2016/17

"The ALGIM Annual Conference has been a huge help

to us...how else can you meet 50 odd Councils in 3 days?

From a financial perspective, it really works for us."

Sponsorship Prospectus

Sponsorship Packages

ALGIM hosts six events a year. All events are marketed to ALGIM members via web, social media, print and personal contact. ALGIM members include 100% of all Local Authorities (every Council member) and a large number of corporate members.

Both Local Government and private sector commitment to ALGIM events has continued to grow each year. The 2015 ALGIM Annual Conference enjoyed our maximum overall numbers of delegates. There was also a high percentage of people new to the ALGIM Conference environment.

ALGIM continues to look for new ways to foster networking and positive interaction between all attendees. For example, for the 2016 ALGIM Annual Conference, ALGIM will be **enhancing opportunities for exhibitor / delegate engagement** through the return of the coffee cart, innovative activities and exhibitor briefings.

Following feedback from a number of valued event sponsors, ALGIM has introduced a 2016/17 Sponsorship Prospectus that corre- lates to the April 2016/ March 2017 financial year. This package provides our vendors with the opportunity to choose sponsorship / exhibition options that best suit their organisation.

The ALGIM Sponsorship Prospectus will enhance benefits already received by our Premier and Corporate Members. Feel free to talk to the ALGIM Office at admin@algim.org.nz about becoming a member.

2016/17 ALGIM EVENTS

Why Sponsor with ALGIM

The Association of Local Government Information Management (ALGIM) represents the national and international interests of the information, communication and technology (ICT) sector within New Zealand's city, district and regional Councils. We provide best practice in the Local Government ICT sector by enhancing professional development through scholarships, training, events, awards and networking, and offer leadership through toolkits, advocacy, research and shared services.

Through a programme of symposiums and the Annual Conference, ALGIM provides premier events for professionals working within the Local Government Information Management. Each event, designed specifically for the sector, brings together Local and Central Government ICT teams to share knowledge, celebrate achievement, and develop professional skills.

Industry partnership is a highly valued component of ALGIM events. Sponsorship enables ALGIM to deliver quality, professional and salient events to members; it also gives businesses the opportunities to achieve higher brand recognition, showcase product and service solutions to the ICT Local Government sector and direct market to a relevant community of experts and opinion leaders.

For businesses focused on building relationships with Local Government ICT management, ALGIM events are a targeted, cost-effective way to reach those making purchasing decisions for the Local Government sector, controlling an estimated budget of $95 million in relation to hardware, software, communications, consulting, GIS and many other products of the industry.

2015 ALGIM EVENT	Participants
GIS Symposium	103
Web & Digital Symposium	113
Information Management / Records Symposium	91
Customer Service Symposium	99
Annual Conference	242
Infrastructure Symposium	50

ALGIM DIAMOND SPONSORSHIP (APRIL 2016 — MARCH 2017)

An ALGIM Diamond Sponsor receives for the year:

- Complimentary Double Booth and two exhibitors at ALGIM Annual Conference

- Complimentary booth and one exhibitor for up to 2 ALGIM Symposiums

- 20% Discount on additional exhibitors

- Preferential booth location (offered two weeks prior to exhibition space open)

- Acknowledgement in opening address

- Opportunity to provide a keynote presentation (45 minutes) to delegates at the ALGIM Annual Conference*

- Opportunity to provide a keynote presentation (45 minutes) at one ALGIM Symposium*

- Opportunity to present a technical workshop / seminar within the programme at one event*

- VIP Table reserved at both the Annual Awards dinner and up to 2 Symposium dinners (excludes additional dinner tickets)

- Recognition as an ALGIM Diamond Sponsor plus the opportunity to place a ½ page advert in the ALGIM Annual Conference and up to 2 Symposium event programmes

- Company listing in ALGIM Annual Conference and Symposium Event app (when attending and when available)

- Complimentary insert to be included in all ALGIM event satchels (to be supplied by sponsor)

- Opportunity to place a complimentary ½ page advert in all ALGIM Network magazines for year of sponsorship

- Complimentary company listing within ALGIM Infobase**

- Your company Logo, a short company profile and recognition as an ALGIM Diamond Sponsor in ALGIM Website (with link to your website) and other relevant marketing material

Sponsorship Cost:

$18,000 excl. GST

[or $12,500 excl. GST for ALGIM Premier Members]

Note: Diamond Sponsorship is only available to ALGIM members. It can be purchased at any time between April 2016 and March 2017, however is only valid up until March 2017 (i.e. no benefits can be carried forward to the next year)

*   Topic to be approved by the ALGIM event organising committee

**   **ALGIM Infobase**, an online catalogue of system applications running in all New Zealand Local Authorities, will be available from May 2016. This new resource allows for businesses with an interest in the Local Government sector to purchase a company listing, outlining what their organisation does and can provide to New Zealand Councils.

ALGIM INDIVIDUAL EVENT SPONSORSHIP	ALGIM GIS Symposium	ALGIM Web & Digital Symposium	ALGIM IM / Records Symposium	ALGIM Customer Service Symposium	Annual ALGIM Conference	ALGIM Infrastructure Symposium
Category 1: Exhibition Space - *indicate your event(s) of choice with a tick √*						
An ALGIM Platinum Sponsor receives: Complimentary Double Booth and two exhibitors (standard booth for symposiums) 10% Discount on additional exhibitors Preferential booth location (offered two weeks prior to exhibition space opening) Opportunity to present or run a technical workshop (streamed session)* VIP Table reserved at the Event Awards dinner (excludes additional dinner tickets) ¼ page advert plus recognition as a Platinum Sponsor in the Event programme Complimentary insert included in delegate satchel Company listing in event app, if available Complimentary company listing within ALIGM Infobase** ¼ page advert in one ALGIM Network mag Your logo included in website for event **Platinum only available to ALGIM Members**	$4,700 ☐	$4,700 ☐	$4,700 ☐	$4,700 ☐	$6,000 ☐ [$1,000 for ALGIM Premier Members]	$4,700 ☐
ALGIM Gold sponsor receives: Complimentary Standard Booth and one exhibitor Complimentary insert included in delegate satchel Company listing in event app, if available Note: Standard booths use three panels for display / space definition. Two spotlights and power is included however **exhibitor provides own furniture.**	ALGIM Members – also includes complimentary company listing in ALGIM Infobase**					
	$1,150 ☐	$1,150 ☐	$1,150 ☐	$1,150 ☐	$1,800 ☐ [FOC for ALGIM Premier Members]	$1,150 ☐
	Non-Members					
	$1,550 ☐	$1,550 ☐	$1,550 ☐	$1,550 ☐	$2,400 ☐	$1,550 ☐
An ALGIM Silver Sponsor receives: Complimentary Pod Booth and one exhibitor Complimentary insert included in delegate satchel Company listing in event app, if available Note: Pods are a mini-booth, providing a simple 'meet and greet' space. One wall is provided for some separation / display, plus **bar leaner / stools.** **Only a limited number of Pod Booths available**	ALGIM Members – also includes complimentary company listing in ALGIM Infobase**					
	$1,050 ☐	$1,050 ☐	$1,050 ☐	$1,050 ☐	$1,700 ☐	$1,050 ☐
	Non-Members					
	$1,475 ☐	$1,475 ☐	$1,475 ☐	$1,475 ☐	$2,200 ☐	$1,475 ☐

All prices exclude GST

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Category 2: Wide Brand Exposure *indicate your event(s) of choice with a tick √*						
Branded Event app: Recognition as Event App sponsor on both the Event app and the Event Programme(s) / To be developed in consultation with ALGIM / To be tendered April 2016	Awarded by tender, to be developed and used for all ALGIM 2016/17 events					
Lanyards/nametags: Your company branding on lanyard / Recognition as sponsor in the Event Programme / Supply of lanyards / nametags in addition to the sponsorship cost, to be organised by sponsor	$1,500 ___	$1,500___	$1,500___	$1,500___	$2,500___	$1,500___
Company Logo on ALGIM Shirts: Recognition as sponsor in ALGIM Event Programmes / Sponsored for Annual Conference, but used for all ALGIM events / *Biannual opportunity only*	Biannual tender, to be offered for 2017/18					
First night drinks/cocktail function and entertainment: Your logo and ¼ page advert included in ALGIM Conference Programme / Your banners / signage displayed, as appropriate / Opportunity to introduce entertainment	n/a	n/a	n/a	n/a	$7,500 ___	n/a
ALGIM Annual Awards - Pre-Award Dinner drinks: Your logo included in ALGIM Conference Programme / Your banners / signage displayed, as appropriate / Acknowledgement in Awards welcome	n/a	n/a	n/a	n/a	$2,500 ___	n/a
ALGIM Awards Dinner Sponsorship: *Complimentary ALGIM Gold Sponsorship status* / Your logo and ¼ page advert included in ALGIM Conference Programme / Your banners / signage displayed, as appropriate / Opportunity to welcome dinner attendees / Acknowledgement in Awards introduction by MC	$7,500 ___	$7,500 ___	$7,500 ___	$7,500 ___	$14,000 ___	$7,500 ___
Awards After-Dinner Entertainment: Your logo included in ALGIM Conference Programme / Your banners / signage displayed, as appropriate / Entertainment selected in consultation with Conference committee	$3,000 ___	$3,000 ___	$3,000 ___	$3,000 ___	$3,000 ___	$3,000 ___
Power Station / Coffee Cart: Your company banners and branding displayed in power station / coffee cart zone / Your logo highlighting location on exhibitor map / Recognition as sponsor in the Event Programme / Barista-made coffee to be supplied by sponsor	n/a	n/a	n/a	n/a	$1,500 ___	n/a
Pads / pens: Opportunity to supply your branded pads and pens to delegates, on tables or in satchels depending on event / Recognition as sponsor in the Event Programme / Pads and pens to be supplied by sponsor	$350 ___	$350 ___	$350 ___	$350 ___	$500 ___	$350 ___
Additional promotional item in Delegate satchels: Subject to ALGIM approval	$150 ___	$150 ___	$150 ___	$150 ___	$200 ___	$150 __

All prices exclude GST

ALGIM INDIVIDUAL EVENT SPONSORSHIP	ALGIM GIS Symposium	ALGIM Web & Digital Symposium	ALGIM IM / Records Symposium	ALGIM Customer Service Symposium	Annual ALGIM Conference	ALIGM Infrastructure Symposium
Category 3: Connection to Innovation and Leadership – *indicate your event(s) of choice with a tick √*						
Sponsorship of Event award: Opportunity to present the Award to the recipient, and be photographed with winner Your company banner displayed at Award dinner Your company logo in the awards section of the Event Programme Sponsorship recognized in all marketing related to award – ALGIM website, Network Magazine etc Includes a gift chosen and purchased by sponsor **Note:** Please indicate if you have preference which Award your company sponsors. If you'd like to sponsor more than one Award, please discuss this directly with the ALGIM Event Coordinator	GIS Project of the Year GIS Professional Devpt $500 ___ [per award]	Supreme Website Best Use of Social Media Web/Digital Project of Year Web/Digital Professional Devpt $500 ___ [per award]	IMR Project of the Year IMR Professional Devpt $500 ___ [per award]	CS Rep CS Team Leader CS Team Mgr CS Professional Devpt $500 ___ [per award] Ultimate LG CS Service Centre $1000 ___	ALGIM Excellence in Innovation $3000 ___ [per award] ALGIM Excellence in Leadership $1500 ___	Best Technical Innovation of the Year Excellence in Infrastructure Management $500 ___ [per award]
Motivational Speaker / Industry Leader Presentation: Opportunity to introduce the speaker and your company to audience (5 minutes) Your company logo included in Event programme Your company banner displayed on stage	$3,000 ___	$3,000 ___	$3,000 ___	$3,000 ___	$3,000 ___	$3,000 ___

All prices exclude GST

Please Note:

Category 1 Sponsorship has limited availability based on event space available, and is at the discretion of the ALGIM Event Coordinator. Silver Sponsorship numbers are particularly limited.

Category 2 and 3 sponsorship items are subject to availability, however an option is already taken, a suitable replacement can be negotiated.

All ALGIM Sponsors are required to sign the ALGIM Sponsorship Agreement, in specific reference to the selected item(s) of sponsorship

The 2016/17 ALGIM Sponsorship Pack presents pricing for sponsorship during April 2016 – March 2017. During this period, ALGIM retains the right to change pricing or to limit sponsorship opportunities for events it produces, however pricing for selected sponsorship item(s) is guaranteed for those businesses who have signed an ALGIM Sponsorship Agreement.

WWW.ALGIM.ORG.NZ