



VICTORIAN  
FINANCIAL  
COUNSELLING  
CONFERENCE

*STRONGER TOGETHER 2015*

# Partnership Benefits

**9 – 11 September 2015**  
Peppers The Sands Resort  
2 Sands Boulevard Torquay



- › Strengthen brand awareness and alignment
- › Build strategic partnerships with key stakeholders
- › Connect, influence and engage with Victoria's Financial Counsellors
- › Unique speaking and branding opportunities
- › An unmissable event for partners and stakeholders in the Victorian financial counselling sector

## ABOUT THE CONFERENCE

**FCRC's flagship event is the annual Victorian Financial Counselling Conference (VFCC 2015), Victoria's premier consumer advocacy event. The conference brings together a range of community and industry stakeholders, to engage with professional financial counsellors, across two days.**

It attracts a wide variety of speakers including industry representatives and consumer experts who will share their unique perspectives and insights. During the two days we will explore the changes, trends and concerns facing consumers in financial hardship, and how we can work together with our industry partners to assist them.

For our sponsors, it is not only a fantastic branding opportunity for you, but also a chance to meet and speak directly with the financial counsellors who represent your customers in financial hardship. As organisers we aim to provide opportunities that matter to you.

Financial hardship, debt and family crisis are increasingly complex issues facing your customers. The conference is a dynamic way to engage with professionals at the coalface dealing with the issues that impact your business. Together with our industry sponsors, let's examine opportunities ahead to cover new ground in looking at these issues from a wider array of perspectives.



## YOUR INVITATION TO JOIN US AT VFCC 2015

FCRC invites you to join us at Peppers The Sands Resort in Torquay, as we host the Victorian Financial Counselling Conference – VFCC 2015. The conference is an annual event and will once again be convened by the Financial and Consumer Rights Council, the peak body for Financial Counsellors in Victoria.

The conference theme this year is 'Stronger Together'. This reflects not only the working relationships and networking that occurs within the financial counselling sector, but also the strength that we create when we bring our stakeholders, like you, on board. A strength that benefits all of our work, and ultimately our mutual client and customer base.

In addition to providing resources and support to financial counsellors, FCRC works closely with government, the banking and credit industry, energy retailers, the debt collection industry and many other sectors and organisations whose customers experience financial hardship. FCRC is a proactive campaigner for those who are doing it tough.

This year at VFCC 2015, we are shaking things up, improving the conference format, engaging high profile speakers, providing structured partnership benefits for you, and creating more opportunities for networking and mingling across the three days.

The VFCC 2015 will unite its attendees in innovative ways of working together and explore how our partnerships can provide cohesion across many sectors dealing with hardship issues. We will explore how we can respond and create successful outcomes and systemic changes. Join us to stimulate discussion, share ideas and engage with all who attend.

The past twelve months have seen many changes, and challenges in our sector. There is no more important time to come together for what is already shaping up to be the most influential Victorian conference in this sector.

See you in Torquay!

## WHY BECOME A VFCC 2015 PARTNER?

The Victoria Financial Counselling Conference 2015 will be held in beautiful Torquay and is already shaping up to be the most influential Victorian conference in this sector.

This year we are offering you a unique opportunity to partner with FCRC to build and maintain a high profile within a large targeted audience. We are broadening the programme, engaging with high profile speakers and also new to this year are sessions designed to work with your hardship team leaders to get the conversation started.

### **Becoming a VFCC 2015 partner offers opportunities to:**

- › Gain broad pre-conference exposure of your brand through a strategically focused series of e-newsletters, direct emails, website and other electronic promotions, as well as editorial opportunities
- › Build strong connections with financial counsellors working at the coalface, across Victoria
- › Bridge the gap between your hardship team leaders and financial counsellors, with opportunities for face-to-face engagement
- › Connect and engage with key stakeholders and build brand awareness and alignment
- › Support Victoria's financial counsellors working with your customers in financial hardship, to gain successful outcomes
- › Sponsor a conference session or event that is uniquely branded by your organisation
- › Engage, showcase, influence and be influenced
- › Expose your brand to delegates from across Victoria, including government, industry, regulators and community groups.

Additionally, as we have seen significant growth and interest in the Victorian Financial Counselling Conference, this year we are offering a more structured approach to sponsoring this event. Packaged sponsorship options are now available to suit your budget, level of partnership and exposure, and entitlements to ensure your return on investment.

Our sponsorship programme provides unique opportunities ranging from naming rights for a number of events, speaking options, award presentation and dining. These options are based on a first come first served basis.

To secure your space, please make your selection, complete the attached form and return to Defining Events and a tax invoice will be issued.



*“I feel the organisers have a good understanding of what the majority of workers need from the conference”*

**If you require further information or would like to discuss the packages, please contact our Conference Secretariat.**



Defining Events  
Melanie Keenan  
0439 804 917  
vfcc2015@definingevents.com.au  
www.definingevents.com.au

## SPONSORSHIP PACKAGES

### MAJOR CONFERENCE SPONSOR

\$15,000 (incl. gst)

Exclusive, one (1) only

#### Major sponsorship package benefits include:

- › Your organisation's banner displayed in a prominent section of the foyer as guests arrive
- › Acknowledgement as the major sponsor on all digital marketing including our comprehensive pre-conference email campaign commencing in May 2015, with logo linked to your homepage
- › A prominent exhibitor's stand
- › Your logo on both the printed and electronic programme
- › Your logo on all printed name tags
- › Our MC will acknowledge you as a major sponsor throughout our programme of events on Thursday and Friday
- › A 3-5 minute speaking option by a suitably qualified representative in the main plenary – topic and content to be approved by conference convener
- › Your logo will appear most prominently on the background slides throughout the event
- › Your logo will appear on the conference page of the FCRC website and registration website, in the lead up to the event
- › Two complimentary full conference tickets for representatives of your organisation, including the Thursday conference dinner
- › Interview in the Devil's Advocate about your organisation and how you work with the financial counselling sector (publication date may fall after the conference)
- › The opportunity to use the conference logo for use on your promotional material
- › Major Sponsor preference option for 2016 conference.

*“Networking face-to-face with industry and stakeholder decision makers, was really beneficial from a cross-sector point of view”*



### CONFERENCE AWARD DINNER SPONSOR

\$10,000 (incl. gst)

Exclusive, one (1) only

#### 7 – 11pm Thursday evening formal conference dinner event.

#### Award Dinner benefits include:

- › Your organisation's banner, prominently displayed in the dining hall throughout the dinner event
- › Our MC will acknowledge you as the dinner sponsor throughout the evening
- › Acknowledgement as a sponsor on all digital marketing including our comprehensive pre-conference email campaign commencing in May 2015, with logo linked to your homepage
- › Two complimentary tickets for representatives of your organisation to attend the dinner
- › We will provide a 'sponsored by' promotional card with your organisation's name and logo on each table
- › Option to provide small promotional items to be placed at each place setting
- › The opportunity to use the conference logo for use on your promotional material
- › Your organisation sponsored award of some kind e.g. FC with greatest outcome in 2014, best dressed on the night. We are open to suggestions!

#### Optional Extra:

Include an exhibitor stand from Wednesday to Friday for an additional \$1,500. (Includes full conference registrations for 2 staff members). A collection of professional photos will be provided of your event and stand.

# SPONSORSHIP PACKAGES

## NEW EVENT

### THURSDAY BREAKFAST SPONSOR

\$8,500 (incl. gst)

Exclusive, one (1) only

Held in the hotel restaurant, the Thursday morning breakfast option is a new event and the perfect opportunity to capture the audience's attention.

#### Breakfast sponsorship benefits include:

- › Naming rights to arguably the most important event of the day
- › Acknowledgement as a sponsor on all digital marketing including our comprehensive pre-conference email campaign commencing in May 2015, with logo linked to your homepage
- › Your organisation's banner prominently displayed in the event hall for the duration of the breakfast
- › A 3-minute speaking opportunity by a suitably qualified representative – topic and content to be approved by conference convener
- › Two complimentary tickets for representatives of your organisation to attend the Thursday Conference Awards dinner
- › Complimentary breakfast for two staff members at this event
- › The opportunity to use the conference logo for use on your promotional material
- › You may include small promotional items on the tables
- › The opportunity to network in an informal atmosphere.

#### Optional Extra:

Include an exhibitor stand from Wednesday to Friday for an additional \$1,500. (Includes full conference registrations for 2 staff members). A collection of professional photos will be provided of your event and stand.



## NEW EVENT

### DEGUSTATION AND DIALOGUE SPONSOR

\$7,500 (incl. gst)

Exclusive, one (1) only

7 – 10pm semi-formal cocktail style event following Wednesday AGM.

#### Sponsorship benefits include:

- › Naming rights to this 3-hour event (event includes food and beverage)
- › Acknowledgement as the D&D sponsor on all digital marketing including our comprehensive pre-conference email campaign commencing in May 2015, with logo linked to your homepage
- › Your organisation's banner prominently displayed in the event hall throughout this informal networking event
- › Our MC will acknowledge you as the D&D sponsor during the welcome and throughout the preceding events
- › Two complimentary tickets for representatives of your organisation to attend the Thursday Awards dinner
- › We will provide a promotional 'sponsored by' card with your organisation's name and logo in the room
- › The opportunity to use the conference logo for use on your promotional material
- › You may include small promotional items at the event
- › Opportunities to network in an informal atmosphere.

#### Optional Extra:

Include an exhibitor stand from Wednesday to Friday for an additional \$1,500. (Includes full conference registrations for 2 staff members).

## SPONSORSHIP PACKAGES

### GOLD SPONSOR

\$6,000 (incl. gst)

Limited availability

#### Gold sponsorship package benefits include:

- › An exhibitor's stand across all days
- › Acknowledgement as a VFCC 2015 sponsor on all digital marketing including our comprehensive pre-conference email campaign commencing in May 2015, with logo linked to your homepage
- › Your promotional literature on every table in the main plenary on the Friday (final conference day)
- › Your logo on both the printed and electronic programme
- › Our MC will acknowledge your sponsorship
- › Your logo will appear on the background slides throughout the event
- › Your logo will appear on the conference website, in the lead up to the event
- › One complimentary ticket for a representatives from your organisation to the main conference days, Thursday and Friday, including the Thursday conference dinner.

### BARISTA BAR SPONSOR

\$2,500 per day (Wed, Thurs, Fri) OR

\$5,000 Full Conference (incl. gst)

Exclusive, one (1) only

**Potentially the most important and sought after option – providing coffee for the conference masses!**

#### Barista sponsorship benefits include:

- › An exhibitor's stand within close proximity of the Barista Bar to maximise audience exposure
- › 160mm x 690mm business branding panel on the coffee machine (artwork to be provided by sponsor)
- › Professional barista provided with full café drinks menu available
- › Your logo on both the printed and electronic programme
- › Your logo will appear on the background slides throughout the event
- › Your logo will appear on the conference page of the conference website, in the lead up to the event.

*“I always come away from the conference inspired and enlightened”*

### SILVER SPONSOR

\$3,500 (incl. gst)

Limited availability

#### Silver sponsorship benefits include:

- › An exhibitor's stand
- › Broad pre-conference exposure of your brand through a strategically focused series of e-newsletters
- › Your logo on both the printed and electronic programme
- › Your logo will appear on the background slides throughout the event
- › Your logo will appear on the conference page of the conference website, in the lead up to the event.

### COMMUNITY ORGANISATION EXHIBITOR STAND

\$895 (incl. gst)

Limited availability

#### STAND ONLY

- › Please register and pay to attend the conference.





CONTACT DETAILS

Please note all correspondence including invoices will be sent to the contact supplied below.

Company Name\*

Contact Person\*

Position\*

Email\*

Telephone\*

Mobile

Address

State

Postcode

Website\*

\* Required

Application forms may be emailed to Melanie Keenan at vfcc2015@definingevents.com.au

Sponsorship/exhibition agreement and tax invoice will be sent upon receipt of your application form.

To make enquiries contact the Conference Secretariat



Defining Events
Melanie Keenan
0439 804 917
vfcc2015@definingevents.com.au
www.definingevents.com.au

PARTNERSHIP OPPORTUNITIES

Tick appropriate box/es. All prices are inclusive of 10% gst.

PARTNERSHIP OPTIONS

- Major Conference Partner | \$15,000
Conference Award Dinner Partner | \$10,000
Thursday Breakfast Partner | \$8,500
Degustation & Dialogue Partner | \$7,500
Gold Conference Partner | \$6,000
Barista Bar Partner One Day | \$2,500
Barista Bar Partner Full Conference | \$5,000
Silver Conference Partner | \$3,500
Community Exhibitor | \$895

- Yes, my organisation accepts the entitlements as outlined in this prospectus and we confirm sponsorship and/or exhibition at the above event.
We agree to the terms and conditions and cancellation policy as outlined below.

METHOD OF PAYMENT

Tick appropriate box. Payment details to be provided on invoice.

I agree to be invoiced for a total of \$ for the items selected above.

- I wish to pay by cheque.
I wish to pay by bank transfer. Bank details will be supplied on your tax invoice issued with confirmation.
Please tick this box if you do NOT wish to receive conference updates via email.

Signature Date

TERMS AND CONDITIONS

It is mandatory that to attend the event, you and all staff must be registered. If your sponsorship entitlements do not include complimentary registration or you wish to bring additional staff members, visit www.etouches.com/vfcc2015 and select from the non-members registration options.

Deposit payment information

Deposit payment (50%) must accompany your application to exhibit or sponsor. Acceptance of sponsorship and/or exhibition stand(s) cannot be confirmed until payment is received.

Cancellation policy information

In the event of cancellation of sponsorship or exhibition stand(s), note that unless that particular area of sponsorship or exhibition is resold, the conference organisers reserve the right to retain monies received.