Australian Social Policy Conference
25–27 September 2017
Sponsorship Package
About the Australian Social Policy Conference

The Australian Social Policy Conference is the pre-eminent multidisciplinary conference concerned with issues of social policy in Australia and beyond. It attracts over 300 participants from academia, government and the community social welfare sector internationally.

The Conference will address the most pressing challenges facing Australian policy makers, practitioners and researchers at this key juncture. It will provide a forum for leading national and international researchers and analysts from government and community social welfare sectors in Australia and internationally to present their research findings and debate their implications.

Conference discussion will be organised around the following themes:

- Poverty, welfare and social inequality
- Communities, families and children
- Environment and social policy
- Disability and care
- Human services
- Ageing
- Indigenous peoples
- Chinese social policy (special workshop)

Find out more about the ASPC at www.aspc.unsw.edu.au

Program Overview

Monday 25 September
Full-Day Conference Sessions (9.30am – 5.30pm)
Conference Drinks Reception (5.30pm – 7.00pm)

Tuesday 26 September
Full-Day Conference Sessions (9.30am – 5.30pm)

Wednesday 27 September
Full-Day Conference Sessions (9.30am – 5.00pm)
Attendance

Previous Delegate Numbers

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>492</td>
</tr>
<tr>
<td>2005</td>
<td>391</td>
</tr>
<tr>
<td>2007</td>
<td>463</td>
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<tr>
<td>2009</td>
<td>263</td>
</tr>
<tr>
<td>2011</td>
<td>276</td>
</tr>
<tr>
<td>2013</td>
<td>305</td>
</tr>
<tr>
<td>2015</td>
<td>306</td>
</tr>
</tbody>
</table>

Industry % of ASPC2015 Delegates

- Academic: 58%
- Government: 27%
- Non-Government Organisation: 15%
Benefits to Sponsors

Sponsorship of the Australian Social Policy Conference 2017 provides a wide range of ongoing benefits:

- Opportunity to reinforce and strengthen your position and brand at a premier event devoted to social policy
- Opportunity to network with key industry figures and strengthen and develop key business relationships
- High visibility on the Conference website and marketing collateral
- Opportunity to link your brand to high-profile plenary sessions
- Recognition (with logo) on the sponsors’ page of the Conference website, including a link to your website
- Acknowledgement during the Conference opening address
- Logo on sponsorship slide displayed during session breaks.

**Additional Benefits for Gold Sponsor: $10,000+**

- Acknowledgement as a Gold Sponsor in all marketing collateral and signage
- Certificate of Appreciation presented onsite to acknowledge level of support
- 2 x full Conference registrations (for all 3 days)
- Supplied signage displayed prominently onsite
- Delegate list provided prior to Conference

**Additional Benefits for Silver Sponsor: $7,500 - $9,999**

- Acknowledgement as a Silver Sponsor in all marketing collateral and signage
- Certificate of Appreciation presented onsite to acknowledge level of support
- 2 x one day Conference registrations to attend your choice of Monday 25, Tuesday 26 or Wednesday 27 September
- Supplied signage displayed prominently onsite
Sponsorship Options

Our sponsorship menu provides you with the flexibility to choose how you would like your organisation to be aligned to the Australian Social Policy Conference 2017. You can choose which level of sponsorship you would like to be represented at, and then select your preferred sponsorship items from the menu to the value of your budgeted spend.

There are three levels of sponsorship: **Gold, Silver and Bronze**.

Sponsorship items will be allocated on a first-come, first-served basis to ensure fairness across small and large organisations. To secure your package, simply contact aspc@unsw.edu.au by close of business Friday 30 June 2017.

**Step 1 - Select level of sponsorship**

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>$10,000+</td>
</tr>
<tr>
<td>Silver</td>
<td>$7,500 - $9,999</td>
</tr>
<tr>
<td>Bronze</td>
<td>Under $7,500</td>
</tr>
</tbody>
</table>

**Step 2 - Choose from the menu**

Choose your preferred options from the menu to the value you wish to spend. Offers for items not covered in the menu will be considered after Friday 30 June 2017.

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee Cart</td>
<td>$15,500</td>
<td>p5</td>
</tr>
<tr>
<td>Drinks Reception</td>
<td>$11,100</td>
<td>p6</td>
</tr>
<tr>
<td>Plenary Session</td>
<td>$7,700</td>
<td>p7</td>
</tr>
<tr>
<td>Chinese Social Policy Workshop</td>
<td>$6,600</td>
<td>p8</td>
</tr>
<tr>
<td>Program Booklet</td>
<td>$6,600</td>
<td>p9</td>
</tr>
<tr>
<td>Lanyards</td>
<td>$5,500</td>
<td>p9</td>
</tr>
<tr>
<td>Hospitality Sponsor</td>
<td>$3,300</td>
<td>p10</td>
</tr>
<tr>
<td>Delegate Gift</td>
<td>$3,300</td>
<td>p10</td>
</tr>
<tr>
<td>Exhibition Booth</td>
<td>$1,100</td>
<td>p11</td>
</tr>
<tr>
<td>Bulletin Board</td>
<td>$1,100</td>
<td>p11</td>
</tr>
<tr>
<td>Conference Notepads</td>
<td>$1,100</td>
<td>p12</td>
</tr>
<tr>
<td>Conference Pens</td>
<td>$1,100</td>
<td>p12</td>
</tr>
</tbody>
</table>

Items not covered in the menu will be considered.

**Step 3 - Contact us**

Contact aspc@unsw.edu.au by Friday 30 June 2017 listing your preferred options.
Coffee Cart Sponsor

$15,500 (incl. GST) - exclusive sponsorship opportunity

The costs of consumables are included.

As sponsor of the Coffee Cart your organisation has the opportunity to achieve a high level of exposure throughout the Conference program. Coffee service will be operating at the start of each day and during breaks (morning tea, lunch and afternoon tea). Experienced baristas will be on hand to serve a range of premium coffee, tea, hot chocolate and chai drinks.

Coffee Cart Sponsor Benefits

- Naming rights to the Coffee Cart.
- Recognition as Coffee Cart Sponsor (with logo) on all printed materials.*
- Recognition (with logo) on the sponsors’ page of the Conference website, including a link to sponsor’s website.
- Sponsor may provide a freestanding banner which will be positioned in a prominent location next to the Coffee Cart (maximum size 2m high x 1m wide).
- Opportunity for sponsor to provide branded coffee cups, t-shirts, aprons and caps for Barista staff to wear.**
- Acknowledgement as a sponsor during the Conference’s opening address.
- Sponsor’s logo on sponsorship slide displayed in concurrent sessions

* Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please lodge your booking application form by Friday 30 June 2017.

** May incur a small surcharge from the venue.
Drinks Reception Sponsor

$11,100 (incl. GST) - exclusive sponsorship opportunity

The Conference Drinks Reception is an excellent opportunity to make a strong, lasting impression on delegates. The Drinks Reception will be held on **Monday 27 September** and will provide delegates with a relaxed, flexible networking evening.

**Drinks Reception Sponsor Benefits**

- Naming rights to the Drinks Reception.
- Recognition as Drinks Reception Sponsor (with logo) on all printed materials.*
- Recognition (with logo) on the sponsors’ page of the Conference website, including a link to sponsor’s website.
- Sponsor may provide a freestanding banner which will be positioned in a prominent location at the Drinks Reception (maximum size 2m high x 1m wide).
- Opportunity for one organisation representative to present a two-minute speech at the Drinks Reception.
- Up to 15 invitations for the Drinks Reception for the sponsor’s nominated guests.
- Acknowledgement as a sponsor during the Conference’s opening address.
- Sponsor’s logo on sponsorship slide displayed in concurrent sessions

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Plenary Session Sponsor

$7,700 (incl. GST) - four sponsorship opportunities available

A major highlight of the Conference Program are the plenary sessions presented by respected keynote speakers. Due to the popularity of these sessions, the sponsor achieves premium and concentrated levels of exposure to a captivated audience. As a Plenary Session Sponsor, your organisation will enjoy a strong alignment with the Conference, exclusive to your nominated plenary session.

Plenary Session Sponsor Benefits

- Recognition as Plenary Session Sponsor (with logo) on all printed materials.*
- Recognition (with logo) on the sponsors’ page of the Conference website, including a link to sponsor’s website.
- Sponsor’s logo will be displayed on the screen prior to the sponsored session commencing, and at the conclusion of the session.
- Verbal recognition by the Session Chair.
- Sponsor’s banner will be displayed on stage during the sponsored session.
- Two complimentary passes for nominated guests to attend the sponsored session. (Attendance at other sessions is not included).
- Acknowledgement as a sponsor during the Conference’s opening address.
- Sponsor’s logo on sponsorship slide displayed in concurrent sessions

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Chinese Social Policy Workshop Sponsor

$6,600 (incl. GST) - exclusive sponsorship opportunity

The Chinese Social Policy Workshop strengthens networks of Chinese, Australian and other international researchers, postgraduate students and officials engaged in social policy research in China. The Chinese Social Policy Workshop will be held on **Tuesday 26 September**. As the Chinese Social Policy Workshop Sponsor, your organisation will enjoy exposure to a unique and specialised audience.

**Chinese Social Policy Workshop Sponsor Benefits**

- Recognition as Chinese Social Policy Workshop Sponsor (with logo) on all printed materials.*
- Recognition (with logo) on the sponsors’ page of the Conference website, including a link to sponsor’s website.
- Sponsor’s logo will be displayed on the screen prior to the Workshop commencing, during breaks, and at the conclusion of the Workshop.
- Verbal recognition by the Workshop Chair.
- Sponsor’s banner will be displayed on stage during the sponsored session.
- Two complimentary passes for nominated guests to attend the sponsored session. (Attendance at other sessions is not included).
- Acknowledgement as a sponsor during the Conference’s opening address.
- Sponsor’s logo on sponsorship slide displayed in concurrent sessions

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Program Booklet Sponsor

$6,600 (incl. GST) - exclusive sponsorship opportunity

The Program Booklet offers constant exposure that continues to relay your message repeatedly throughout the event. Utilised by delegates for all sessions, the Program Booklet forms a valuable resource which is often retained for future reference after the event.

Program Booklet Sponsor Benefits

- Full page colour advertisement on the back cover of the Program Booklet.*
- Recognition as Program Booklet (with logo) on all printed materials.**
- Recognition (with logo) on the sponsors’ page of the Conference website, including a link to sponsor’s website.
- Acknowledgement as a sponsor during the Conference’s opening address.
- Sponsor’s logo on sponsorship slide displayed in concurrent sessions.

* Production costs of advertisement to be met by the sponsor.
** Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please lodge your booking application form by Friday 30 June 2017.

Lanyards Sponsor

$5,500 (incl. GST) - exclusive sponsorship opportunity

Enhance your exposure at the Conference by branding all lanyards with your company name or logo.

Lanyards Sponsor Benefits

- Naming rights printed on approximately 350 lanyards.*
- Recognition as Lanyards Sponsor (with logo) on all printed materials.**
- Recognition (with logo) on the sponsors’ page of the Conference website, including a link to sponsor's website.
- Acknowledgement as a sponsor during the Conference's opening address.
- Sponsor's logo on sponsorship slide displayed in concurrent sessions.

* Sponsor to provide lanyards with company logos.
** Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please lodge your booking application form by Friday 30 June 2017.
Hospitality Sponsor

$3,300 (incl. GST) - exclusive sponsorship opportunity

Demonstrate your organisation's hospitality by sponsoring the daily morning tea, lunch and afternoon tea breaks. The breaks will be held outside the plenary room throughout the duration of the Conference.

Hospitality Sponsor Benefits

- Recognition as Hospitality Sponsor (with logo) on all printed materials.*
- Recognition (with logo) on the sponsors’ page of the Conference website, including a link to sponsor’s website.
- Corporate literature about your organisation may be displayed in the hospitality area (sponsor to supply).**
- Small table signs featuring the sponsor’s name and logo will be displayed on the refreshment tables (Conference to supply).
- Acknowledgement as a sponsor during the Conference’s opening address.
- Sponsor’s logo on sponsorship slide displayed in concurrent sessions.

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** Conference to provide small table.

Delegate Gift Sponsor

$3,300 (incl. GST) - exclusive sponsorship opportunity

Provide a delegate gift personalised with your organisation logo or message. Gift ideas might include: USB memory stick, box of chocolates, a book or compendium. Please note gifts are to be approved by the Conference Organising Committee prior to the event and supplied by the sponsor.

Delegate Gift Sponsor Benefits

- Recognition as Delegate Gift Sponsor (with logo) on all printed materials.*
- Recognition (with logo) on the sponsors’ page of the Conference website, including a link to sponsor’s website.
- Delegate gift will be handed directly to each delegate on behalf of the sponsor during the registration process.
- Sponsor may display their logo on each Delegate Gift.
- Acknowledgement as a sponsor during the Conference’s opening address.
- Sponsor’s logo on sponsorship slide displayed in concurrent sessions.

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Exhibition Booth Sponsor

$1,100 (incl. GST) - multiple sponsorship opportunities available

This is a great opportunity to interact with delegates and engage directly with people as they move around the meeting areas. The Exhibition Booth provides high profile positioning with relatively low outlay.

Exhibition Booth Sponsor Benefits

- Recognition as Exhibition Booth Sponsor (with logo) on all printed materials.*
- Recognition (with logo) on the sponsors’ page of the Conference website, including a link to sponsor’s website.
- Stand (with table and 2 chairs) positioned in session break area. Additional requirements are to be funded by the sponsor.
- Two exhibitor passes per stand provided free of charge (enabling representatives from your organisation the opportunity to network with delegates).
- Acknowledgement as a sponsor during the Conference’s opening address.
- Sponsor’s logo on sponsorship slide displayed in concurrent sessions.

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Bulletin Board Sponsor

$1,100 (incl. GST) - exclusive sponsorship opportunity

The Bulletin Board will be located in the registration area and will be a central reference point for all Conference delegates, including messages, a quote for the day and program changes.

Bulletin Board Sponsor Benefits

- Recognition as Bulletin Board Sponsor (with logo) on all printed materials.*
- Recognition (with logo) on the sponsors’ page of the Conference website, including a link to sponsor’s website.
- Sponsor's logo displayed on Bulletin Board.
- Sponsor may also display literature at the Bulletin Board (brochure stands and literature to be provided by sponsor).
- Acknowledgement as a sponsor during the Conference’s opening address.
- Sponsor’s logo on sponsorship slide displayed in concurrent sessions.

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Conference Notepads Sponsor

$1,100 (incl. GST) - exclusive sponsorship opportunity

This is an opportunity to provide each delegate with your branded notepad and gain continued exposure for your organisation that extends beyond the duration of the Conference. Please note that notepads are to be supplied by the sponsor.

Conference Notepads Sponsor Benefits

- Recognition as Conference Notepads Sponsor (with logo) on all printed materials.*
- Recognition (with logo) on the sponsors’ page of the Conference website, including a link to sponsor’s website.
- Notepads, provided by the sponsor, will be offered to delegates at registration table.
- Acknowledgement as a sponsor during the Conference’s opening address.
- Sponsor’s logo on sponsorship slide displayed in concurrent sessions.

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Conference Pens Sponsor

$1,100 (incl. GST) - exclusive sponsorship opportunity

A promotional pen is a cost-effective opportunity to gain brand exposure and communicate your corporate message and products/services directly to the Conference delegates. Please note that pens are to be supplied by the sponsor.

Conference Pens Sponsor Benefits

- Recognition as Conference Pens Sponsor (with logo) on all printed materials.*
- Recognition (with logo) on the sponsors’ page of the Conference website, including a link to sponsor’s website.
- Pens, provided by the sponsor, will be offered to delegates at registration table.
- Acknowledgement as a sponsor during the Conference’s opening address.
- Sponsor’s logo on sponsorship slide displayed in concurrent sessions.

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Summary

We would like to help you achieve your business objectives and service your customer groups. If you would like to suggest other ways in which your company can be involved with the Australian Social Policy Conference, please do not hesitate to contact David Cami, Associate Director at the Social Policy Research Centre.

The sponsor choice packages outlined in this document can be tailored to meet your specific marketing goals. We would also welcome any additional new ideas to expand the available options.

The Australian Social Policy Conference 2017 is a unique and prestigious marketing opportunity and we are confident your involvement as a sponsor will provide your organisation with valuable rewards.

David Cami
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