

HOTEL GRAND CHANCELLOR **BRISBANE** 6-7 SEPTEMBER 2017



UNIVERSITIES AUSTRALIA
MARKETING COMMUNICATIONS
AND DEVELOPMENT CONFERENCE **2017**

◀◀ **INFLUENCE IN A POST-TRUTH WORLD** ▶▶



SPONSORSHIP PROSPECTUS

UNIVERSITIES AUSTRALIA MEMBERS ARE LOCATED ALL AROUND AUSTRALIA:

UNIVERSITIES AUSTRALIA

is the national peak body representing Australia's universities. Our purpose is to provide expert policy advice, and high level political advocacy to influence policy makers to ensure that the regulatory, fiscal and policy framework is conducive to a vibrant, world-leading higher education system.



The Universities Australia Marketing Communications and Development conference is the peak body's biennial signature event attracting more than 200 delegates from the most senior levels of the marketing, communications and development professions within our universities and external arenas as well. In 2017 the conference will be held in Brisbane from 6–7 September.



Universities Australia's biennial Marketing, Communications and Development conference stands out. It is a signature event run by the sector for the sector, bringing together marketing professionals, communications teams, senior media and development specialists from the higher education sector to share best practice and new ideas in a rapidly transforming environment.

It is the must-attend event for all those who have an interest in what's happening in marketing, communications and development in higher education and how it impacts on the work of universities.

It is also a key go-to networking event for all those who wish to support, build relationships and do business with this dynamic and expanding sector.

WHY PARTICIPATE IN THIS CONFERENCE?

- The higher education sector is a significant part of the economy, spending more than \$25 billion annually and generating an export income of \$12.9 billion in 2015.
- The program is structured around key national and international speakers who make news, stimulate debate and bring about change.
- Australian universities educate 1.3 million students and employ over 120,000 full-time equivalent staff. There are 246 campuses located around Australia and offshore.
- Supporting the conference as a sponsor will lift your organisation's profile within the sector and enhance opportunities for relationship building and business opportunities. This is a networking opportunity not to be missed.

Your involvement as a sponsor will provide opportunities to network, support and work with the higher education sector, and will be widely promoted in the lead up to and during the conference.

ABOUT THE EVENT

VENUE

HOTEL GRAND
CHANCELLOR
23 Leichhardt St
BRISBANE

DATE

6-7 SEP 2017

DELEGATE PROFILE

Attendees are from Australian universities, affiliated peak bodies and higher education-related groups. The Universities Australia Marketing, Communications and Development Conference has been incredibly successful with the number of delegates growing steadily over the years, including a number of international delegates and it is expected to continue expanding. This range of attendees broadly reflects Universities Australia's intended target audience: senior university staff in marketing, communications and development, philanthropic organisations, media and higher education sector agencies.

2015 HIGHLIGHTS

39 Australian universities represented by senior management across the marketing, communications and development professions

- 40+ high profile presenters
- 200+ participants

PROGRAM

The program comprises a mix of plenary and concurrent sessions, and plenty of networking opportunities held over two full days.

FURTHER INFORMATION

Please contact Universities Australia on 02 6285 8116 or uamcd@universitiesaustralia.edu.au if your organisation is interested in sponsoring the 2017 Universities Australia Marketing, Communications and Development Conference.

KEY PARTNER

\$10,000

WELCOME RECEPTION

\$6,000

BREAKFAST ADDRESS

\$6,000

Sponsorship is available for a limited number of key partners.

The Key Partner sponsorship package includes:

- two complimentary registrations to attend the two day conference, Breakfast Address, Awards Lunch and Welcome Reception
- An invitation for two of your representatives to attend a networking dinner with the UAMCD Steering Committee and senior Universities Australia representatives on Tuesday 5 September
- the opportunity to provide satchel inserts which may include corporate or product literature, and promotional material
- as a partner organisation you will be referenced in the Steering Committee Chairs' welcome in the conference program and your organisations's logo and details placed on the outside back cover of the conference program along with other partner organisations
- a full-page advert in the conference program
- the opportunity to provide a 90 second promotional video to be screened during various plenary sessions
- your logo displayed in the main conference room and throughout the conference venue where appropriate
- your logo displayed on the conference website, and your partnership acknowledged in the conference newsletter
- access to the delegate list two weeks prior to the conference in accordance with privacy legislation.

Be the stand alone sponsor for the key social event of the conference. This allows you to promote your company's brand to delegates who are enjoying a drink or two at the Welcome Reception.

Sponsorship package includes:

- two additional tickets to the Welcome Reception
- one complimentary registration to attend the two-day conference, Breakfast Address, Awards Lunch and Welcome Reception
- An invitation for one of your representatives to attend a networking dinner with the UAMCD Steering Committee and senior Universities Australia representatives on Tuesday 5 September
- the opportunity to provide satchel inserts which may include corporate or product literature, and promotional material
- acknowledgement as the social event sponsor in the Steering Committee Chairs' welcome in the conference program and your organisation's logo and details will be included in the conference program and on the conference website
- your support will be formally acknowledged by the MC of the function
- your signage displayed on signage at the Welcome Reception venue.

Be the stand alone sponsor for one of the highlight events of the conference. This allows you to promote your company's brand to more than 200 guests gathered for an informative breakfast.

Sponsorship package includes:

- two additional complimentary tickets to the Breakfast Address
- one complimentary registration to attend the two-day conference, Breakfast Address, Awards Lunch and Welcome Reception
- An invitation for one of your representatives to attend a networking dinner with the UAMCD Steering Committee and senior Universities Australia representatives on Tuesday 5 September
- the opportunity to provide satchel inserts which may include corporate or product literature, and promotional material
- acknowledgement as the breakfast sponsor in the Steering Committee Chairs' welcome in the conference program and your organisation's logo and details will be included in the conference program and on the conference website
- your support will be formally acknowledged by the MC of the breakfast
- your logo displayed on signage at the breakfast venue.

The Universities Australia Marketing Communications and Development Conference satchel is provided to every delegate. No less than 200 will be distributed and it is designed for use post-conference to enhance the brand of the sponsor. The conference satchel will be sourced by Universities Australia in consultation with the sponsor, including design work. Universities Australia will also have a small logo placed on the satchel.

Sponsorship package includes:

- sponsor's naming rights and logo placement on the satchel
- one complimentary registration to attend the two-day conference, Breakfast Address, Awards Lunch and Welcome Reception
- two extra complimentary tickets to the Welcome Reception
- An invitation for one of your representatives to attend a networking dinner with the UAMCD Steering Committee and senior Universities Australia representatives on Tuesday 5 September
- the opportunity to provide satchel inserts which may include corporate or product literature, and promotional material
- acknowledgement as the satchel sponsor in the Steering Committee Chairs' welcome in the conference program and your organisation's logo and details will be included in the conference program and on the conference website.

The conference lanyard is provided to every delegate with the sponsor having the opportunity of sole corporate branding. The conference lanyard will be sourced by Universities Australia in consultation with the sponsor, including design work.

Sponsorship package includes:

- sole sponsor's naming rights and logo placement on the lanyard
- one complimentary registration, included as part of the sponsorship, to attend the two-day conference, Breakfast Address, Awards Lunch and Welcome Reception
- the opportunity to provide satchel inserts which may include corporate or product literature, and promotional material
- acknowledgement as the lanyard sponsor in the Steering Committee Chairs' welcome in the program booklet and your organisation's logo and details will be included in the conference program and on the conference website.

Sole corporate branding for the conference stationery included in every conference satchel. The conference stationery will include a branded notepad and pen and will be sourced by Universities Australia in consultation with the sponsor, including design work.

Sponsorship package includes:

- sponsor's naming rights and logo placement on the notepad and pen placed in every delegate satchel
- one complimentary registration to attend the two-day conference, Breakfast Address, Awards Lunch and Welcome Reception
- the opportunity to provide satchel inserts which may include corporate or product literature, and promotional material
- acknowledgement as the stationery sponsor in the Steering Committee Chairs' welcome in the conference program and your organisation's logo and details will be included in the conference program and on the conference website.

SPONSORSHIP APPLICATION

Sponsor details

Organisation name	<input type="text"/>		
Contact person	<input type="text"/>		
Position	<input type="text"/>		
Address	<input type="text"/>		
City	<input type="text"/>	State	<input type="text"/>
Postcode	<input type="text"/>		
Phone	<input type="text"/>		
Mobile phone	<input type="text"/>		
Email	<input type="text"/>		

Sponsorship item(s) requested

Please tick ✓ the requested sponsorship and total the cost	Sponsorship		Sponsorship		
		Unit cost		Unit cost	
<input type="checkbox"/>	Key Partner	\$10,000	<input type="checkbox"/>	Satchel	\$6,000
<input type="checkbox"/>	Welcome reception	\$6,000	<input type="checkbox"/>	Lanyard	\$4,000
<input type="checkbox"/>	Breakfast	\$6,000	<input type="checkbox"/>	Stationery	\$4,000
			Total	<input type="text"/>	

Payment

Please tick ✓ to indicate payment method	<input type="checkbox"/>	Direct deposit (EFT) —Banking details for EFT payments will be provided on your invoice		
	<input type="checkbox"/>	Cheque		
	<input type="checkbox"/>	Credit card (please specify):	<input type="checkbox"/> Mastercard	<input type="checkbox"/> Visa
	Name on card	<input type="text"/>		
	Card number	<input type="text"/>		
	Expiry date	<input type="text"/>	Amount	<input type="text"/>
Signature	<input type="text"/>			

Booking and payment conditions

In signing this form:

- I/we agree to be invoiced for a total indicated above.
- I/we understand that sponsorship will be confirmed with a confirmation letter and invoice from Universities Australia.
- I/we understand that Universities Australia reserves the right to reject a sponsorship at its sole discretion.
- I/we understand that payment must be made in full 60 days prior to the conference. Cancellation of sponsorship must be made in writing and will incur a fee of 50% of the total sponsorship package agreed.

Signature

Date