Book as the name badge and lanyard sponsor

Conference Writing Materials - \$2,000 (exclusive opportunity)

Each and every delegate will receive Conference notepads and pens in their Conference satchel. Take this opportunity to put your logo in front of these important delegates during and after the Conference by sponsoring the Conference Writing Materials (notepads and pens).

Exposure includes:

- Your organisation will be recognised as the Writing Materials sponsor on all Conference material
- Your organisation's name and logo will appear on the Conference pens along with the Conference logo
- Your organisation's name and logo will appear on the Conference notepads along with the Conference logo
- Your organisation's name and logo will appear on the Conference website as the Writing Materials sponsor
- Your organisation's name and logo will appear in the Conference Program Book as Writing Materials sponsor

Satchel Inserts - \$750 per insert

Take this opportunity to provide promotional material in the Conference satchel.

Exposure includes:

- Your organisation will provide an insert (up to four [4] x A4 pages) to go in the delegate satchel that will be allocated to each and every delegate

Advertising in Conference Program[^]

- One (1) full page colour advertisement \$1,000
- One (1) half page colour advertisement \$650

[^] - please note, this is an electronic document



Sponsorship Booking Form

To book your selected packages please complete the following and return by email to stephena@conexion.com.au or fax to +61 2 9518 7222.

Sponsorship Package requested

<input type="text"/>	\$ <input type="text"/>
<input type="text"/>	\$ <input type="text"/>
<input type="text"/>	\$ <input type="text"/>

Total Amount (plus 10% GST)

\$

Organisation Name (for marketing purposes)

Organisation Name (for invoicing purposes)

Sponsor Main Contact

ABN

Address

City

State

Postcode

Country

Position

Telephone

Fax

Email

Website

Signature

**Payment details (please tick)**☐

We wish to pay by EFT (Conference preferred option). The Conference Secretariat will supply details upon confirmation of booking

☐

We wish to pay by business cheque. Please note, all cheques must be made payable to (Un)Loved Modern 2009

☐

We wish to pay by credit card. Please charge \$ to the following

credit card (please note the following charges will apply for credit card payments - 1.4% MasterCard and VISA and 3.32% for Amex)

☐

MasterCard

☐

VISA

☐

Amex

Credit Card Number

Expiry Date

Name on Card

Signature

Upon receipt of a signed booking form the Conference Secretariat will issue a Confirmation Letter, Sponsorship Agreement with full Terms and Conditions and a Tax Invoice to allow for payment if you haven't included credit card details. Should you have any questions please contact:

Stephen Attfield
Sponsorship and Marketing Manager

(Un)Loved Modern Conference Secretariat
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Pyrmont NSW 2009
Australia

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