



Investing In Youth Employment



Rydges World Square, Sydney
19-20 September 2013

A brighter future for Marginalised Youth



Sponsorship
Prospectus

Invitation from Yfoundations Co-Presidents

On behalf of Yfoundations, we are delighted to invite sponsors to participate in our Youth Employment Conference 'Investing in Youth', taking place in Sydney on 19-20 September 2013.

Young people have an essential role in our present and future workforce. Well managed young workers can be enthusiastic, efficient and creative.

Yfoundations have recognised a prohibitive 'cycle' in youth homelessness that may begin with family breakdown and a poor home environment – but continues with unemployment. Research supports what is called a 'scarring effect' suggesting that exposure to long term unemployment as a young person means that you are statistically much more likely to be continuously unemployed or in insecure employment for the rest of your life. **Youth employment is a real cycle breaker.** The underlying issue behind the cycle lies in the lack of an initial work opportunity for young people.

National in scope, we will be focusing on the needs of business and employers, as well as NFP and education representatives. We will deliver relevant and innovative information on the strategies and industrial relations policy and practice that can help businesses harness the potential of young marginalised people and how Not For Profit organisations can support businesses in the employment of marginalised youth. The conference program is both unique and exciting, and has been tested with industry bodies to maintain the highest possible relevance to industry needs and most burning questions.

In today's climate, many employers are concerned about their social impact and how to demonstrate that they are 'Good Corporate Citizens', while not negatively impacting on their bottom line. Showcasing solutions that are good for business, youth and our communities, the conference will address how to successfully run education to work and corporate social responsibility programs, and employ young people who have experienced homelessness, mental illness or disabilities and are otherwise apparently but not actually limited in their capacity to succeed in the workplace.

There is no better time than now to discuss youth employment! With the federal election just around the corner, Yfoundations will provide a platform to ensure that the employment of marginalised young people is firmly on the policy agenda for the incoming Government. The conference will contribute to Yfoundations' key goals of advocating for change, supporting the sector & building a better future without youth homelessness.

The support of sponsors is vital to the success of the conference and we have worked to provide opportunities which will be of benefit to you and which can be tailored to your marketing needs. Benefits of sponsorship include aligning your brand with cutting edge professional development, business strategy, and innovative employment practices. Sponsors will place themselves as not only industry leaders, but also community innovators who engage with the entire spectrum of young workers.

We invite you to consider the following package that outlines how you can be involved in this exciting and unique event and we look forward to seeing you at the conference in September 2013.

Brett Paradise and Mary Biddle
Co-Presidents
Yfoundations Incorporated

Program

A number of well-known speakers and panels have already been confirmed and the conference organising committee will be refining the program in the lead up to the event. Information will be updated continuously on the website.

Hot topics covered in the program include:

- The broader economic imperative: growing Australian business by increasing youth workforce participation
- Strategies for developing a Corporate Social Responsibility strategy and powerful public-NFP-private partnerships which benefit your overall Corporate Strategy and the Community
- Support and funding opportunities for businesses employing young and disadvantaged groups
- Strategies for marketing the positive social impacts of your business and tendering for Government contracts where the need to demonstrate positive social impact is key
- Youth panels: young people speaking directly about their expectations and experiences of employment pathways and the work environment
- Case studies and workshops showcasing successful workforce development programs for young marginalised people



Who will attend?

The Investing in Youth Employment conference will attract an estimated 400 delegates from market leading companies, small business, and influential representatives from Government and the community sector. We expect particular interest from Corporate Social Responsibility professionals and Community managers keen to find out how to boost their CSR and volunteer programs and to “Do Good” while supporting their bottom line. Attendance by community and education sector organisations, especially Charities working with young marginalised people and registered training organisations that work to create employment pathways for young marginalised people will also be significant.



Marketing and Communications Strategy

The Marketing and Communications Plan will create maximum awareness among the target audiences. It will combine online and offline communications tactics and networking, including:

Conference website

Providing the key source of information about the conference, and updated regularly with the latest news on speakers, sponsors and industry news.

Direct marketing through peak industry bodies

We have partnered with peak industry bodies in the corporate and not-for-profit sectors who will distribute information to their large member networks through e-newsletters and print materials.

Online and print advertisements and articles

Appearing in relevant industry publications with wide readership

Promotion amongst Yfoundations networks, social media and on the Conference Blog

Regular email updates and newsletter content will promote the conference to a large number of community sector organisations and supporters of youth issues. Yfoundations social media platforms will provide regular and interesting updates, particularly in relation to conference content. The conference blog series will promote discussion and debate, and add another channel to highlight the contribution of sponsors.

Media coverage

Specialist and general media channels will be targeted to run issue pieces on marginalised youth and the solutions being highlighted at the conference. As a not-for-profit running an event which is highly unique and innovative and in a high profile Sydney CBD location, we believe this will generate significant and positive media.





Why Sponsor?

Brand exposure

Promote your company's message through a national marketing campaign and one-of-a-kind event. With relevance across a variety of sectors, Corporate, Government and Not-For-Profit, this opportunity provides cross-sector exposure to a diverse audience.

Access to a targeted audience

Connect with key decision makers at an event conference targeting decision makers interested in improving their CSR strategies, in building public-private partnerships and in creating school to work pathways.

Networking

Combine your sponsorship with the opportunity to network directly with delegates through our Event Exhibition stalls and through our Event Smartphone App.

First of its kind

This conference is the first of its kind at this scale in Australia, and for that reason is sure to spark national discussion. By focusing on increasing workforce participation of young marginalised people, and by bringing together an audience across the three major employment sectors in Australia, this is an opportunity not to be missed.

Support for social benefit

Support for the Investing in Youth Employment Conference will show your commitment to young marginalised people and promote your reputation as a socially responsible organisation.

Yfoundations supports young people who have or are experiencing homelessness through various programs that help them achieve their dreams. To this end, Yfoundations is committed to funding a variety of new and expanded projects which aim to assist young people to break the cycle of youth homelessness. Your sponsorship will contribute to not only the success of the conference aims and advocacy in increasing the participation of marginalised youth in the workforce, but also the ongoing work of Yfoundations to empower young people directly.



Major Sponsorship Opportunities

Standard Entitlements

- Recognition by MC at the opening and closing sessions
- Logo to appear in registration brochure and online registration page
- Logo to appear on homepage and sponsor/exhibitor website pages
- Advertisement on our social media welcome page prior to the conference and a tweet-up on twitter listing the company name as a supporter of youth employment solutions
- Free listing in the Event Mobile App available to all delegates
- Associate Membership to Yfoundations for 2013-2014
- Gift opportunity for placement in conference bag (supplied by sponsor and according to the sustainable gift policy of the conference)

Gold Sponsor

Lead Sponsor recognition - \$25,000

This is an exclusive opportunity to be the Gold conference sponsor. You will hold the rights to lead prominence within the event. The Gold Sponsor is our primary partner and we will work with you to provide opportunities to promote your company and leverage your sponsorship in all aspects of our marketing strategy. In addition to the standard entitlements for major sponsors the Gold supporter will have the following:

Additional Entitlements

- Logo to appear on title slides of sessions in all rooms
- High visibility in any filming and photography products made available after the event
- Prominent acknowledgement on onsite signage in the registration area (only available to Gold and Silver supporters)
- Acknowledgement as Gold sponsor in all press releases associated with the promotion of the conference
- Complimentary stall in the Exhibition Showcase
- Admission to Conference related events: Two Registration passes

Silver Supporter

Prominence within marketing and event - \$15,000

Silver supporters will gain high-level exposure through recognition on all advertisements and on the website. As a major sponsor, we will work with you to leverage maximum impact for your sponsorship, and will discuss the inclusion of A La Carte sponsorship options outlined below as part of your package. In addition to the standard entitlements for major sponsors, Silver supporters will receive the following:

Additional Entitlements

- Prominent acknowledgement on onsite signage in the registration area (only available to Gold and Silver supporters)
- Opportunity for specifically branded signage at one conference lunch and one tea break, including place-cards on food tables and stand-up cocktail tables
- Complimentary stall in the Exhibition Showcase
- Admission to conference related events: One registration pass

Bronze Supporter

Broad recognition during lead up and event - \$5,000

Bronze supporters will gain exposure through recognition on all conference advertisements and on the website. As a major sponsor, we will work with you to leverage maximum impact for your sponsorship, and will discuss the inclusion of A La Carte sponsorship options outlined below as part of your package. In addition to the standard entitlements for major sponsors the Bronze supporters will receive the following:

Additional Entitlements

- Opportunity for specifically branded signage at one tea break, including place-cards on food tables and stand-up cocktail tables
- 50% discounted stall in the Exhibition Showcase
- Admission to conference related events: One registration pass

Community Supporter

Contributions over \$1,500

Community supporters are an important part of the Investing in Youth conference, because they demonstrate the broad-based business and organisational support for youth employment that we know is out there! As a Community Supporter you will gain exposure through recognition on the conference website, and Event Smartphone App. You will also receive a number of benefits as outlined below:

Additional Entitlements

- Logo in the Sponsor's Page of the conference website
- Listing in the Event Smartphone App, where all information and updates about the conference will be accessed by delegates
- 50% discounted rate on one conference ticket, including the Drinks & Links networking event

Attending the conference? Why not set aside a little extra \$ and be recognised as a supporter of the employment of marginalised youth?

GO BIG!

A La Carte: Special Event Opportunities

A la Carte options are available as a way to align your brand with a particular conference event, speaker, or product. These can be negotiated to fit within the above supporter categories, subject to availability. A la Carte sponsors committing \$5,000 and over will be afforded marketing entitlements outlined in accordance with the Major Sponsor category in line with the value of their package as detailed above.

Drinks & Links Event - \$15,000

(Joint sponsorship will be considered)

A networking drinks and canapés event will be held on Thursday 19 September for all delegates, allowing them to unwind and network in a casual setting after the jam-packed conference day 1 agenda. Delegates will enjoy gourmet finger-food and a drinks package for 2 hours at the four star Rydges venue. Light entertainment will also be a part of the event, while ensuring that networking opportunities are not compromised. In addition to the general benefits outlined for Major Sponsors above, the Lead Sponsor of the Drinks & Links event will receive:

Additional Entitlements

- Naming rights for the event
- Acknowledgement as lead sponsor by the MC
- Acknowledgement as the Drinks & Links event sponsor by the MC
- Signage displayed with lead prominence around the room
- 2 complimentary conference registration tickets

International Speaker Sponsorship - \$15,000

(1 available)

Reach all attendees at the highest profile address of the conference, which will be filmed and made available after the conference has ended. The international speaker keynote session, on day one of the conference, will provide a key international perspective on youth employment and strategies that are working most effectively around the world. Your sponsorship will be given high prominence during this important session and will have high visibility in any filming and photography of the event.

Youth Panel Sponsorships - \$12,000

(2 available)

The Youth Panels are two of the most exciting and unique sessions of the conference. By providing first hand experience, delegates will learn what it is that engages and motivates young people in the workforce. Sponsorship of a Youth Panel provides the opportunity to be remembered for providing delegates with an opportunity rarely afforded to business and industry leaders.

Your sponsorship will be given high prominence during this important session and will have high visibility in the filming and photography of the event, including acknowledgement as the session's sponsor.



Mobile Chargebar & Advertising Station Starting \$3,500

(1 available)

We can safely say that almost all delegates will have a mobile phone that will need charging over the two-day conference. With important event information being promoted via our event app, these stations will be critical to delegates' enjoyment of the event. As a sponsor, will have the opportunity to brand the Mobile Chargebar, a purpose built unit that can be entirely branded with logos and digital advertisements. Further examples of the look and feel of the station can be provided by the event organiser. Run an ad on the digital screen for delegates to watch while their device is charging for only \$150 extra!



Event Cafe & Advertising Station - \$5,500

(1 available)

Coffee is the new smoko and so much better for you! This on-site cafe is sure to be a hub for delegates who appreciate good coffee as we're sourcing only the best, fresh roasted beans with which to associate your brand! You will have the opportunity to place your company logo, marketing messages and product literature at the Event Cafe. The package includes branding of disposable cups with your full colour logo in prominent placement. Just imagine a room full of invigorated and excited delegates drinking the best



Photo credit: blankclothing.com.au & epromos.com

Lanyard & Name Tag Sponsor - \$3,000

(1 available)

All delegates, media representatives and volunteers will be required to wear an official name badge and lanyard to access the conference venue. With your company logo printed on all lanyards, this is an opportunity to gain maximum brand exposure throughout the conference. Our chosen product is made from environmentally friendly PET fabric and are printed in full colour.

Event Smartphone App

\$8,000

(exclusive banner entitlement)

Considering that this event is designed to be environmentally conscious and discourages printing, the opportunity to put your brand as the lead banner on this App is not to be missed.

In the lead-up and during the two-day conference, the event app will be delegates go-to source of information. The event will allow delegates to access the agenda, network and view the venue map. Each time the App is used, they will see your company logo and message. Delegates will also be able to access exhibitor information through the App, rather than having to take home reams of paper flyers, making them more likely to contact exhibitors in the future. We can include push notifications from the exclusive sponsor as part of a package, allowing you to schedule a message to all delegates simultaneously.

Note: partial sponsorships of \$2,000 each will be available if you prefer to include your banner as part of a rolling sponsors list (up to 5 available).

A Few Ideas You May Like...

- The exclusive banner Sponsor also gets a 'Splash Page', a full page advertisement space each time a delegate initiates the App
- Send a push notification - a message directly to delegates' phones - each day of the conference for direct promotion to delegates (Included for exclusive banner sponsor)
- Ability to edit your own sponsor information with access to the App back end

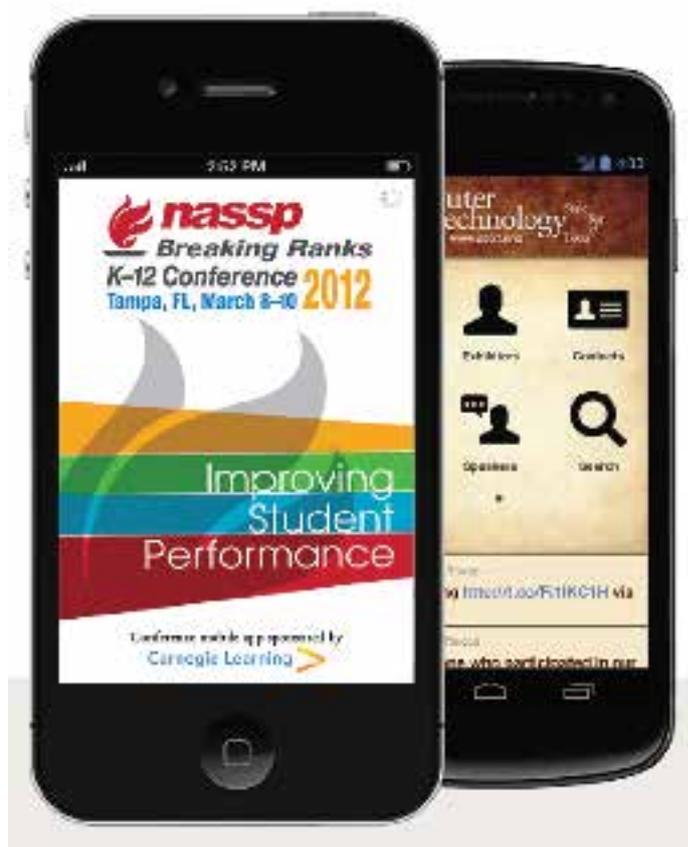


Photo credit: elearningstuff.com & eventmobi.com

- Design a 'click' game with us for the App which further highlights your brand! (Included for exclusive banner sponsor)
- Get conference data reports related to your brand post-conference, such as sponsor banner views and clicks through to your website, delegate survey information and levels of interaction with App games



Delegate Gift Bag Sponsor

\$5,500

(1 available)

Show your commitment to the environment by sponsoring our sustainable eco-gift bags, made from organic cotton. We have sourced reusable shopping bags that fold up into a small pouch, for easy carrying when not in use. Due to their sustainable nature and easy-to-use design, these bags are known to be used long after an event. For groceries, road trips or neighbourhood picnics this opportunity provides a long-lasting marketing tool.

Your company logo will be visible to all delegates throughout the duration of the conference and after the event. Gifts included in the bags will only be those which have 'green and clean' credentials. Help us eliminate future trash by providing delegates with materials they actually like and want to re-use!

<http://www.organiccobags.com.au/bag-range.html>



Event Exhibition Stalls \$2,500 per stall

Why Exhibit?

Direct access to 400 conference delegates working in the Youth Employment and Corporate Social Responsibility industry, including community managers, CSR professionals, training managers and Not For Profit executives.

Small exhibition area, so your brand won't get lost in the crowd!

A captive audience! Exhibitors are positioned alongside the lunch and tea break area for all delegates, and stalls may be run for the duration of the event.

Link your promotional material in our Event Smartphone App, that will be used by delegates throughout the two days to access the agenda, network with other delegates, and view the venue map.

Exhibitor Package includes:

- 1 (2m x 2m) exhibitor space with trestle table to be branded as you choose, two chairs included
- 2 full day showcase, with the ability to leave materials and setup overnight
- Access to AC power
- Listing in the Event Exhibition outline on the conference website and App
- Opportunity to link promotional material to the Event Smartphone App

Why not scale up your sponsorship and become a Bronze supporter?

You'll get broad recognition as a major sponsor in the conference lead up and at the event!

A Bronze sponsorship + event stall package is valued at \$6,000

Green Is In

The Investing in Youth Employment Conference is a Green event, meaning that we aim to be as friendly to the planet as a young Australian Youth Climate Coalition activist. We discourage the printing of excess promotional materials. The good news is that the App will both save you money and increase the likelihood that your product will be well received.

Benefits include:

- Showcasing your brand as tech-savvy and environmentally conscious
- Convenient for the delegate who won't be weighed down by a ton of flyers
- Your electronic flyers are accessible as PDF documents in the App and attachments can be emailed by delegates to their contacts or colleagues with ease
- No chance of your promotional material getting 'lost' and ending up on the conference floor
- If you wish to bring promotional material because you believe this is the best format, that's fine too and there will be space on the table for you to set up as you prefer.

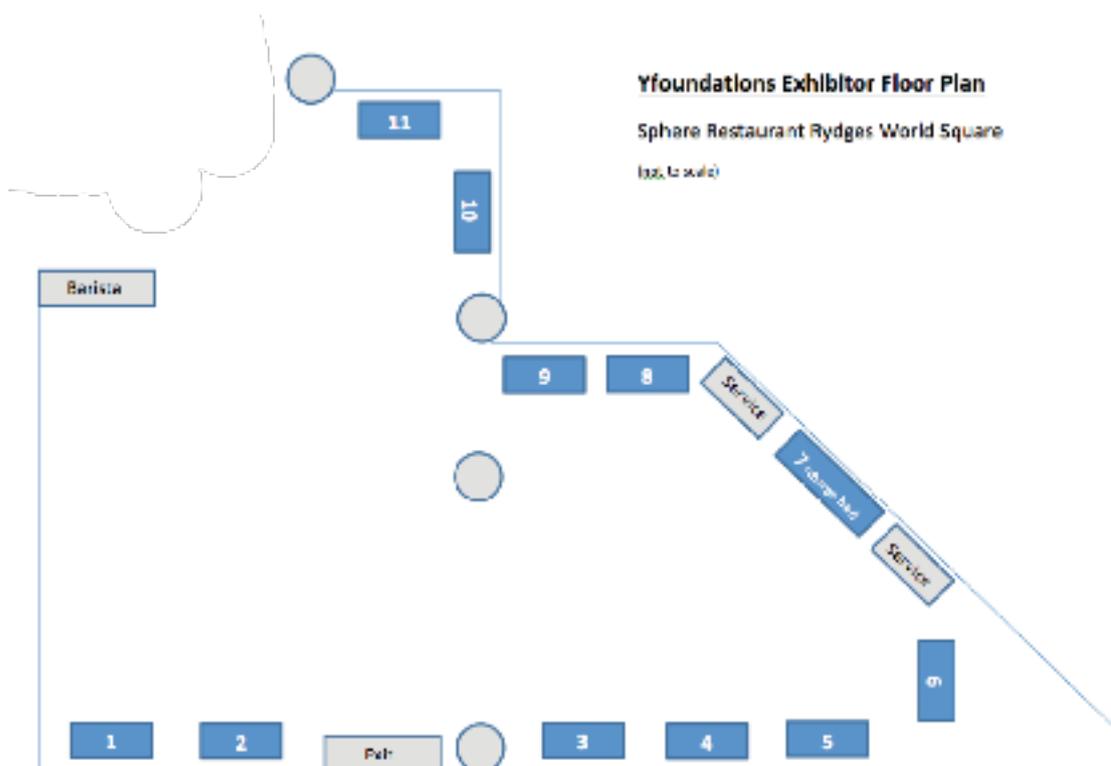
Promotional Inclusion in Gift Bags

Delegate gift bags will also follow the 'Green' mandate of the conference. Our conference bags will be for items which are of some future use to delegates and may be included for an additional fee, dependent on the item. We're looking to include items such as reusable drink bottles, USB storage devices, recycled pens, and other reusable, useful or environmentally friendly items. Feel free to be creative and let us talk to you about the many options available!





Venue map



Preferred exhibition spaces

Event exhibition spaces are limited and stalls will be sold on a first come, first served basis. If you have a preference for the location of your stall, please contact the event organiser ASAP. We can also advise which spaces will best suit your needs.

Contact the event organiser

A la carte sponsorship opportunities are limited and these opportunities are granted on a first come, first served basis. We do aim to ensure that branding opportunities for Investing in Youth Employment are available for all and any sized marketing budget, so please don't hesitate to contact Catherine to discuss your marketing needs.

For more information on sponsorships, contact the event organiser directly:

Catherine Francetich

Email: conference@yfoundations.org.au

Phone: 02 8306 7905

Mobile: 0418 406 785

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